

The Contributions Of Artificial Intelligence In Enhancing The Functionality Of Social Media Applications: A Study Of A Sample Of Employees In The Central Administration At The University Of Relizane

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Abstract:

Artificial intelligence has become the talk of the public and private and is already considered a force of attraction, as all companies and even the media use it within the tasks of their workflow. The world today is taking rapid steps towards the era of artificial intelligence, which has become a dominant force in all fields, especially the media field, which is the fourth and dominant authority and even the most influential in the broad masses. Artificial intelligence, with its various applications, has made a great revolution in the field of media, especially in social networking sites, which in turn has evolved frighteningly and surpassed other known print, audio and visual media and has become an alternative to them in the communicative process between individuals in the transfer and exchange of information, ideas and news, and social media has become one of the features of the era and one of the most influential means of shaping the thought of society. Thus, social media sites become more dangerous when advanced artificial intelligence is added to them, and here they become a double-edged sword, either positive in enhancing human behavior, increasing science and knowledge, exchanging scientific experiences and reaching useful goals, or negative in that they threaten human values and are devoid of their essence and become like a machine or a destructive weapon directed at destroying rather than building.

Keywords: *Artificial intelligence, applications, role, social media, influence.*

Introduction:

We live in the age of digital technology, and the age of artificial intelligence is an era that has dominated our minds and obliged us to keep up with it and march towards it. It has become imposed on social media sites as it depends on it in its tasks, and artificial intelligence has become more exciting and interesting than before when it was included within these communication sites. It has become more influential in the public. It has become more exciting and interesting than before when it was included in these communication sites, and it has become more influential on the public. It has become more influential on the public, and it has become more influential on the public, both receivers and senders, both of whom have to accept this and develop themselves quickly to keep up

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with the age of artificial intelligence and the age of development.

Artificial intelligence is a modern communication stage and a qualitative leap in our modern society, and it has become necessary to receive this important event and create all conditions and institutions and establish centers that deal with it, as well as develop national strategies for artificial intelligence, its dissemination and use in all areas of our daily life. Many international television institutions have relied on the use of artificial intelligence models in their tasks and rely on algorithms to generate news without the intervention of human beings. Artificial intelligence has stormed social media and is creeping forward to become the first and last control over our daily lives and an integral part of us, and we have to realize that change is important for the future. The Internet and social networks have changed the way news is presented, and the relationship between the publisher and the reader has also changed. However, AI will have a greater and deeper impact than its predecessors. We must deal positively with these new communication phenomena and benefit from them to serve the goals of society and humanity as a whole. Artificial intelligence has recently come to influence young people, especially the educated elite, and control their time through social networking sites, the most prominent media phenomenon in our society today because it attracts a large segment of society, especially the youth, as it is the most influential in any society with its energy and ability to change and develop, and the most famous and most widely used of these networks is Facebook. This network has become a serious concern despite its positives, but it has imposed its power on societies, which has affected the change of values, as these networks imposed a certain culture and even became a new religion that has a strong influence on weakening minds and changing behavior and values, this media phenomenon pushes us to go deeper into our study and interpret the changes it has brought about.

Artificial intelligence has become a distinctive form of these platforms, which is an advanced technology characterized by imitating human intelligence and thinking instead of it, thus invading all fields of life, especially the media field that we will focus on. It also has a major role in social media such as Facebook, Twitter, Instagram and others and can improve people's lives. It has a dynamic role, for example, in Instagram and searches suggestions with the sharing of millions of photos on the platform every day; Instagram uses artificial intelligence to create its search function through its huge database to help users find photos related to their favorite activities and experiences, and other important roles that AI plays across social media sites.

Artificial intelligence has a tremendous degree of its ability to develop the means of communication and its multiple fields, and it can also constitute its biggest lethal weapon, so directing the correct use of artificial intelligence effectively and positively would develop society for the better. Social networking sites 'Facebook' have become a widespread global phenomenon that has made individuals, including university youth, highly attached to them due to the multiple services and gratifications they receive related to their interests and aspirations, which has led to changes in mindsets, mentalities, and the cultural structure as a whole.

This would affect society's construction and instill a new culture that imposes its values with the aim of controlling human behavior to suit the new digital technological system. Hence, we pose the following sociological question: What are AI's contributions to supporting social media applications?

First hypothesis: Artificial intelligence and its uses support social media.

Second hypothesis: Artificial intelligence influences social media applications.

The importance of the study:

In light of the rapid development of artificial intelligence technology that swept the social

media platforms and the great demand for browsers of these networks such as Facebook, YouTube and others, which won the admiration of most audiences due to the great role played by social networking sites in satisfying the desires and inclinations of individuals as well as the ease of communication with others and the basic role of artificial intelligence in these networks increased the size of this role and multiplied a lot, the importance of this study is manifested in the following:

- Social media networks such as Facebook, Twitter, TikTok, Instagram and others are important social platforms, and their great role makes them of interest to researchers and students in this field.
- It represents a theoretical framework for recognizing the latest applications of artificial intelligence as a new phenomenon that has emerged in response to modern technological developments and keeping pace with them.
- The study contributes to attracting the attention of researchers to conduct more studies in this field and helps content creators develop their content in line with current developments.
- Knowledge of the impact of artificial intelligence on individuals and the resulting changes in the values of young people.

Objectives of the study:

This study seeks to verify several objectives, which are as follows:

- Recognizing the essential role of artificial intelligence and the extent of its application in the field of media.
- Facilitate individuals' tasks and replace them with machines, making them think and analyze data and information innovatively.
- It improves the communication process for others, customers, and companies, especially in the field of sales, to make it more effective and profitable. It will be more effective in highlighting the characteristics of the product and making it look like it is really in front of you.
- Recognize the effects that AI has on the audience and what are their reactions to it.
- Recognize the pros and cons of AI in social media.
- Recognize the significant role that AI plays in the lives of humans.
- Recognize the most important services and gratifications provided by social networking sites, especially Facebook.
- Recognize the new changes that have taken place in individuals.

The research methodology:

The methodology is the organized steps followed by the researcher to reach the planned result and is defined by Mohammed Talaat as a means by which the truth can be reached (أحمد مصطفى عمر، 2002، القاهرة، ص 166). This research falls within the descriptive research that is concerned with explaining and explaining the various events and situations expressing the media phenomenon, trying to analyze and explain the causes in order to reach logical and useful conclusions that contribute to solving problems and generating ideas and information. The method used in this study is the descriptive-analytical method, as it is appropriate to the nature and requirements of the research in its aspect related to the survey method, which has proven its efficiency in studying people's attitudes, trends and opinions on various issues, topics and phenomena that are lived in our daily lives. As we are studying the impact of artificial intelligence and its contributions to enhancing the functions of social media applications, we adopted the descriptive method because we are collecting sufficient information about the topic and knowledge of these applications through social media sites, and it is considered the main and standard form of collecting information when the research includes the total community or the sample is large, as this method allows studying a large number of variables in one situation such as general and social characteristics and other communication behavior patterns, it allows us to know the

degrees of influence and qualities of influence on values and behavioral and mental changes on young people, AI enhances the functionality of these social media apps as well as the effects they have on the receiving audience.

Research tools:

As for the research tools, which can be considered a means of collecting information from reality, we relied on the interview as the main tool. It is considered the most important instrument that allows us to collect sufficient information about the studied topic, as well as the careful observation technique that allows us to identify the topic precisely.

The interview:

The interview is an important methodological tool for collecting information and data related to the research topic. It consists of a set of carefully designed questions that are sequential, clearly worded, and brief so that the respondent can answer them freely. In this research, we relied on the interview tool with the employees of the central administration at the University of Relizane.

The research sample:

The stage of defining the research population is one of the most important methodological steps in social research and requires the researcher to be very precise, as it depends on the conduct of the research, its design, the efficiency of its results, and our research population here is employees of the central administration at the University of Relizane and their use of artificial intelligence through social networking sites Facebook, which is the most popular site among university students, and even among all segments of society as a whole. Our sample was limited to employees of the University of Relizane's central administration. We selected 50 employees according to their activity and status.

Limits and domain of the study:

Spatial limits:

The research was conducted in the central administration of the University of Relizane.

Temporal limits:

The beginning of this study was from 10 October 2024 until the end of November 2024

Defining concepts and terms:

Definition of Artificial Intelligence:

It refers to the science of making machines that do things that require intelligence if done by humans, which is the ability of the machine to simulate the human mind and the way it works, such as its ability to discover and benefit from previous experiences.

In other words, it is human-like behavior displayed by a machine or system (عبد الرزاق (الدليمي، الأردن، 2024).

Artificial intelligence consists of two words: Artificial -Intelligence (جمال الدين محمد، بيروت، 2005).

Definition of intelligence:

Language: Acuity of mind; quickness of thought.

Definition of artificiality:

Language: Made: To make, to make: His work and artificiality is Anything that is not natural.

Terminology: It is a science concerned with making machines that perform behaviors that humans consider to be intelligent (عادل عبد النور، مدينة الملك عبد العزيز للعلوم والتقنية، 2005، ص 69).

The concept of social media networks:

They are interactive social networks that appeared on the Internet, overcoming the barriers of time and space and helping to increase knowledge and trust between members of different continents. Moreover, the most prominent social networks are Facebook,

YouTube and Twitter (31 ص، 2014، أسامة محمد عطية). Zahir Radhi defines social networking sites as a system of electronic networks that allow subscribers to create private sites of interest and then link them through an electronic social system with other members who have the same interests and hobbies (23 ص، العدد 15، عمان، 2003، زاهر راضي).

Employees:

Employees are individuals who work in an institution or organization, whether governmental or private and perform certain tasks that correspond to their specialties and qualifications to achieve the institution's objectives. Ahmed Mahir defines employees as members of the organization who contribute to the achievement of business objectives through specific tasks within a specific organizational structure (القاهرة، 2013، أحمد ماهر).

Previous studies:

In this study, we relied on previous studies that are highly relevant to our study on the contributions of artificial intelligence to support social media applications.

The first study:

It is a study of the effectiveness of using artificial intelligence techniques in social networking sites from the perspective of educational media students, which was conducted by Dr. Ahmed Radjab and Dr. Souad Abdel Hafidz in Egypt; this study was published in 2021 as it addressed the impact of artificial intelligence techniques in communication sites from the perspective of educational media students, as the researchers used the questionnaire tool to collect information and data from a sample of students and found that students acknowledge the importance of these techniques in improving social interaction and enhancing behavioral planning. Through this study, the role of AI in improving the interaction between users on social media platforms is emphasized, which is important in light of rapid technological development. However, part of the study also reflects the anxiety and stress associated with the use of these technologies, highlighting the need for conscious management of these tools by educational and professional institutions, as the study indicates the need to critically analyze this impact, which may not always be positive.

The second study:

Using Artificial Intelligence to Analyse Social Media Data, conducted by a team of researchers at Cairo University, focused on AI tools in data analysis, such as sentiment analysis and identifying influencers on platforms such as Facebook, TikTok, and Instagram. The study's results were useful in improving digital marketing strategies and brand management across these platforms. The study is one of the first to highlight how AI can be used to analyze social data and improve engagement across communication platforms. It highlights the importance of using AI to analyze sentiment and identify trends in engagement across platforms such as Facebook and Instagram. This type of analysis offers a great benefit to marketing and a better understanding of clients' needs.

Commentary on previous studies:

Commentary on the first study:

There seems to be an aspect of the beneficial use of AI technologies, such as improving efficiency and interaction, but their side effects, which may include anxiety or negative psychological effects, should be handled with caution. This calls for the integration of these technologies within safe and secure learning environments.

Commentary on the second study:

While artificial intelligence is an effective tool in improving marketing strategies and content targeting, privacy and security must be considered when collecting and analyzing this data. With the growing awareness about users' rights and privacy, the widespread adoption of such tools raises questions about their social impacts, such as the potential impact on individual freedom through recommendation systems.

These studies show the role of AI in improving communication and user experience on social media platforms, but they also point to the urgent need to balance these benefits with

concerns related to psychological effects and privacy.

The sociological approach:

Many theories address this topic, such as the use and gratification theory and the symbolic interactionism theory, but we will discuss the theory closest to this research paper, the theory of the strong influence of the means of communication. This theory is considered one of the oldest theories explaining the issue of the influence of mass communication on individuals. The authors of this theory believe that mass communication media have a strong and direct effect on individuals and can change attitudes, opinions and tendencies in accordance with the policy of the medium's owner or user (ساري حلمي خضر، (2005، العدد 1، دمشق، ص 37).

The authors of this theory also base their belief on some psychological and sociological propositions derived from psychology and sociology at the time; in the psychological field, it was believed that the public is driven by their emotions and instincts, which they are unable to control voluntarily. If the means of communication can inject them with certain information that addresses these instincts, they will be directly affected by this injection. Perhaps what happened in the Arab revolutions using Facebook and others, addressing the feelings of the public for freedom and moving their instincts, is evidence of the power of these means. This strong influence was felt in the revolutions that took place in the Arab countries recently, where Facebook was used in them and served as an engine for the people and confrontation, although some countries tried to stop it, but to no avail. Many individuals demanding things from society find resonance among many of those who support the demand because of the power of these means and people's orientation towards them. Let us consider the impact of mass communication media in the social sphere. We will see that individuals in mass societies are isolated from each other psychologically and socially. There are no strong ties that unite them, so they are easy prey, and there is no one to protect them in front of the means of communication.

If this belief is projected onto Facebook, we find that there is some truth in it because people may circulate and send information that they find truth in often without verifying its authenticity. In our current study, we focus on the power of the communication message to direct opinions and attitudes through the communication medium, which encourages the audience psychologically and socially. This theory has contributed to and presented the power of communication media's impact on change. One of the most important aspects of the change that occurs to its users is cultural and value change. It also demonstrates that artificial intelligence creates a strong impact on social media sites thanks to its various applications that support it and enhance its status.

The importance of social media:

Social media networks convey ideas and spread awareness, such as Health awareness (صلاح ناجي، 2023، القاهرة). Social networks play an important role in allowing people to express their opinions, such as what is currently happening in the Palestinian issue, and they also affect all fields. If we talk about the cultural field, its importance is in providing individuals with various cultures and teaching them values, principles and various other sciences; there are channels dedicated to instilling science and knowledge and gaining expertise and experiences by watching YouTube. As for the legal field, its importance lies in publishing various laws in official newspapers, as well as teaching and explaining these laws to individuals so that they are aware of them, while in the political field, its importance is evident in knowing ministerial decisions, especially when it comes to elections of all kinds, whether presidential, state or municipal and explaining the electoral project to the people so that they can make a choice. Here, we conclude that social networks are of great importance in all fields.

Types of Artificial Intelligence:

There are three types of artificial intelligence:

1 - Limited or Narrow AI:

This is AI that performs specific and clear tasks such as driving cars or playing chess.

2 - Artificial General Intelligence:

This is the type of AI that mimics the way humans think and makes the machine plan and execute what it is programmed to do.

3 - Super AI:

It is a type that is superior to human intelligence. Its characteristics include its ability to learn, plan, spontaneously communicate, make judgments, and more. This type is considered a hypothetical concept that does not exist in our current era.

Characteristics of Artificial Intelligence:

One of the most important features and characteristics of artificial intelligence is that it works at a scientific level, is stable, processes data, aims to simulate the human intellect and style and is interested in raising new ideas that lead to innovation. Moreover, we notice the absence of human fatigue and boredom. Moreover, among these characteristics are the following: (شروق زايد العتيبي، المدينة المنورة، 2019، ص 139):

- 1 - Symbolic representation of information Experimental research.
- 2 Experimental research.
- 3 - Embracing knowledge and having a large base of knowledge that contains the link between cases and results.

The importance of artificial intelligence:

Artificial intelligence has an important role in the development of human life in all fields through the development of computer systems that are comparable to the efficiency of expert human beings (ليلي مفاتل، هنية حسني، المجلد 10، العدد 2021، ص 119).

Its importance is as follows:

- 1 - Preserving the stored human expertise and transferring it to intelligent systems.
- 2 - Employing the appropriate language instead of the programming language.
- 3—Working to reduce obstacles and psychological pressures, especially when it comes to doing hard and dangerous work, intelligence intervenes on behalf of the human being.
- 4 - It can be adapted to serve different fields, such as medicine, where it is useful in diagnosing diseases and prescribing medicines, and even in multiple fields, such as law, security, and other fields. (سعد حمود الشمالي، قطر، 2020، ص 11).

Objectives of Artificial Intelligence:

There are several objectives of artificial intelligence, including understanding the nature of human intelligence. Through the program, it seeks to find the appropriate way to solve an issue or reach a decision and feed the program with many inferential processes to make it smarter and more useful:

- 1 - Enabling machines to process information in the same way humans do in solving issues.
- 2 - Greater understanding of the intelligence of the human element so that it is easier to simulate it. (قصي محمد الخالية، جامعة آل البيت بالأردن، 2021، ص 22، ص 23).

Artificial intelligence in social networks:

Facebook:

Facebook relies entirely on understanding and gaining knowledge of its users' behavior, and it uses many techniques to do the same. Deep learning technology does not need specific data from the image; it can understand the context of the image and analyze its contents using definitions and text. Deep text technology analyzes words in user posts using a proprietary algorithm to understand their context and meaning (عبد الرزاق الدليمي، 2024، ص 49، الأردن).

There is another technology called facial recognition, which is the technology of

recognizing human faces in two or more different images. The accuracy of the technology has made it the subject of great controversy, as have other technologies. Facebook is one of the most popular means of showing immediate reactions to any event, whether media, political or economic, around the world, as the reaction is quickly reflected on the site through the comments of users that they broadcast from computers and from modern means of communication mobile phones that have the capabilities of using them as a computer. (Facebook is considered one of the most used and famous social networks. Every member of society has an account on Facebook, and it is still the most important in the field of correspondence and interaction between friends and the publication of photos, videos and various publications. With a user volume exceeding 2.91 billion active users per month and a wide spread in more than 120 countries around the world, Facebook is a great place to be. (رستم أبو رستم، 2024، الأردن، ص 38).

Facebook was created in 2004 by Mark Zuckerberg along with Dustin Moskowitz and Chris Hughes) who had specialized in studying computer science at Harvard University? It was initially limited to university students and then spread to other universities, schools and companies. The site has helped connect many individuals, no matter how far apart they are no matter how different their locations, times and jobs are. It has been used for social, educational and political purposes, as well as community awareness campaigns, entertainment, advertising and media. Young people are considered the most frequent users of this site because they have the skills and use of computers and Internet networks (صهيب 54 ص 2024، عمان، ص 54 (مهدي صالح العيساوي، 2024، عمان، ص 54). Facebook has been defined as a social networking site that allows its subscribers to communicate with each other by using the site's tools and forming good bonds and friendships through it, as well as allowing natural persons in their true capacity or legal persons such as companies, bodies and organizations to pass through it and open new horizons to introduce their identity to society.' (ايهاب خليفة، 2016، القاهرة، ص 114).

Research results:

According to the field study, our study reached a set of results represented in the following:

- The interviews conducted with the respondents found that most workers use AI in their work as it develops their expertise and abilities and thus facilitates their tasks.
- The results clearly show that most employees use Facebook to a large extent, whether for communication or friendship. This is in relation to their motives for using this site.
- It was also found that artificial intelligence supported by communication sites greatly influences employees because an image with this advanced technology is more attractive, closer to the truth, and more interesting.
- When employees use AI, it helps them to develop new assessment methods.
- When we analyzed the first hypothesis, we found that AI significantly impacts employees, making them spend more time on the site and use AI in their work.

The second hypothesis was fulfilled by employees' agreement that this new technology greatly affects the various applications of social media sites. This is evidenced by their highly accepted and admired use of artificial intelligence in their tasks by students and even the entire university system.

Also, most students are greatly influenced by videos that use AI and its applications on social media platforms and like and imitate them.

Employees also use it extensively because it facilitates their jobs. They rely on it in the field of education and training due to its ease of handling and low cost, its ability to store a huge amount of information, and the fact that these applications are based on machine learning or deep learning.

Conclusion:

In the final analysis, AI has become a strong and dangerous influence on the receiving audience, and employees use it extensively because of its multiple advantages, whether at

the professional or educational level. Through the educational function, university students have become indispensable to this advanced technology through social networks such as Facebook, which, despite its positives in improving the learning experience and acquiring knowledge and advanced and diverse sciences, as well as enhancing communication and establishing relationships between students and other institutions, this effect contains many negatives, as the student faces challenges related to privacy and digital addiction, and it is necessary for students to improve the optimal use of social networking sites not only Facebook but also TikTok, Twitter, YouTube, Instagram and other such sites. Most importantly, they must have sufficient awareness to receive these technologies and these digital platforms, exploit them and benefit from them as much as possible and effectively, and turn the negative into a positive. Finally, we say that artificial intelligence contributes significantly to enhancing the functions of social media applications and influences the future audience, and we notice this effect in reactions or immediate responses and even in a change in behaviors that have become widespread in our society and in our time is centered around the famous saying 'a double-edged sword.' Through our research, we find that it has a great impact on young people's values, which is evident in the behaviors of most students and their blind imitation of this alien culture. It also requires educational systems to develop strategies that take advantage of AI's benefits and minimize its risks to ensure a balanced and sustainable education in the era of the digital deluge.

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