

## **The Predictive Ability of Social Media Usage in Cognitive, Moral, and Social Values among Students at Amman Arab University**

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### **Abstract**

*This study aimed to investigate the predictive ability of the degree of use of social media with cognitive, moral, and social values among students at Amman Arab University. The study sample consisted of (567) male and female students, and two measures were used in this study: a measure of the degree of use of social media, and a measure of the level of cognitive, moral, and social values. . Their validity and reliability were verified through application to a survey sample. The results of the study showed that the level of cognitive and social values among students at Amman Arab University was average, and that the level of moral values was high. The results of the study also showed that the degree of use of social media was high. The results of simple linear regression analysis showed that the degree of use of social networking sites has a predictive ability for both the cognitive, social, and moral values of Amman Arab University students.*

**Keywords:** *predictive ability, cognitive, social and moral values, social networking sites.*

### **Introduction**

Technological developments in the modern era are incredibly accelerating, and models of social interaction have changed radically with the spread of social media. This digital transformation has a major impact on the lives of individuals and societies, as the use of social media becomes one of the main factors that shape our digital identity and affects our social interactions. The spread of the Internet throughout the world has helped millions of user's access information in a standard manner that does not exceed a few seconds, and exchange knowledge. And experiences with ease, so the world became like a small village.

Social networking sites such as Facebook, YouTube, Twitter, and other means that connect millions of users, as they are not separated by any factors such as age, gender, profession, or nationality, but they share common interests, and this makes the youth group in particular more exposed and in contact with these sites, given their willingness to use them. Modern technology represented by Internet networks more than any other group, due to some psychological and social factors represented by the desire of the youth group to establish relationships with others in various countries of the world (Khalid et al., 2020).

Social networking sites are considered one of the most effective means in the world to change values, develop positive behaviors, and marginalize and eliminate any negative behavior, especially for the target group, which is the youth group. One of the most important of these values is developing Arab youth's awareness of cultural values, the

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basic values by which people live, the meaning of life, and capabilities. The basic principles that emphasize self-values, develop their abilities to make judgments on moral situations in a correct manner, and develop their skills to practice mechanisms to support personal competence and control emotions, the ability to carry out responsibilities, and the correct reading of situations and events, enabling them to consciously interact with developments in events and their repercussions (Kotsonis, 2022).

Social networking sites constitute an integral part of the social and cultural fabric in the modern digital age, as these digital platforms represent an effective means of communication and exchange of information between individuals, whether they are in the same country or across geographical borders, and allow users to publish and share ideas, and interact with digital content, And building networks of social relationships. These platforms are considered a space for individual and collective expression, where individuals can share their personal views and experiences. Social networking sites include a variety of services such as Facebook, Twitter, Instagram, LinkedIn, and others, each of which provides a unique context for social interaction. These platforms also come with advantages and challenges. On the one hand, social media sites promote effective communication and facilitate social networking and sharing processes. Individuals can search for new friends, connect with people with common interests, and provide an environment for creative expression. (Moafa, 2018),

On the other hand, there are challenges related to privacy and security issues, as some users are exposed to the risks of unsafe use of personal information. There may also be concerns about the spread of false information and its impact on public opinion. Scientific research emphasizes the need to understand the impact of these platforms on social relations and develop strategies to deal with the challenges associated with them. In addition, social networking sites allow individuals to interact with cultural and political content, and can be a space for public discussions and the formation of public opinion. In this context, studying the impact of social media sites on opinion formation and social interaction is of vital importance for understanding the role of these media in shaping the modern social and political landscape (Parlangeli et al., 2019).

The use of social networking sites also shows a clear impact on cultural interactions. It allows individuals to integrate into digital communities that reflect cultural and geographical diversity. Users can exchange cultures and express their cultural identities more, which enhances the understanding of different societies and brings people closer together across borders. In academic terms, social networking sites have become a platform for social and academic research. It gives researchers the opportunity to study user behaviors through these means and analyze their impact on society. Academic research in this area can contribute to guiding policies and ethical guidelines for using social media sites more effectively and safely. With these benefits, social media sites also require effective monitoring and control to ensure their safe and effective use. Problems associated with cyberbullying, the spread of fake news, and privacy violations require constant legal and ethical attention (Cao et al., 2019).

#### Types of social media

There are many websites on the Internet, and due to this, the study focused on mentioning some of the well-known and widely used social networking sites in the world (Kotsonis, 2022):

-Facebook: is considered one of the most important social networking sites, as it is considered an available and easy technological and social base. One of the most prominent activities carried out by a Facebook user is building a personal profile to be a launching pad on the Internet, getting to know friends, building groups, and expressing admiration. Commenting on what other users post, publishing photos and videos about the user or his social environment, in addition to publishing comments and opinions on topics of interest to him, and viewing others' posts and news.

-Twitter: A social networking site that only allows its users to send tweets about their status, not exceeding 140 characters per message.

- Instagram: A site for exchanging and displaying photos and videos. It is the most popular site among young people. It is an application that provides millions of users to take photos, add filters, share them with friends, and also share videos and short content clips.

-YouTube: one of the large social media outlets that allows unlimited video clips to be displayed and shared around the world, and provides purposeful entertainment or educational content, or both (Singh et al, 2016).

-Snapchat: It is a site that allows users to exchange photos, videos, and messages for 24 hours only. The application displays many pages of celebrities, magazines, and news (Kotsonis, 2022).

#### Positive effects of social media sites

Social networking sites are characterized by positive aspects imposed by the nature of the application, as they allow the user to exchange various medical, cultural, social and religious information among millions of users, as they constitute a large base of information and news. They also allow users to build social relationships between all people in the world, by sending text and voice messages and clips. Video, create an unlimited number of albums and photos, and share them with friends on your personal page.

#### Negative effects of social media sites

As for the negatives of social networking sites, they all revolve around the length of time an individual uses it and the way he uses it, as poor and frequent use leads to eye fatigue, causes partial damage to brain cells, weakens intelligence and the ability to concentrate, and affects the physical condition that helps him succeed in his life and integrate into the world. Society. Individuals' isolation from their phones and computers for a long period of time leads to the destruction of social customs and traditions, and their place is replaced by imaginary relationships and increased mixing between the sexes, which leads to psychological disorders and the occurrence of social disharmony. The individual may also be exposed to fraud, blackmail, and forgery from some commercial sites .

#### The concept of values (Chukwuere & Chukwuere, 2017).

Values are defined as everything that comes from individuals in their expressions and behaviors. They are also the essence of the individual and a pattern of internal control patterns that lead to the cohesion and structure of society. They are the standards and principles by which the individual's behavior is judged.

#### The importance of values

Values are considered the content that represents a person's being and builds his personality and its reality. Through values, a person becomes a human, and without them he loses his humanity, as God distinguished man with the mind, through which he controls his inclinations and choices and is responsible for his value formations. Therefore, we must promote human values based on conviction and will. The value fence protects people from psychological, social, moral and cognitive deviation.

#### Dimensions of values (Raza et al., 2020)

The dimensions of values are as follows:

-Moral values: They are standards for making moral judgments and represent beliefs and standards of an individual or group that guide their behavior, tests, what they must do, and awareness of right and wrong based on the religious standards of society. They are

acquired and work to form the individual's personality and behavior, such as honesty, altruism, tolerance, and apology.

**Social values:** a set of judgments related to the contents of reality, which appear in the individual through his interaction with the cultural attitudes of society and social variables. Therefore, they are a basic determinant of the cultural determinants of society, such as participation, self-reliance, and etiquette.

**Cognitive values:** a set of values that are concerned with developing the mind, revealing its aptitudes, and providing it with mental skills that help it solve problems correctly.

#### Factors affecting values

Values are among the things that are inherited and acquired by the individual. Therefore, it is affected by a group of factors that can be classified into: (Chukwuere, & Chukwuere, 2017).

**Subjective factors:** represented by intelligence, which is one of the important factors in directing an individual's behavior. An intelligent person is characterized by a quick wit, possesses high levels of thinking, is able to distinguish between correct and false ideas, is serious in making his decisions and determining his position on the topics he pursues, and also among the subjective factors is the stage. The age of the individual, as the circle of values that govern the individual's behavior and actions expands with age and gender, as studies have shown that the tendencies of males in building social relationships differ from those of females, and that the moral development of girls is faster than that of boys.

**1-Factors related to the social environment:** This includes the family, which is the basis on which the individual's values are formed and from which he acquires his customs and traditions. It is primarily responsible for shaping the individual's personality and imparting to him religious and social customs, and also the group of companions, which is considered one of the most important educational influences on the individual, as the individual learns from his companions very quickly and is easily influenced by their behavior and ideas. Religious institutions and schools are also among the most important social environmental factors that help shape the value system of individuals. Media sites have become among the most important sources of socialization for the individual, since they are available to everyone, quickly spread, and are characterized by ease of use. It imitates the ideas of all segments of society, especially the youth, so that it meets their desires and is compatible with their inclinations and trends.

#### Previous studies

Through the researcher's review of a group of previous studies and educational literature related to the study, he was able to choose some of these studies and research related to the subject of the study, which are as follows:

The study by Al-Habarneh and Al-Jabbar (2022) aimed to know the impact of social networking sites on the values of Jordanian youth from the point of view of graduate students at Mu'tah University. The study followed the descriptive analytical approach in the style of a social survey, and the questionnaire was used as a tool to collect data. The study sample consisted of (550) male and female students. The results showed high and positive perceptions among members of the study sample regarding the impact of social media on the value system of young people in the areas (individual, societal, professional, national, and spiritual). The impact of social media on professional values among young people came in first place in terms of importance. Relativism at a high level, followed by its impact on spiritual, national and societal values at a high level, and in the last order its impact on individual values at a medium level.

Abu Hussein's study (2022) aimed to reveal the role of social networking sites in developing digital citizenship values among students at private Jordanian universities. The researcher followed the descriptive survey method, and used the questionnaire as a

tool to collect data. The study sample consisted of (502) male and female students. The results showed that the role of social networking sites in developing the values of digital citizenship among students at private Jordanian universities was (high), and the results of the study concluded that there were no statistically significant differences between the averages of the study sample members regarding the level of the role of social networking sites in developing the values of digital citizenship among students. Private Jordanian universities were attributed to the gender variable. The results also found that there were statistically significant differences attributed to the academic degree variable and in favor of the Bachelor's degree category. The results also found that there were no statistically significant differences attributed to the variable number of accounts on social networking sites. The results also found that there were no differences. Statistically significant due to the college variable.

Al-Nabulsi's study (2021) aimed to identify the impact of social networking sites and networks on university youth. The researcher followed the descriptive approach and used the questionnaire as a tool to collect data. The study sample consisted of (371) male and female students who use social networking sites at Al-Balqa Applied University and Amman Al-Ahliyya University, as an example of Jordanian universities. The study found that there is a statistically significant impact of social networking sites on university youth socially, and it was found that there is an impact on both behavior and personality, relationships with family and relationships with relatives and friends. The results of the study showed that there are no statistically significant differences in the impact of social networking sites on university youth socially. It is attributed to social gender and type of university, while it was found that there are statistically significant differences due to the age variable.

The Al-Gamal study (2020) aimed to identify the negative effects of using social media on a number of values among students at Al-Istiqlal University in Jericho. The study followed the descriptive survey method, and the questionnaire was a tool for collecting data. The study sample consisted of (90) male and female students. The results showed that there were moderate negative effects of social networking sites on values. The negative impact of social networking sites was evident in the order on the following values: (cultural values, religious values, personal values, social values), and the results showed that social networking sites instill in the student's soul a love of strange ideas, and make him not perform prayers on time, and also distract him from reading the Qur'an. The results showed that there were no statistically significant differences according to the variables (gender, academic level, and place of residence), while there are differences according to the college variable and in favor of the colleges of administrative sciences, humanities, and law.

Raz et al.,(2020) conducted a study to know the effects of digital media on cultural values of female university students belonging to Punjab, Pakistan. The study was conducted in public sector universities. Data was collected from 584 female students. The results showed that digital media has captured almost all the factors of life of students and proved itself vital part of life. Furthermore, digital media is source of importing foreign culture and fading Pakistani culture among the study sample.

Al-Mubarak (2020) conducted a study that aimed to identify the impact of social networking sites on social values among students at Imam Mahdi University (Facebook as a model), by identifying the impact of social networking sites in changing social values among students of Al-Damaa, and knowing the negative and positive effects of social networking sites on values. They have social. The researcher followed the descriptive analytical approach, and the questionnaire was a tool for collecting data, and the study sample consisted of (100) male and female students. The results showed that the impact of social networking sites on the social values of university students was high in both negative and positive directions. The study recommended directing university students

towards the positive aspects of the impact of social networking sites on society, and making them aware of its negative impact.

The Asiedu (2017) carried out a study aimed to identify the positive and negative effects of social media on students at universities. The questionnaire was used for collecting data. The study sample consisted of (820) male and female students at the University of Ghana. The results showed that the positive effects of social media outweigh the negative effects. Social networks have helped in forming more friendships than in real life, and encourage participation in discussion and dialogue. On the negative side, it was found that there was a decrease in the level of academic concentration, and the long times that students spent using social media. Social communication, which affects the level of academic achievement and limits face-to-face personal interaction.

Gok's study (2016) aimed to identify the positive and negative effects of social networking sites on students' study and habits. The descriptive approach was used, and the questionnaire was a tool for collecting data, and the study sample was selected from students of vocational schools of higher education in Turkey, numbering (200) students. The results of the study showed that digital technologies and social networking sites have a negative impact on students' academic achievement. The results also showed negative effects on habits, as undesirable habits appeared among students.

Tugberk & Huseyin (2016) Conducted a study to explore the effects of social media on students' behaviors; Facebook as a case. The participants in this study were chosen (362) high school students from level 9 to 12. The findings highlight that Facebook is used for communication entertainment and sharing news, pictures and songs. In addition, their Facebook profile picture is alone and students were aware that swearing is considered a form of misconduct, which is a good sign. The study also indicates that students were aware of protecting their social identity as their Facebook shares are not public.

Ali et al (2016) conducted a study that aimed to identify the impact of social networking sites on university youth. The study used the descriptive approach, and the questionnaire was a tool for collecting data. The study sample consisted of (342) male and female students from Sargodha University in Pakistan. The results showed that most uses of social networking sites by university students are with family and friends, and that they help in developing students' abilities and skills. They also play an important role in learning and job opportunities, but they have negative effects on young people, such as their impact on health and cultural values.

Kumari and Verma (2015) study aimed to identify the social effects of social networking sites on the social relationships of university students. The study followed the descriptive approach, and the questionnaire was a tool for collecting data. The study sample consisted of (122) male and female students at the University of Jaipur in India. The results showed that there is a link between the use of social networking sites and students' social relationships. The results also showed that there are no statistically significant differences in the use of social networking sites between males and females, and that students believe that social media helps them maintain their relationships with their friends, and contributes to organizing their communication with them. Their parents and teachers.

#### Commenting on previous studies

It is noted from previous studies that it focused on the impact of social networking on many aspect of human traits, some of the previous studies samples were school students, while other studies samples were Universities students, the dependent variables in the previous studies varied as some of them studied social relationship, and others studied students' behavior. What distinguish this study that it focused on different values which had not been studied before.

### The statement of study problem

The use of social networking sites of all kinds has increased recently, especially in the educational fields because of the topics they contain related to the individual and society. The subject of the study focuses on the extent of the impact of social media on cognitive, moral, and social values, in light of a society that is exposed to many diverse communication messages on a daily basis, ensuring interaction. The world is with it and what social media sites do in promoting Western culture and its relationship to the cultural schizophrenia that affects cognitive, moral and social identity.

Today, social media is considered an integral part of the lives of individuals in modern society, and despite the tremendous technological development surrounding these means, there is a major problem that stems from the impact of their use on the level of individuals' cognitive, moral, and social values. This influence shapes the contradictions and challenges that can arise as a result of interaction with social media, which may have a negative impact on an individual's personal and social development. The study questions the extent to which these means influence the formation and enhancement of an individual's cognitive values, as well as their impact on digital ethics and social interactions in light of ongoing transformations in the structure of digital societies. Therefore, the research questions how to determine the actual impact of the use of social media on these three aspects (cognitive, moral, and social values), and how to reconcile the positive benefit from these means with controlling the challenges that may arise as a result of their interactions. Finally this study aimed to answer the following questions:

- 1- What is the level of cognitive, moral and social values among students at Amman Arab University?
- 2- What is the level of using social networking sites by Amman Arab University student?
- 2- What is the predictive ability of using social networking sites in cognitive, moral, and social values among students at Amman Arab University?

### The importance of this study

The importance of this study is highlighted by:

#### Theoretical significance:

Studying the impact of social media use on cognitive values represents theoretical importance for understanding how digital interaction affects the formation of individuals' concepts and the development of their knowledge. This theory can reveal the extent to which these means influence the transfer of knowledge, and whether they contribute to enhancing critical thinking or may lead to the distortion of facts and the spread of inaccurate information, and highlight the importance of the theory in understanding the ethical impact of using social media. This study can help determine the extent to which these means influence users' behaviors and how they shape their ethical concepts in a digital world. This includes considering the concept of digital privacy, the impact of online hate, and analyzing the ethical implications of the spread of fake news.

#### Practical significance

It is hoped that this study will provide practical recommendations and guidance for digital society, and understand the impact of social media on values, morals, and social relationships. This can help in shaping policies for the use of these media and developing an ethical framework to guide digital interactions.

### The limits of the study

The study fell within the following limits:

#### Objective limit:

The subject of the current study is to determine the extent of the impact of electronic social media on the cognitive, moral and social values of students at Amman Arab University .

The human limit: students at Amman Arab University.

Spatial limit: Amman Capital Governorate

Time limit: first semester of the academic year 2023/2024.

Study terms and their procedural definitions:

Social media:

A number of websites on the Internet work to enable communication and interconnection between individuals in a virtual environment that share common interests, such as country or education. This is done through direct communication practices and behaviors, such as sending messages or browsing individuals' personal files and knowing their interests and information. They are considered the most important websites because of the information they provide. Interaction, acquaintance, friendship, and correspondence, in addition to the ability to comment on the content, change, and modify it, the most famous of which are Facebook, Twitter, YouTube, and WhatsApp.

The researcher defines them procedurally as electronic sites through which direct or indirect communication takes place and allows the establishment of friendships and acquaintances between individuals all over the world.

Values: A set of judgments that an individual makes about his human, social, and moral environment. These judgments are the result of the individual's evaluation, and in essence, they are a social product that he uses as a simulation.

The researcher defines it procedurally as a human judgment on something based on a set of desirable and undesirable principles established by society.

## Method and procedures

The method and procedures cover a description of the study's approach, its population, and its sample, the tools that were used, its implications, validity, and reliability, identifying the study's variables and procedures, and the statistical treatments that were used to answer its questions.

Study methodology

The study followed the descriptive and analytical approach.

Study population

The study population consisted of all Amman Arab University students, numbering (3450) male and female students for the academic year.(2024-2023)

The study sample

A stratified, proportional, random sample was selected according to the following variables: college and the gender of the student. The study sample consisted of (567) male and female students, as Table (1) display.

Table(1). The study sample according to its demographic variables

Variable	Variable	Number	Percentage
Facility	Humanity	328	58%
	Scientific	239	42%
Gender	Male	210	37%
	Female	357	63%



### Study Instruments

A questionnaire was developed after reviewing theoretical literature and previous studies, and it consisted in its initial form of (30) items according to a five-point Likert scale that includes the following alternatives: (strongly agree, and when correcting the scale, 5 degrees are given; I agree, 4 degrees are given; neutral, 3 degrees are given; I disagree 2 degree, I strongly disagree and one degree is given).

Implications of the questionnaire's validity and reliability

#### A- Content Validity

To verify the content validity of the study tool; they were presented to a group of (10) arbitrators in the field of educational and psychological sciences at Jordanian universities, and the amendments agreed upon by the arbitrators were made. In light of this, a number of items were amended and deleted, in addition to some items being reformulated. The criterion may be in its final form consists of (28) items.

#### B- Construct validity indicators

The scale was applied with the aim of verifying construct validity indicators, on a survey sample consisting of (30) male and female students outside the target study population. Construct validity indicators were calculated using Pearson's correlation coefficient, and Table (2) shows this:

Item number	Correlation coefficient with the total score	Item number	Correlation coefficient with the total score
1	**0.47	16	**0.49
2	**0.53	17	**0.60
3	**0.70	18	**0.40
4	**0.68	19	**0.49
5	**0.53	20	**0.50
6	**0.48	21	**0.50
7	**0.70	22	**0.60
8	**0.57	23	**0.70
9	**0.60	24	**0.48
10	**0.49	25	**0.49
11	**0.56	26	**0.60
12	**0.69	27	**0.50
13	**0.59	28	**0.48
14	**0.62		
15	**0.52		

It is noted from the results of Table (2) that all correlation coefficients were acceptable s, and therefore none of these items were deleted, which means that all items of the questionnaire measure what they were designed to.

#### Instrument reliability

Cronbach's  $\alpha$  extracted after applying the study instrument on a pilot sample , in addition to test-retest method, with a time interval of two weeks between the first and second applications, where the Pearson correlation coefficient was used for the relationship of the

first application to the second application of the exploratory sample, as shown in Table .(3)

Table (3): Values of internal consistency and test-retest reliability coefficients for the study tool

Dimension	Cronbach Alpha	test-retest reliability values
Cognitive values	0.80	0.85
Moral values	0.82	.079
Social values	0.83	0.80
Total	0.87	0.88

It is noted from Table (3) that the internal consistency values and the test-retest values were all acceptable for the purposes of the current study.

### Study Findings and Discussion

Findings of the first study question, which state: What is the level of cognitive, moral and social values among students at Amman Arab University?

To answer this question, arithmetic means and standard deviations were extracted for the level of cognitive, moral and social values among students at Amman Arab University, and the table (4) shows this.

Table (4): Means, standard deviation and the levels of cognitive, moral and social values among students at Amman Arab University

Dimension	Mean	standard deviation	Rank	the level
Cognitive values	3.67	0.87	2	Moderate
Moral values	3.68	0.69	1	High
Social values	3.58	0.96	3	Moderate
Total	3.64	0.76		Moderate

Based on the results of table (4), it is noted that the mean of the total degree was moderate as it reached (3.64) with (0.76) standard deviation and. In addition the level of the moral values mean was high as it reached (3.68) with (0.69) standard deviation, while the other dimensions were moderate.

Findings of the second question which state: what is the level of using social networking by Amman Arab university students?

To answer this question, means standard deviation were calculated as Table (5) shows.

Table 5, Means, standard deviation and the levels of using social networking sites by Amman University students.

no	item	mean	Standard deviation	rank	level
3	Social networking sites enable me to learn about other cultures	4.19	1.012	1	High
4	Indulge yourself a lot in browsing social media sites	3.90	1.065	2	High

6	Stay up for hours on end on social media	3.80	1.065	3	High
15	I have become negligent in performing my duties towards my family	3.80	1.065	4	High
20	I think that social networking sites play a big role in occupying my free time	3.78	1.065	5	High
17	I can't do without social media	3.67	1.093	6	moderate
7	I see that social networking sites have a major role in raising my cultural level	3.66	.932	7	moderate
16	I feel more comfortable when I am busy on social networking sites than when I am sitting with my family	3.66	.932	7	moderate
1	I think that social networking sites play a big role in occupying my free time	3.65	1.086	8	moderate
14	My family complains that I spend too much time on social media	3.65	1.084	9	moderate
19	I check my phone all the time	3.65	1.065	10	moderate
8	I feel stressed if the transmission is cut off from social media sites and networks	3.59	1.093	11	moderate
12	I go to social media because I feel lonely	3.55	1.016	12	moderate
5	I can't do without social media	3.53	1.014	13	moderate
10	I consider social networking sites an outlet for my life problems	3.50	1.089	14	moderate
2	I believe that social networking sites have a role in developing my personality	3.49	1.032	15	moderate
13	I postpone my studies because I am busy with social networking sites	3.49	.942	16	moderate
11	I avoid places without the Internet	3.45	.965	17	moderate
9	Social networking sites had a negative impact on my academic achievement	3.42	1.032	18	moderate
18	I wake up at night and check my social media	3.40	1.032	19	moderate
Total		3.64	0.89		moderate

Based on the results of Table 5, it is evident that the level of using networking social media is moderate, as the mean of the total degree reached (3.64) with (0.89) standard deviation. In the first rank came item (3) which state "Social networking sites enable me to learn about other cultures" with (4.19) means and a (1.012) standard deviation. In the last rank came item (18) which state "I wake up at night and check my social media" with (3.40) mean and (1.032) standard deviation.

Findings of third question, which stats: What is the predictive ability of using social networking sites for cognitive, moral, and social values among students at Amman Arab University?

## A: Social Values

To answer the main question, simple linear regression analysis was conducted, as table (6) display.

Table (6): Findings of the analysis of the impact of social media on the cognitive, moral, and social values of students at Amman Arab University

Dependent variable	Model Summary				ANOVA		
	R	R <sup>2</sup>	Adjusted R <sup>2</sup>		Df	F	Sig
Total Degree	0.800	0.640	0.770	0.290	2	123.231	0.000

( $\alpha \leq 0.05$ ) \*

Table (6) shows the validity of the simple linear regression test because there is a statistically significant effect of social media on cognitive, moral, and social values, as the correlation coefficient reached ( $R = 0.80$ ), which indicates the existence of a correlation between the use of social media and cognitive, moral, and social values. It appeared that the value of the coefficient of determination ( $R^2 = 0.64$ ), which indicates that social media explains (64.0%) of the variance occurring in moral, social, and cognitive values, while the remainder is due to other variables that were not included in the model, and the value was ( $F = 123.231$ ) at a significance level equal to ( $Sig = 0.000$ ), and this confirms the significance of the regression at a significance level ( $\alpha \leq 0.05$ ).

## B: Cognitive Values:

Table (5): Findings of regression analysis of the impact of social media on cognitive values

Dependent variable	Model Summary		ANOVA		Coefficients			
	R	R <sup>2</sup>	F	sig	B	SD	T	sig
Cognitive values	0.70	0.49	124.33	0.000	0.643	0.050	10.767	0.000

The results of the table (5) indicate that there is a statistically significant effect of social media on cognitive values, as the correlation coefficient reached ( $R = 0.683$ ), which indicates the existence of a statistically significant correlation between social media and cognitive values. It has been shown that the value of the coefficient of determination ( $R^2 = 0.466$ ), which indicates that social media explained (46.6%) of the variance occurring in cognitive values, while the remainder is due to other variables that were not included in the model. The value of ( $F = 191.066$ ) was reached at a confidence level equal to ( $0.000 = Sig$ ), and this confirms the significance of the regression at the significance level

C: Moral Values

Table (6): Findings of regression analysis of the impact of social media on moral values among students at Amman Arab University

Dependent variable	Model Summary		ANOVA		Coefficients			
	R	R <sup>2</sup>	F	F	B	SD	T	sig
Moral values	0.74	0.547	130.055	0.000	0.755	0.033	19.473	0.000

Table(6) results indicate that there is a statistically significant effect of social media on moral values, as the correlation coefficient reached ( $R = 0.823$ ), which indicates the existence of a statistically significant correlation between social media and moral values, and it appeared that the value of the coefficient of determination ( $R^2 = 0.678$ ) Which indicates that social media explained (67.8%) of the variance occurring in moral values, while the remainder is due to other variables that were not included in the model. The value of ( $F = 461.084$ ) was reached at a confidence level equal to ( $Sig = 0.000$ ), this confirms the significance of the regression at a significance level ( $0.05 \geq \alpha$ ).

C: Social values

What is the predictive ability of using social networking sites to affect social values among students at Amman Arab University?

Table (7): Results of regression analysis of the impact of social media on social values among students at Amman Arab University

Dependent variable	Model Summary		ANOVA		Coefficients			
	R	R <sup>2</sup>	F	F	B	Standard error	T	Sig.
Social values	0.710	0.560	170.110	0.000	0.230	0.040	13.231	0.000

The results indicate that there is a statistically significant impact of social media on social values, as the correlation coefficient reached ( $R = 0.743$ ), which indicates the existence of a statistically significant correlation between social media and social values. It appeared that the value of the coefficient of determination ( $R^2 = 0.553$ ), which It indicates that social media explained (55.3%) of the variance occurring in social values, while the remainder is due to other variables that were not included in the model. The value of ( $F = 270.624$ ) was reached at a confidence level equal to ( $Sig = 0.000$ ), this confirms the significance of the regression at a significance level ( $0.05 \geq \alpha$ ).

## Discussion and Conclusion

The study finding showed that the level of using social networking sites by Amman Arab students is moderate and that the level of student, in addition findings indicated that the level of moral values was high which can attributed to the life style in Jordan which is considered a conservative Islamic country, while the cognitive and social dimensions were moderate. The study results indicated that the using of social media is a good predictive ability in moral, cognitive, and social values. These findings can be attributed to fact that Social networking sites are considered one of the most prominent technological means that have greatly influenced the lives of individuals in modern society. Universities are a vital environment for young people, and the impact of social networking sites on the cognitive, moral, and social values of university students is the focus of our research. Moreover, the researcher attributes this result to the ease and free use of social media, which allowed all segments of society to create accounts on these sites and use them, thus including the largest segments of society. The result may also be attributed to the students' feeling comfortable while communicating with others, especially if they are from outside their environment, as they can To express their opinions freely without restrictions, which enables them to discover themselves, refine their personality, expand their perceptions and ideas, and get rid of their fear of getting to know people from outside their home and from their culture.

The researcher attributes this result to the facilities that social media provide to university students, as it helps them to learn about daily world news, and makes them more open and receptive to the concept and culture of globalization, which expands the student's perceptions, opens up cognitive horizons for him, and makes him more informed about the ideas of others regarding... Areas of knowledge that interest him. Social media also makes it easier for university students to communicate with their teachers and fellow students, so they share ideas and exchange experiences, which makes them more capable of solving the problems they face, develops their higher-order thinking skills, and helps them make and take decisions related to their education. This result agreed with the results of the study by Al-Habarna and Al-Jabbar (2022), the study by Al-Nabulsi (2021), and the study by Al-Mubara(2020)

## Recommendations

Based on the previous results, the study recommends:

- Educating students about the importance of safe use of social networking sites, instilling moral values in them and emphasizing the importance of preserving their cultural and civilizational identity.
- Holding cultural awareness workshops on the negative effects of excessive use of social media and its danger to the cognitive achievement and cultural and social level of students.

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