

# THE EXTENT TO WHICH SECONDARY SCHOOL STUDENTS HAVE AWARENESS OF SOCIAL MEDIA AND ITS IMPACT ON SOCIAL VALUES

AISHA ALKAABI\*

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**ABSTRACT\_** *Social media in all its forms has become an important part of young people's lives, which has affected their value system. It is worth mentioning that, there are approximately three billion users of social media around the world, as well as people between the ages of eighteen and twenty nine are considered to be the most people who use these sites. Therefore, this paper aims at exploring the extent to which secondary school students have awareness of social media and its impact on social values in Qatar. The analytical descriptive approach was used through a questionnaire designed for study purposes in order to collect preliminary information from the sample of the study, which consisted of (384) secondary school students in public and private schools in Qatar, as they were randomly selected and distributed. The results showed that the degree of students' awareness of social media and its impact on social values was moderate. In addition, the results found that social media sites have positive effects on social values with respect to respecting others' opinions and cooperation values. However, the results revealed that social media sites have negative effects on social solidarity value in the Qatari society. Finally, this research recommended the importance of introducing secondary students to the social and ethical risks associated with the use of social networks, while setting up mechanisms to enhance social values in the Qatari society.*

**KEYWORDS:** *Social Media, Social Values, Secondary School Students.*

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## I. INTRODUCTION

Recently, social media occupied an advanced position that exceeded the role of many other educational institutions, especially after the rapid development of the Internet, as social media sites provide the community with various contents that include beliefs, attitudes, and values in the form of behavioural patterns that may be accepted or rejected according to the social and moral standards prevailing in society [1]. Social media is one of the latest and most popular products of communications technology, as it plays an important role in spreading a new societal culture that relies on modern technology, and works to consolidate the components of civilization, especially when the media material is formulated in a way that interacts with the requirements of society, aspirations, goals and values [2]. The social responsibility of social media is great, as it helps to harmonize social behaviour and defines habits for individuals and groups. However, in the absence of the laws and social controls that govern the rhythm of this phenomenon, the matter is reflected in the value social system that carried by individuals [3].

Social values play an important role in the life of the individual and society, as individuals live in a variety of environments, including the elements and material things that they interact with, and within a set of social norms and values that each society has on its own [4]. The social values of the individuals can direct their behaviour towards the social, political, economic, religious and moral ideologies, and other beliefs that may be cultivated and developed, which contributes to defining the method and approach in which they live in their societies [5]. Recently, all social media sites have turned into a tool to influence young people in particular and society in general, in terms of social, political, economic, environmental, moral and cognitive aspects [6]. Since social media sites work in one way or another to influence young people positively or negatively, in addition to that young people have been affected by the content circulated through these sites, since it has become a lot of young people do not distinguish between acceptable and unacceptable social behaviour [7]. Hence the current paper came to show the impact of social media on the social values system of a sample of secondary school students in Qatar.

## II. LITERATURE REVIEW

### 2.1 Social Media

Modern technological developments in the mid-nineties of the last century caused a rapidly spreading revolution in communications and the Internet, which spread all over the world. As the World Wide Web eliminated the borders of time and space, brought the distances between people and made the world a small village [8]. With this development, search engine sites, satellite channels, and other sites appeared, since the matter did not stop there until social networks arose such as Facebook, YouTube, WhatsApp, Twitter, etc., as some of which allowed the exchange of videos, photos and files, instant chatting, communication and direct interaction between the audience of the recipients [1]. The existence of social media is a social phenomenon that

has its various dimensions, but rather a global phenomenon that is virtually devoid of any society, including the Qatari society, as it has become an integral component of all aspects of modern life because of the information and facts it provides in various topics as well as the trends and developments it carries in various areas of human knowledge [9].

Social media in our time are considered one of the most powerful and well-known media, because of the characteristics and features that make them enjoy mass follow-up and great interest from all segments of society [10]. Also, social media plays an important pivotal role in building a system of intellectual and value awareness for members of society, especially young people, due to its distinctiveness of independence, decentralization, spreading capacity, and high speed [11]. Social media is a modern website and technology in which ideas are transmitted and experiences and knowledge are exchanged between people through positive interaction [6]. This is in addition to the fact that social media sites are a social network linked with each other, which facilitates and speeds the process of information transmission [12]. In addition, social media is a set of fixed or changing behavioural ethics and representations that defines the personality of individuals, either negatively or positively, that is related to their nature, identity, and emotional and scientific behaviour, as [13] emphasized the social media sites that give users an opportunity to create a new environment that allows expressing opinions for discussion, adopting views, and defending convictions and issues. Also, [2] pointed out that social media enables its users to build social entities, by linking those who share common interests and providing them with an opportunity to search for friends, and creating virtual social relationships. In addition, [14] explained that the opportunity has become available easily for students, of both sexes, to use social media sites for the purpose of studying or occupying leisure time, with the availability of the feature to satisfy those sites for their interests alike, in addition to the ease of use and freedom of expression guaranteed to everyone regardless of social background of the user.

### 2.2 Social Values

Social values are among the most important pillars upon which societies are built, as they relate to morals and principles [15]. Social values are general and controlling standards for correct human behaviour, since they are the desirable characteristics or qualities of members of society, which are defined by its culture such as tolerance and strength. Social values are a set of concepts, principles and standards that society believes in, as it is the engine of individuals' behaviour and represented by their words, actions and directions [5]. Also, social values are abstract, objective and independent whose true meanings are clear in the behaviour they represent and the reality they live in. Social values are those that relate to the standards of an individual's relationship with others in a particular society, such as cooperation, assistance, empathy, respect, listening, support for the weak, respect for the elderly, kindness for the

young, and responsibility [16]. In addition, [4] defined social values as are those values that help individuals realize, understand and control their social presence in order to be able to perform its social role with vitality, effectiveness and quality.

Social values play a fundamental role in unifying the inclinations and energies of societies and families, as they are the source, direction, law and standard governing norms of thoughts, feelings, efforts, energies and resources of individuals. There are many social values, but what determines the existence of these values is the general educational framework in society, and the extent of awareness reached by people in their dealings with each other [16]. In this paper, the researcher chose three social values which are solidarity, respect others' opinions, and cooperation, given their extreme importance and their impact on the social and moral system of students, as well as the need to draw attention towards these values and plant them in the hearts of students to be effective and productive in their societies in the future, in addition to these values have not been addressed deeply in previous studies [17].

#### - Solidarity

The concept of social solidarity is a broad concept that contains many aspects, including moral, material and others. Social solidarity is a form of social justice, as it is a pattern that represents relations between members of society as well as cooperation, sharing and compassion to achieve public interests in society [11]. Social solidarity is embodied in the fact that members of society are involved in preserving public and private interests, and preventing corruption and material and moral damages [18]. Moreover, social solidarity is the ability of individuals to participate in effective social participation, their sense of social responsibility, and their compliance with the values of the society in which they live, as well as the ability to establish positive relations with members of society in a way that preserves the rights of others in an atmosphere of trust and mutual respect [19]. The system of social values is based on promoting social solidarity among all members of society, starting with the individuals who responsible for their behaviours and actions, and ending with institutions such as the family, the school, and the social media, which have recently become one of the most important of these institutions in developing and promoting social values [10].

#### - Respect Others' Opinions

Creating respect is one of the most social values that societies all suffer from, since respect is one of the values enjoyed by the individual who possesses good morals and behavior, as it is to show appreciation to others by all means to win their love [20]. Respect for others can be done by treating people as equals in values, respecting people's choices, judgments, and opinions, choosing pleasant phrases, leaving vulgar words and not to disturb them, and learning taste to act. In other words, this value means respecting every point of view, opinion and choice that is contrary to your opinions and ideas, hearing and discussing it in an atmosphere in which respect and calmness prevail [21]. The truth is that most people may have a different opinion, but they interact and coexist in harmony with others without conflict, as the rejection of another opinion causes problems and aggressive behaviour. Also, [22] emphasized that social media sites have become a measure of public opinion in society, with features that compel the world to join them, but if freedom and respect for others and their views were

confiscated, everyone will search for another way. However, [23] explained that societies do not need to put restrictions on these sites, but the responsibility must stem from the individuals who use this site, this is due to education because the family, the school and the university are the ones who create and accustom individuals to the freedom of expression and respect for others in dialogue.

#### - Cooperation

Cooperation is defined as a distinct mechanism in which a number of individuals share in order to obtain a common, effective and positive result and this cooperation includes all areas of life; politically, economically, culturally, scientifically and practically [24]. This increases the strength of society and places it in a high summit of ethics, as cooperation assists in the transmission of ideas and creativity, whereby people are naturally inclined to know everything new, and see the various sciences in order to benefit from them, and update and amend them in a way that suits their different living conditions. Cooperation works to end all kinds of problems facing humanity such as poverty, unemployment, famines, and wars, all of these problems that hinder any possible progress in any region. [13] Illustrated the role of social media in promoting cooperation in science and knowledge between societies, where it contributes to the discussion of scientific ideas and cultural knowledge between individuals, and thus to increase or correct them if there is something that is not certain. Furthermore, [25] explained that cooperation brings great benefits to society, including enhancing love and familiarity among members of society, increasing interdependence and strengthening good relations, spreading positive concepts such as altruism, and eliminating meanings and bad manners on social media.

#### 2.3 The impact of social media on social values

Much of the past literature has closely examined the topic of social media and its impact on social values. [9] noted the rapid growth of preparing Internet addicts among the Qatari youth and their dependence on social networks as a primary source of information, since they concluded that the slight decline in social values that afflicted Qatari youth was caused by their extensive exposure to electronic media, wrong use, lack of parental guardianship and weak moral immunity, which had negative effects on their psychology and their social and moral behaviour. Also, [15] that social media sites contributed to the closeness of individuals within the American society, as it stated that social relations in America have become more intimate in light of the use of Facebook, which is inconsistent with [26] study that illustrated that social media sites eliminate social relations and causes isolation for the individuals. Furthermore, [17] tried to know the impact of the use of the social networking sites on social values, since the results reached that social media sites affects personal communication, social relations and ethics prevalent in society among individuals, as these sites lead to the withdrawal of individuals from social interaction and contact with others, which creates severe social isolation. Moreover, [11] clarified that social media sites contributed to weak relationships and social skills, and this phenomenon has started to grow among individuals who have become addicted to communication across virtual societies through social media sites, as they caused the destruction of these relationships and separated families by divorce and isolation. Furthermore, [27] indicated that many parties take advantage of students' ignorance, especially in adolescence, to publish many misleading programs on social media, which

contributes to spreading negative social customs and values that are not related to the nature of societies and their customs and traditions. There is no doubt that social media sites are entertaining and attract young people very seriously, causing addiction, which leads to isolation from society and waste of energies, as time seems worthless and meaningless. In addition, [20] pointed out that there is a supposed correlation between social values and norms of university students and social media, this interconnection that enables social media sites to make content in a way that appears natural and acceptable to members of society, here social media begins to establish concepts of its own that depend on the values that arise in phantom society not subject to social framework.

**III. RESEARCH PROBLEM AND QUESTIONS**

The problem of the study lies in the fact that youth constitute a distinct group in any society, as this group is characterized by production, giving and creativity [27]. Due to the growing use of electronic communication technologies in modern societies, social media has brought about a paradigm shift in social relationships and interactions at the individual and community level, which makes studying it a constant requirement in light of the successive changes [17]. Hence, educators emphasized the important role that social sites play in the lives of young people, keeping pace with the events and developments taking place in the world in general, and in the Arab region in particular, and how they interact with them in the details of their daily lives, and their implications for their behaviour and social interactions. Recent statistics have shown that the number of users of social media around the world exceeded 3 billion users, and that Facebook has exceeded 1.8 billion users. In Qatar, according to the statistics published by we are social organization through its website in the year 2017, Qatar ranked seventh in the spread of mobile Internet connection globally, as well as Qatar is leading the world in the use of social media sites on a daily basis, as the percentage of active users in the state reached 99% compared to the population, as it is considered one of the highest indicators worldwide in the use of social media sites, without forgetting the good economic level of most Qatari families, which allows the acquisition and use of smartphones more. This report also showed that the male community constitutes 60% of the total users of social media in Qatar. This intense turnout and accelerated interaction among the youth category on the sites represents an alarm bell, because it has left young people prey to schizophrenia, as the conflict between inherited values and imported traditions that made them confused and anxious, which in turn reflected on the social values that young people carry in determining their behavioural patterns, attitudes and

tendencies [6]. Taking secondary education students to engage with social media sites such as Facebook, Twitter, YouTube, email, etc. can give them expertise, information, and directions that are not appropriate for their age or joining groups in unknown targets, which is a waste of time and effort, as it exposes them to wrong social values as well as psychological disorders and social isolation. In light of the above, the main question can be asked: Is there an impact of secondary school students' use of social media on social values?

From the main question, sub-questions can be extracted:

1. Is there an impact of secondary school students' use of social media on solidarity?
2. Is there an impact of secondary school students' use of social media on respect others' opinions?
3. Is there an impact of secondary school students' use of social media on cooperation?

**IV. RESEARCH OBJECTIVES**

With this continuous increase in the use of social media sites and their accompaniment to students at all times, it is imperative to study and know the social effects resulting from this use and the type of this impact, so everything has advantages and disadvantages that affect not only the students and their families, but the entire society [3]. Thus, this paper aims at exploring the extent to which secondary school students have awareness of social media and its impact on social values. In addition to this main objective, there are a number of sub-objectives, such as:

1. Identifying the impact of secondary school students' use of social media on solidarity.
2. Identifying the impact of secondary school students' use of social media on respect others' opinions.
3. Identifying the impact of secondary school students' use of social media on cooperation.

**V. RESEARCH METHODOLOGY**

After reviewing in advance the aspects and dimensions of the phenomenon under study through delving into theoretical literature and previous studies, a descriptive analytical approach was used, which is one of the forms of analysis and scientific structured interpretation to describe a specific phenomenon or problem with the aim of reaching accurate and detailed knowledge about the research problem. The study population consisted of all secondary school students in public and private schools in Qatar, who numbered (15942) according to the annual statistical guide of the Qatari Ministry of Education and Higher Education in 2019. The sample of the study was chosen using the random sample method from the study population, since its number reached (384) students.

**Table 1**  
**Cronbach's Alpha for the Questionnaire.**

Cronbach's Alpha (%)	Item number	Scale
0.79	10	Solidarity
0.789	10	Respect Others' Opinions
0.825	10	Cooperation
0.972	47	Entire Questionnaire

The primary data were collected through using the questionnaire. In scientific research, the questionnaire is the list of questions that the researcher carefully attends in expressing the research topic within the framework of the plan developed to be presented order to obtain answers that include the required information and data to clarify the

phenomenon studied and define it from its various aspects. The researchers divided the questionnaire into two section. The first section consists of personal data, including of gender, school types, average daily time spent on social media, the most social media used, and preferred time to use social media). While the second section included the

variables in the questionnaire related to assessing the impact of social media sites on social values among secondary school students from their point of view, which consisted of three main variables that are solidarity, respect others' opinion, and cooperation, where each of them had (10) paragraphs .

The study relied on an online questionnaire to collect data from the respondents using the help of directors and teachers of secondary schools in Qatar to fill and complete the questionnaire data as an appropriate tool for the nature of the research subject, followed by emptying the questionnaire data to the SPSS, a number of statistical tests were applied. The number of questionnaires that filled online by students was 420, as 36 were excluded because they contain incomplete information. Finally, 384 questionnaires were analysed with a response rate of 91.4%.

5.1 Validity and Reliability

In this paper, Cronbach alpha coefficient was calculated to measure the questionnaire variables and verify their validity, which means the strength of the correlation between the

measurement statements, since alpha that is greater than 60.0 is considered acceptable. The table 1 shows the Cronbach's alpha values for the research variables, as cooperation variable obtained the highest value, which reached 0.825, while respect others' opinions variable obtained the lowest value, which reached 0.789. The questionnaire as a whole obtained a value of 0.972, which reflects the consistency of all the statements of the questionnaire.

5.2 Respondents' Profile

As mentioned above, the research population included all secondary school students in Qatar, as random sample was selected to represent the study population, which consisted of 384 students as shown in the table 2. The results show that 69.0% of the sample were male, and 31.0% of the sample were female. This is due to the fact that the percentage of males is higher than females in Qatari secondary schools, and in the Qatari society as a whole. Also, the table showed that 52.3% of the students study in private schools, and 47.7% study in public (government) schools, this equitable distribution gives the study a kind of credibility and achieves the required diversity in terms of identifying different views.

**Table 2**  
**Distribution of the Study Sample (N= 384)**

N (%)	Variable
265 (69.0%)	Gender
119 (31.0%)	Male
	Female
183 (47.7%)	School type
201 (52.3%)	Public
	Private
150 (39.1%)	Average daily time spent on social media
213 (55.5%)	0-2 hours
21 (5.4%)	3-5 hours
	More than 5 hours
195 (50.9%)	The most social media used
124 (32.2%)	Facebook
25 (6.6%)	YouTube
33 (8.6%)	Instagram
7 (1.7%)	Twitter
	Others
25 (6.5%)	Preferred time to use social media
171 (44.5%)	Morning
188 (49.0%)	Night
	Midnight

Moreover, the table 2 also showed that the rate of student use of social media sites is from 3 to 5 hours per day (55.5% of respondents), which is relatively high, especially at an important time in the lives of students who should focus on building their academic or professional future. This is due to the free time available to students, as well as their passion and love for using social media. The above table represents the most popular social sites used by respondents, as the results revealed that Facebook is the most used (50.9% of respondents), detailed and attractive social media site, due to its wide spread in recent years, especially in the Arab world, since it became a space for various activities such as exchange of information, acquaintance, and friendship for

students. In addition to its communicative role with family and friends. YouTube ranked second in terms of use among the respondents, as the spread of this site is known for its remarkable development, since it provides a rich balance of graphic films and various video clips, while Twitter ranked third, this site is still in the beginning of spread compared to Facebook. However, it seemed to gain attention after the users became acquainted with the services and benefits it provides. Moreover, the table 2 indicated that midnight is the preferred time for students to use social media (49.0% of respondents), which is very dangerous and has negative effects on students 'thinking and health.

**Table 3**  
**Mean and Standard Deviation of Study Variables**

Std. Deviation	Mean	
0.736	2.88	Solidarity
0.821	3.26	Respect others' opinions
0.904	3.41	Cooperation
0.874	3.09	Total Mean and Standard Deviation

5.3 Answers to Research Questions

The main Question: Is there an impact of secondary school students' use of social media on social values?

To answer this question, the mean and standard deviation were used to determine the degree of response or non-response of sample on research variables statements as shown in the table below.

Table 3 shows the mean and standard deviation of the study variables, the results showed that the degree of students' awareness of social media and its impact on social values was moderate, as the total mean is (3.09). Also, it is clear that cooperation variable got the highest mean of (3.41) with a standard deviation of (0.904), followed by respect others' opinions variable that achieved mean of (3.26) with a standard deviation of (0.821), and finally solidarity variable, which got mean of (2.88) with a standard deviation of (0.736). It is noted that the mean values are in the middle (neither agree nor disagree), which means that students are

confused in estimating the impact of social media sites on social values, whether this effect is positive or negative. These averages also show the urgent need to clarify the ideal way to use social media for secondary school students as a basic need that cannot be dispensed with today, but without prejudice to social and moral values and their role in refining the personality of students, and thus building the Qatari society on a solid basis.

To answer sub-questions, regression analysis was used in order to explore the impact of social media on research variables individually, including solidarity, respect others' opinions, and cooperation among secondary school students.

1. Is there an impact of secondary school students' use of social media on solidarity?

**Table 4**  
**Results of the Regression Analysis – The Impact of Social Media on Solidarity among Secondary School Students**

Sig.	F	Mean Square	df	Sum of Squares	Model
0.075 <sup>b</sup>	233.804	36.613	1	36.613	Regression
		0.157	382	38.836	Residual
			383	75.45	Total

$R^2 = .485$   $R^2(\text{adj}) = 0.483$

It is clear from the table 4 that the simple regression model to represent the impact of social media on solidarity among secondary school students is not significant, as Sig. value is 0.075, which is higher than 0.05, which means that social media has a negative impact on solidarity. The researcher attributes this result to the lack of interaction of students with youth initiatives and volunteer participation, which urges cooperation and assistance to the needy through

social media, as well as the long hours students spend on social media, causing social unity and isolation. In addition to the different priorities of students, as the greatest focus is on matters related to family and school. This result is consistent with [11,19]:

2. Is there an impact of secondary school students' use of social media on respect others' opinions?

**Table 5**  
**Results of the Regression Analysis – The Impact of Social Media on Respect Others' Opinions among Secondary School Students**

Sig.	F	Mean Square	df	Sum of Squares	Model
.000 <sup>b</sup>	475.385	49.583	1	49.583	Regression
		0.104	382	25.867	Residual
			383	75.45	Total

$R^2 = .657$   $R^2(\text{adj}) = .656$

Table 5 shows that the simple regression model to represent the impact of social media on respect others' opinions among secondary school students is significant, as Sig. value is 0.000, which is less than 0.05, which means that social media has a positive impact on respect others' opinions. This result is due to students' awareness of the

positives of those sites, and their awareness of the positive social experiences and values that are circulated and talked about, and which are required by different societal situations. The results of this research are consistent with [20,21]:

3. Is there an impact of secondary school students' use of social media on cooperation?

**Table 6**  
**Results of the Regression Analysis – The Impact of Social Media on Cooperation among Secondary School Students**

Sig.	F	Mean Square	df	Sum of Squares	Model
0.000 <sup>b</sup>	488.343	50.038	1	50.038	Regression
		0.102	382	25.411	Residual
			383	75.45	Total

$R^2 = .663$   $R^2(\text{adj}) = 0.662$

It is clear from the table 6 that the simple regression model to represent the impact of social media on cooperation among secondary school students is significant, as Sig. value is 0.000, which is less than 0.05, which means that social media has a positive impact on cooperation. This result is likely due to voluntary initiatives and works that are permanently posted on social media, which causes some students to participate and provide assistance to those who need it. Also, it cannot be overlooked that cooperation is an intrinsic value that is consolidated in Arab societies in general, and the Qatari community in particular, as it helps spread love and familiarity among students and increase the bond between them and their families and community. The results of this research are consistent with [13,25].

**VI. DISCUSSION**

It can be said that social media has a major and pivotal role in influencing the social values system that secondary school students enjoy, whether that is a negative or positive impact. The results pointed out that some respondents believe that their use of social media sites and exposure to their content helped them to link more with social values such as cooperation and respect for the opinions of others. The researcher believes that the logical, ideal and moderate use of social media is an appropriate way to cultivate social values and good morals among students. For instance, respecting others' opinions on social media is an extremely important element, as it helps to realize that no one is perfect, and that everyone thinks differently from the other. The researcher also stresses the awareness that Qatari youth possess in

combating hate speech or promoting it on social media. On the other hand, some respondents believe that social media has negative effects on social values, especially with regard to social solidarity. They justify this to the long time that students spend on social media, which reduces their interaction with others and their integration with the local community, assuming that social media sites are virtual far from reality. With the rapid changes taking place in the technological world, the researcher believes that social media sites began to deviate from the traditional pattern, whether in its design or in the transmission of information, through the process of linking its electronic pages to the web, displaying video slides, and opening the way for the audience to interact with each other.

The abnormal behaviours that result from students are of varying severity, as in many cases these behaviours are attributed to the students' loss of their social values and norms due to the wrong use of social media. Therefore, this paper emphasizes the attempt to train students on the possibility of employing their intellectual capabilities through social media in order to learn behavioural models that are compatible with identity and societal culture, as well as gain moral skills that are based on the integration of technology and culture. This enables students to use social media sites in the context of their cultural peculiarities and ethical orientation.

It is noted that social media users are mostly from small teenagers and youth groups, who find on the Internet a fun and entertaining benefit and spend more leisure time than anything else. So it was found that students use social media from 3 to 5 hours a day, which is high. This is due to several reasons, including the fact that students are provided with psychological, social and cultural mechanisms that make them use social media sites for a long time by exposing them to content that contradict their established beliefs. Social media has many implications for the social values of students at the secondary level, as these sites work to create isolation and addiction through excessive use, due to the lack of supervision and follow-up by parents. From the researcher's point of view, there is a shared responsibility of parents and schools throughout the Arab world, especially in Qatar, to educate students and teach them scientific standards that urge the proper and rational use of social media. Also, this paper pointed to the need to pay attention to the seriousness and impact of social media and conduct more research, especially as future expectations confirm the increased dependence on them.

## VII. CONCLUSION

This paper aims at exploring the extent to which secondary school students have awareness of social media and its impact on social values. The analytical descriptive approach was used through a questionnaire designed for study purposes in order to collect preliminary information from the sample of the study, which consisted of (384) secondary school students in Qatar, as they were randomly selected and distributed. The results showed that the degree of students' awareness of social media and its impact on social values was moderate, as the average is (3.09). Also, the results found that social media sites have positive effects on social values with respect to respecting others' opinions and cooperation. Moreover, the results revealed that social media sites have negative effects on social solidarity in the Qatari society. Finally, this paper recommended the importance of introducing secondary students to the social and ethical risks

arising from the use of social networks, while setting up mechanisms to enhance social values in the Qatari society. This is in addition to analysing and evaluating the relationship of modern communication users at the present time by determining the intensity of the use of new media, the type of participation, the motives for use and the type of content that they are interested in.

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