The Role of Social Networks in Forming Social Relations among University Students

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Article Info	Abstract
	With the advent of the Internet, social networking sites have spread, and their number has increased dramatically. The number of its users, especially school and university students, who use these sites for social communication and entertainment for obtaining information and exchanging experiences with their peers has increased. The study aimed to identify the role of social networks in forming social relations among students of private universities. The study used the descriptive analytical method. The study population consisted of all students of three private universities. A random sample of 530 students was chosen to answer a questionnaire. The study revealed that students enjoy the freedom to use social networks. Also, it is inferred that social networks have become a source of news as they compete with traditional means of communication. In addition, students using social networks has many negatives, including wasting time and effort, distorting facts, and spreading rumors. In contrast, they have many advantages, including making new friends, communicating with friends and relatives, and exchanging opinions. Furthermore, the study showed that social networks achieve cognitive satisfaction by providing students with information about the world. It is believed that they satisfy the desire for curiosity by 80% and cognitive needs by 77%. In light of the results, the study recommends the necessity of using social networks by educational institutions to achieve psychological, social, and cognitive gratification for students.

Introduction

Since the emergence of social networks, the use of the Internet has increased in communication and communication in Jordan and the Arab countries. This network plays a major role in public life, especially in the social field. The public's reliance on this network for access to political, social, and cultural information has increased. The role of traditional media has declined in favor of the Internet and communication via the Internet. Communication through the Internet has become known as the new media due to its great impact on the lives of individuals, especially in the social field. The role of social networks has increased influencing the lives of the public, especially university students, with the emergence of Facebook and its spread in Jordan, along with

WhatsApp, Instagram, Tick Tok, and other social applications. They have become an integral part of the lives of the public and students in Jordan. The means of communication have turned into social tools because of the habits, behaviors, and content they perpetuate. They have occupied a large area of the minds and lives of young people after their success in overcoming all the intellectual, geographical, and religious obstacles among students. The use of social media in Jordan has increased unexpectedly. The number of accounts on social networking sites in Jordan increased compared to the population. Most citizens are using social networks.

Statement of the Problem

Students' use of electronic media, especially social media, has increased. It has become a major and prominent role in forming social relations, especially among university students, who are increasingly using them to form social relations, whether relations between university students in Jordan or university students abroad. These networks have an effective, important, and pivotal role in the transmission of information, the exchange of data, and the spread of topics among students and all members of society. Therefore, there is a need to know the patterns that students follow in social media and the rates of their use. There is also a need to know the effects of using these means among students, whether they are negative or positive. In addition, it is also necessary to know its credibility with students, their lives, and whether it is possible to dispense with them. The statement of the problem is formulated in the following research questions:

> *Main research question:* What role can social networks play in forming social relationships?

> *Sub-questions:*
> 1- What are the motives that private Jordanian university students seek to meet using social networks?
> 2- What are the gratifications achieved by Jordanian university students through their use of interactive means of communication?
> 3- What freedom is available to students who use social media?
> 4- How credible is social media?
> 5- What are the advantages and disadvantages of using social media?

Objectives of the Study

The study aims to achieve the following objectives:
> 1- Recognizing the patterns of using social media among students.
> 2- Knowing the rates of social media use among students.
> 3- Recognizing the students' freedom to use social media as a tool for forming social relationships and building knowledge.
> 4- Knowing the effects of using social media among students, whether it is positive or negative effect.
> 5- Knowing the students' opinions of the credibility of social media.
> 6- Recognizing the social media role in the student lives and whether it is possible to dispense with them.

Significance of the Study

The significance of this study is shown through its contribution to enriching the literature and the practical side of the phenomenon of using electronic communication networks. They are one of the means of modern technology that has increased the number of its users in recent times and has expanded its role in shaping the culture of individuals and their political and social trends. The researcher hopes that this study will be a prelude to conducting a number of studies that deal with similar topics scientifically and comprehensively, thus contributing to the achievement of knowledge and research accumulation. Given the spread of the phenomenon of the use of electronic networks in various societies, especially Jordanian society, this research studies the role of social media in forming social relations and enhancing social communication among students. The research also seeks to identify the pros and cons of these methods and their role in the life of Jordanian university students.

Delimitations of the Study

The topic of the study is determined by identifying the role of social media in forming social relations among students of private universities. The study was administered to students at Applied Science Private University, Jadara University, and Zarqa Private University. A random sample of students (530) from the three universities was selected. The study was implemented in 2022.

Key Terms of the Study

Communication: The science that is concerned with the exchange of information between individuals through a common system of symbols. Communication may be between humans and humans and between humans and animals. It may be through words or through certain symbols that people have known (Kandilji, 2015). When we communicate, we exchange information with others and as speakers for communicating the content of a particular message to our listeners. When we exchange information or convey the content of a message, we use language, i.e. verbal and non-verbal signals, such as facial expressions, speaking style, standing, movement, body gestures...etc. to achieve the desired goals in any group of people with social activity. Therefore, communication is a process that dynamically links the building or organizational structure of any group, making it an organic unit with a degree of integration that allows them to carry out its activities (AlKhudari, 2021).

Social networks: Social networking sites on the Internet have witnessed widespread in recent years. The attempt to provide many services and achieve various gratifications for its users varied, primarily Facebook, Twitter, YouTube, WhatsApp, etc. Definitions of social networking sites have varied and differ from one researcher to another. They are sites used to build virtual communities on the Internet and connect these communities.

Media: One of the modern sciences that spread and appeared at the beginning of the nineteenth century. It is defined as providing the public with information, news, and facts that help people form a public opinion about the issues under discussion.

Social communication skills: a set of actions or reactions issued by members of the group in one of the social situations experienced by the group

Communication networks: The organization of communication within any group is seen as a complex network of interconnected relationships between individuals. These relationships are reflected in the presence of multiple networks or many ways of communication between members of the group.

Theoretical Background

The researcher used the theories of cultural cultivation and uses and gratifications to analyze and explain the studied phenomenon. Cultural cultivation is defined as the process of cultivating and developing cognitive and psychological components carried out by information sources. Since the mid-seventies, this term has become associated with the theory that attempts to explain the social and cognitive effects of the media. Cultivation is a special case of a broader process of socialization (Hussain, 2020). This is done by instilling mental attitudes and images about the surrounding world. This theory uses a study strategy that has three important aspects. The first aspect is called the process of institutional analysis, which is concerned with analyzing the organizational pressures and constraints that affect the selection, production, and distribution of educational messages. The second aspect is called system analysis, which is concerned with image tracking. The third system is called cultural cultivation analysis, which explores the extent to which the various media contribute to cultivating concepts of the world.

The other theory is the theory of uses and gratifications. It has been called differently, some of them called it a model, and some considered it a theory. It was considered a theory in a book called "The Use of Mass Communications". The book depicts the functions underpinning the media, the motives for choosing the individual or the recipient of it, and the content it presents. The theory is based on a set of assumptions. According to Katz and Blumer, They are the individuals' use of media which achieves their intended goals that meet what they aspire to. The audience is an active component in the communication process. The desire to choose the media to satisfy specific needs is due to the audience itself. These desires vary between individuals according to their needs. Individuals choose the media that satisfy their desires. The media does not use the public, but the public uses it (Al-Dulaimi, 2018). The audience knows how much benefit they can reap from choosing the media they are exposed to, and they are also aware of their motives and needs.

The values prevailing in society are defined according to the content that the audience follows, and not according to the content provided by the media. The theory of uses and gratifications seeks to achieve specific goals, the foremost of which is to identify how the public uses the media after studying the active audience in following up on the media. The objectives can be stated according to the following: Identifying the reason and how the individual uses the media and identifying the motives for the individual's use of a specific media or the exposure of specific content only. The theory also includes identifying the results of an individual's use of the media, which leads to an understanding of the mass communication process (Al-Dulaimi, 2020).

Specialists differed in classifying the motives behind the individual's use of one media over the other. Some of them believe that motives are not apparent and that the individual does not perceive them. Needs affect him directly without his knowledge. He selects the content or the media from the subconscious while others believe that the motives can be studied and identified. The individual can express his needs and motives for his exposure to the content. Another category explains motives as needs that cannot be directly identified, but it is necessary to study the behavior of individuals and identify them. The last group finds a lack of specific motives. Rather, exposure to a specific means is a habit of individuals and not according to specific needs. Motivation is defined as a psychological state that directs an individual to perform a specific behavior to satisfy a specific need. The theory of uses and gratifications classifies the motives for public exposure to the media into two main motives. Utilitarian motives are motives for acquiring knowledge, identifying information, and gaining experiences in areas of life such as exposure to news broadcasts on television. Ritual motives are to break the boredom and evade the reality of life, and its problems, in addition to entertainment reasons. The most prominent examples of this are exposure to films, series, and comedy programs (AlKhudari, 2019).

Social networks are characterized as carrying content of a personal nature, transmitted between two parties, one of whom is a sender and the other is a receiver, through a social network/medium. Communication through social networks is a modern method of communication that allows smaller groups of people to meet and gather on the Internet and exchange benefits and information. They are an environment that allows individuals and groups to make their voices and communities' heard throughout the world. Radi (2017) defines social networking sites as a system of electronic networks that allow the subscriber to create his site, and then link it through an electronic social system with other members who have the same interests and hobbies. They are services that are created and programmed by major companies to gather the largest number of users and friends and share activities and interests. They are also used to make friends and find interests and activities in other people with whom they share an intellectual or other subscription. These services provide features such as instant chat, public and private messaging, and multimedia sharing of audio, image, video, and files. These services have attracted millions of users from all over the world (Al Mashaqbeh, 2017). Also, social media are social groupings that appear on the Internet when a sufficient number of people engage in discussions over a sufficient time. They share sufficient human feelings and form sites for personal relationships through cyberspace. They are also defined as those virtual communities that appear on the Internet. These groupings were formed in light of the modern communications revolution and brought together people with common interests. They communicate with each other and feel as if they are in a real community (Abdel-Moneim et al., 2020).

In addition, social networking sites are considered a system of electronic networks via the Internet that allows the subscriber to create a special site and then link it through an electronic social system with other members who have the same interests to gather such as a university or high school friends, or otherwise. It is also a term given to a group of websites on the Internet that emerged with the second generation of the "Web", which allows communication between individuals in a virtual community environment that brings them together according to interest groups or networks of affiliation (country, university, company, etc.). All this is done through direct communication services by sending messages or viewing the personal files of others and knowing the news and information that they make available for display.

The main idea of social networks is to collect the data of the members subscribed to the site. This data is published publicly. Members with common interests who are looking for files, photos, etc., meet. Social networking is effective in facilitating social life between a group of acquaintances and friends. Old friends manage to contact each other after many years. They also enable them to communicate visually and through audio, exchange images, and other capabilities that strengthen the social relationship between them (Al-Hiti, 2019).

Social networking sites allow surfers to share files, and photos, exchange videos, create blogs, conduct instant conversations, and send messages. Social networks topped three important and main sites in Jordan: Facebook, Tweet, and YouTube. They have become the primary means of exchanging information and instant news and establishing social relationships between users of different ages.

Social networking sites are simply a process that helps individuals to communicate with a large number of people (relatives, colleagues, friends, researchers, etc.) through electronic sites and services. These sites provide fast delivery of information, exchange of opinions and ideas, comment on them, and exchange of congratulations on a large scale on public and private occasions. They are sites that not only give you information but also synchronize and interact with you while providing you with that information within your network, thus being a method for exchanging information instantly via the Internet (AlKhudari, 2018).

As for YouTube, opinions differ about it and whether this site is a social network. Some opinions tend to regard it as a video-sharing site. However, some classified it as a type of social networking site due to its participation in a number of characteristics. That is, YouTube is a website that allows and supports the activity of uploading, downloading, and sharing movies in general and free of charge. It allows the gradual downloading and displaying of short films, from public films that everyone can watch to private films that only a certain group is allowed to watch.

After the use of the Internet by the public in 1995, social networks began to spread in various countries of the world. The beginning was from Europe until it reached all countries of the world in 2002. In 2004, the Facebook website appeared, and then other websites began to appear and spread quickly and unexpectedly. Social networking sites were interactive and participatory as each member enriched his page. Communication over these networks is also characterized as spontaneous, interactive, informal, or predictable. It is also inexpensive, easy to use, and always present. The communication process does not require a permanent presence. The member can contact the other member by text message, pictures, or information. It is also characterized by openness and support for gatherings through the creation of many inexpensive pages. It is flexible in use and dissolves class divides, but it can violate privacy, waste time, contribute to social isolation and stay in the virtual world away from the real world.

Social networks are stealing the role that the family, school, and university are supposed to play in bringing up individuals and providing them with real skills to be good members of their society. Social networks are a place for entertainment, wasting time, and moving away from the real culture in favor of the mass culture through social media. It was defined as the culture of nations that dominate and control the media (AlKhudari et al., 2022).

University students are the most to use social media. They originally need it to get acquainted and communicate with students for study purposes, form new relationships, or satisfy their desires and form friendships among them. It is an indispensable space for different students..

Many previous studies dealt with the issue of social networks and their role in forming social relationships among students. However, this study is distinguished from other previous studies in dealing with students of private universities in Jordan. This study is the first to be conducted on private university students in Jordan and deals with the role of social networks in forming social relationships and in building and developing these relationships. Ammar and Abu Zaid (2001) aimed to identify the impact of communication technology on electronic social relations and the future of Bahraini youth on a sample of teachers, school principals, curriculum specialists, and high school and university students. The researcher adopted the social survey method. An interview and a questionnaire were used to collect information from a sample of (165). The study found that students tend to make friends and get acquainted through the Internet more than other sample members. The study indicated that the advantages offered by communication technology far outweigh its negatives in terms of ease of communication, providing job opportunities, intellectual development, and increasing availability of information. Helmy's (2008) study aimed to know the psychological, social, and cultural dimensions left by the Internet as a modern electronic means of communication in establishing relationships between young people. The study was applied to a sample of young people in the city of Doha of both sexes (472). The study concluded that social media had a significant role in communication among the sample members. In contrast, the use of the Internet by young people has resulted in a decrease in the amount of daily interaction between them and their families. Also, there is a state of isolation and psychological alienation among young people, which distances them from their society.

Al-Majali (2007) aimed to analyze the reality of the phenomenon of Internet use in terms of highlighting the social effects of its use on the university youth category from the point of view of a sample of researchers. The study also attempted to reveal the most important general characteristics of Internet users' behavior and its effects on individuals. The study was applied to Jordanian society by surveying the opinions of a sample of Mutah University students (325). The study confirmed that the increasing use of media by students would have positive and negative effects on their lives. Also, the use of the Internet contributed to increasing isolation among students but also contributed to providing information and news and increasing students' culture. Al-Jeriwi (2018) aimed to know the attitudes of King Saud University students toward social networks. The researcher adopted the descriptive survey method and applied it to a cluster sample consisting of (483) undergraduate female students at King Saud University. The study found that 6.7% of university students are less than 20 years old. 44.9% of female students follow social networks for one to three hours a day.

Hypotheses of the Study

Knowing the impact of social networks on social relations among university students, the study put forward the following hypothesis:

- Social networking sites have a major role in forming social relations among students of private universities in Jordan.

- Students have become so dependent on the media that have become a part of their lives.

Methods

Research Design

This study belongs to the matrix of descriptive studies that seek to know the effect of social networks on social relations among students of private universities in Jordan. The descriptive-analytical method was used in this study to describe the responses of the study sample to its topic. Some indicators of the mean, standard deviation, and relative importance of each item of the study domain were used. The analytical approach focused on analyzing the role of communication networks in forming social relations, with the help of some statistical indicators represented by the regression of the simple line and the coefficient of determination.

Population and Sample of the Study

The study population consisted of all students of the three universities: Applied Science Private University, Jadara University, and Zarqa Private University. A random sample of 530 students was selected and asked to answer a questionnaire. The questionnaire was distributed to the sample members on campus. Figure 1, 2, 3 shows the distribution of the study sample according to the variables of gender, academic level, and university.

	Use of the Internet	Students' motives for using social networks	Gratifications students seek to satisfy through their using social networks
Freq	4	14	14
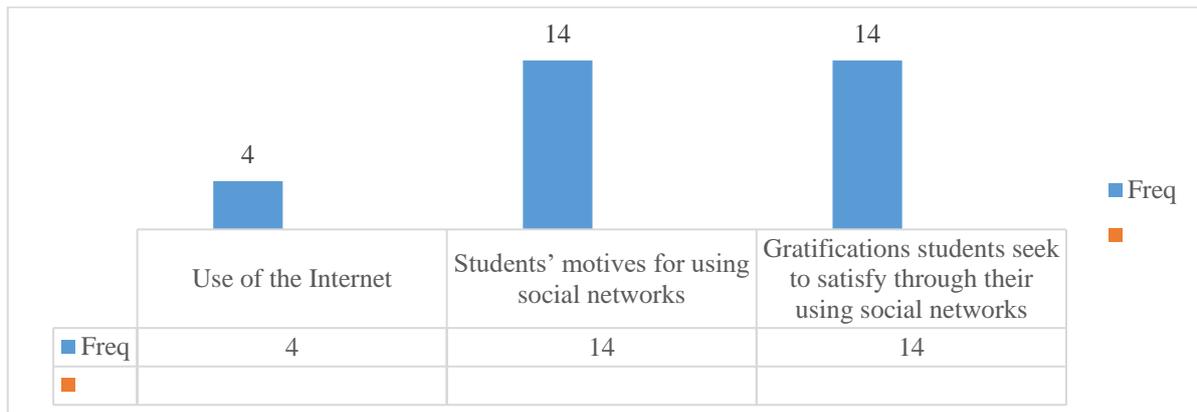
Figure 1. The Study Sample according to Gender

	Use of the Internet	Students' motives for using social networks	Gratifications students seek to satisfy through their using social networks	Freedom of use
Freq	4	14	14	3
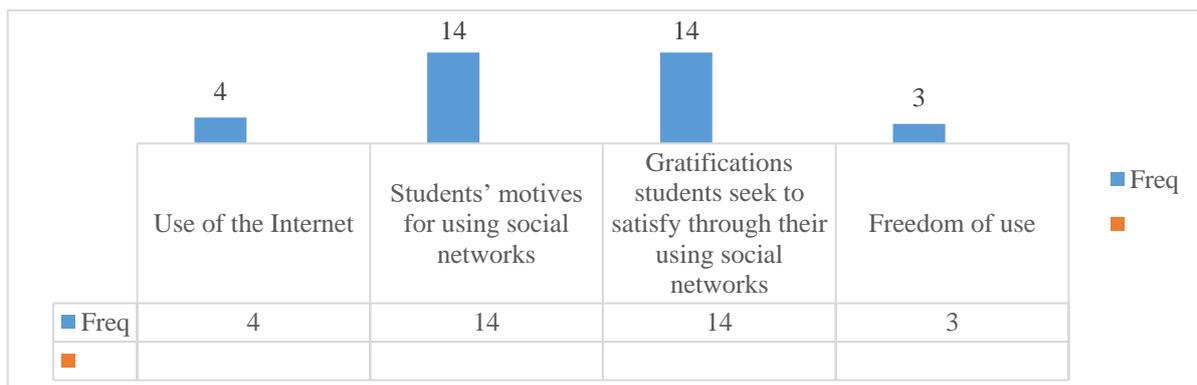
Figure 2. The Study Sample according to Academic Level

	Use of the Internet	Students' motives for using social networks	Gratifications students seek to satisfy through their using social networks	Freedom of use
■ Freq	4	14	14	3
■				
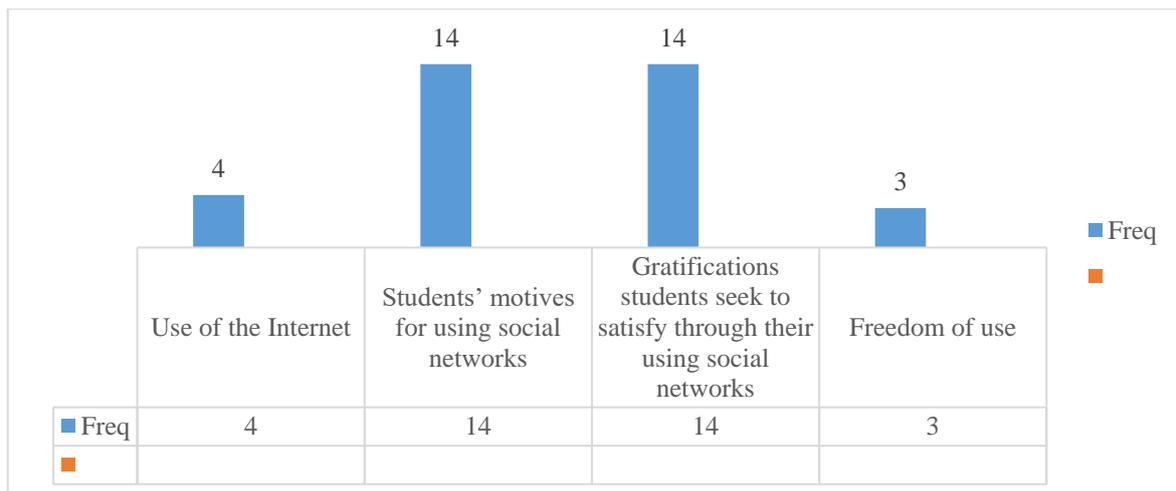
Figure 3. The Study Sample according to University

Questionnaire

After the researcher reviewed the theoretical literature related to social networks, social relationships, and questionnaires used in similar studies, the study tool was developed. The questionnaire was designed in light of the general framework of the topic of the study. It included the main and sub-points of the research. The points are arranged logically. Under each point, questions related to it were placed according to the information requested. The questionnaire included questions about the university in which the student is studying, qualifications, questions of opinions and attitudes, questions of information, questions of subjective sense, and questions of standards or specifications of the action (see Figure 4).
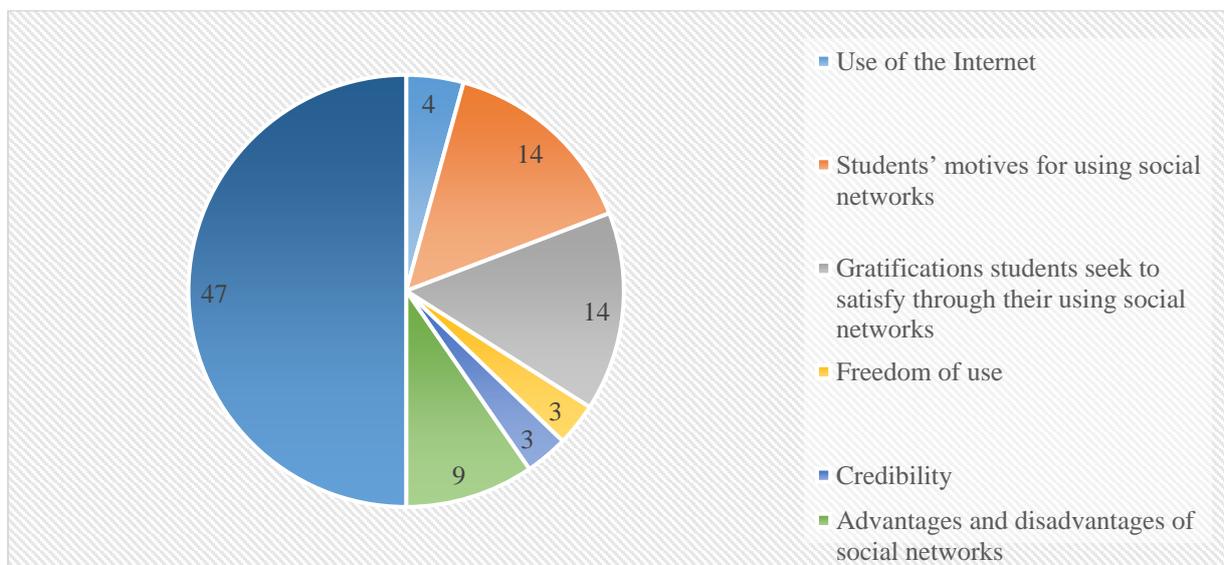
Figure 4. Distribution of Questionnaire Items on the Study Domains

Closed questions (closed questionnaire) were used in this study. The answers are specified in the prescribed alternatives. One of the advantages of a closed questionnaire is that it is easy to code and can be more reliable and trustworthy. The answers are specific, and the questions are easy to manage and understand the respondents.

However, it imposes a certain direction on the answers of the respondents, and sometimes the individual does not find a place for his answer among the specified possibilities.

In contrast, open questions (open questionnaire) allow free answers by the participants. They are useful in exploratory studies and complex issues. However, its disadvantages include the difficulty of putting the answers into categories, the difficulty of analyzing them, and obtaining large amounts of data. The researcher took into consideration when developing the questionnaire questions that the question language should be easy and appropriate to the levels of the respondents. The questions were phrased in a way that did not suggest a specific answer. Double questions and qualitative questions were avoided. It was ensured that the respondents had sufficient information on the topic. The questionnaire was presented to them, and it was confirmed that they were able to answer the questions. The questions were graded from general to specific and distributed consistently to raise the interest of individuals (Al-Mansour, 2012).

Validity and Reliability

The researcher selected a group of experts and distributed copies of the questionnaire to them to review, record their observations, and express their opinions on the questionnaire. After the experts judged the questionnaire, it was tested (pilot study) on a simple sample whose properties were in agreement with that of the main study. This process contributed to determining the degree of respondents' responses to the questionnaire, identifying ambiguous questions, and making available the initial testing of hypotheses. The questionnaire was distributed by hand by the researcher himself and with the help of his colleagues. The response rate was higher and more honest. The mail was not used because the sample's places were near.

The questionnaire was presented to a sample of twenty male and female students to test the degree of clarity of the elements and items. This was to ensure that the items belonged to the domains that fall under them and that the integrity of the items from a linguistic point of view. The study tool was confirmed by applying the test-retest method to a group from outside the study sample. Then, the Pearson correlation coefficient was calculated between their responses in both times on the study tool as a whole. The coefficient values ranged between 0.87 and 0.92. The reliability coefficient was also calculated using the internal consistency method according to Cronbach's alpha equation for the domains and the tool as a whole. It ranged from 0.92 to 0.97.

Statistical Processing

The response data of the study sample members were analyzed using the Statistical Package for Social Sciences (SPSS). The responses resulting from a five-step Likert Scale were analyzed. It is distributed by its highest weight, where the degree (5) was given to represent the answer field (highly agree), to the lowest weight in the scale, which was given one degree to represent the answer field (highly disagree) for answering the questions of the study domains and testing its hypotheses. The researcher adopted a criterion consisting of three levels (low degree of agreement, medium degree of agreement, and high degree of agreement) to measure and assess the degree of the answers of the study sample members who were selected by the stratified random sampling method.

Results

To answer the role that social networks can play in forming social relationships, the questionnaire was divided based on five research questions.

Research question 1: What are the motives that private Jordanian university students seek to meet using social networks?

Means and standard deviations for the study samples' responses were calculated. Table 1 shows the results.

Table 1. Means and Standard Deviations for the Study Samples' Responses on using Social Media

No.	Item	Mean	%	Standard deviation	Level
1	To establish new social relationships	3.66	73.39	1.05	Medium
2	To express politics	3.72	65.53	1.15	Medium
3	To know the latest political news	3.27	74.51	1.08	High
4	To find out about economic news	3.49	69.80	1.104	Medium
5	To Know sports news	3.69	72.71	1.17	Medium
6	To Know art news	3.69	73.96	1.13	High
7	To know the situation in Jordan	3.65	73.15	1.14	Medium
8	To communicate with the parents	4.45	89.17	0.82	High
9	To search for childhood friends	3.92	78.59	1.07	High
10	To shop	3.38	67.71	1.24	Medium
11	For promotion and advertisement	3.06	61.31	1.28	Medium
12	For study	3.99	79.80	1.05	High
13	For fun and entertainment	4.35	87.03	0.86	High
14	To find out where social activities are held	3.64	72.86	1.17	Medium
	Total	3.71	74.25	1.09	High

Table 1 shows that the percentage of approval on the domain was high in terms of the mean of 3.71 and the percentage (74%). It turns out that item 8 (communication with family and relatives) is the highest corresponding item. Its mean was 4.45, which is a high degree. It also became clear that the last item was scored by (11) "Promotion and advertisement". The mean was 30.6, which is a medium degree.

Research question 2: What are the gratifications achieved by Jordanian university students through their use of interactive means of communication?

Means and standard deviations for the study samples' responses were calculated. Table 2 displays the results. Table 2 shows that the percentage of approval of the gratifications domain that university students seek to meet through their use of social media was high. The mean was 3.72 with a percentage of 74%.

Table 2. Means and Standard Deviations for the Study Samples' Responses on Gratifications

No.	Item	Mean	%	Standard deviation	Level
1	Students' satisfaction of knowledge	4.03	80.72	0.89	High
2	Creating a social and communicative atmosphere	4.31	86.21	0.66	High
3	Offering new ideas to students	4.53	81.06	0.81	High
4	Achieve scientific satisfaction by discussing with students	3.62	72.57	1.07	Medium
5	Achieving psychological satisfaction in overcoming shyness	3.79	75.87	1.06	High
6	Achieving psychological satisfaction in the student's assessment	3.66	73.39	1.84	Medium
7	Achieving emotional satisfaction	3.26	65.38	1.22	Medium
8	Satisfying his cognitive needs	3.89	77.81	1.00	High
9	Achieving spiritual satisfaction	3.73	74.70	1.03	High
10	Achieving economic satisfaction	3.50	70.19	1.15	Medium
11	Achieving economic satisfaction by developing communication skills	3.37	67.57	1.16	Medium
12	Checking the psychological balance of the students	3.39	67.81	1.08	Medium
13	Reducing feelings of inadequacy	3.48	69.75	1.15	Medium
14	Satisfying students' curiosity	4.02	80.48	1.04	High
	Total	3.72	74.54	1.03	High

Research question 3: What freedom is available to students who use social media?

The results of this question revealed that 47% believe that there is absolute freedom in the use of networks while 30% believe that freedom is relatively limited. 16% said that there is no freedom and 6% that there is no freedom at all.

Research question 4: How credible is social media?

This question examined the reliability of what social networks publish in terms of news, information, photos, and films. The results revealed that 36% trust what is published on social networks, 29% of them were neutral, and 24% do not trust what is published through social networks.

Research question 5: What are the advantages disadvantages of using social media?

The results showed that the use of social networks by students has many benefits. Gaining new friends ranked 33%. Entertainment occupied 54% while the benefit of following current events and obtaining information was 46%. In contrast, the respondents said that social networks are waste time and effort (40%), distort facts (30%), and spread rumors (30%).

Discussion

The study aimed to identify the role of social networks in forming social relations among students of private universities. The study found that 87% of students follow Facebook, and 6% follow Twitter. The study revealed that students enjoy the freedom to use social networks. It is inferred from the results that social networks have become a source of news and information, as they compete with traditional means of communication. Also, the study showed that students' use of social networks has many advantages, including gaining new friends, communicating with friends and relatives, and exchanging opinions with them. In contrast, social networks waste time and effort, distort facts, and spread rumors. In addition, the means of communication achieve cognitive satisfaction by providing students with information about the world. 80% believe that they satisfy the desire for curiosity, and 77% believe that they satisfy their cognitive needs.

The study emphasizes the importance of the role of social networking sites in forming and strengthening relationships between members of society, especially the younger generation. The study confirmed the role of these media in university life, especially Facebook, one of the sites with an impact on Jordanian society and university students. Students have become dependent on this site to obtain information and news, exchange opinions, and communicate with each other, unlike Twitter, one of the elite sites in Jordan. The percentage of its use among students is small. Facebook is a popular website that enjoys great use among students. The results of the study were very consistent with the hypotheses developed by the researcher. The study concluded that Jordan is one of the countries that enjoy a kind of freedom in the use of social media. In addition, it is one of the countries that does not impose any restrictions on the use of social media. The students answered that social media enjoys a kind of freedom in this field. This study comes close to previous studies, which indicated that there is freedom in the use of social media in a number of Arab countries. The study agrees with previous studies (Al-Khudari, 2019) that Facebook achieves 80% cognitive satisfaction for students and that students have become dependent on it to obtain information. The study confirmed that social networking site has many negatives and positives. Finally, university students benefit from these sites to enhance the positives and use them in a positive way that serves their university life.

The current study agrees with Al-Shuqran's (2018) study, which emphasized the importance of the role of social networks in influencing university students by providing them with the information, opinions, and ideas necessary to bring about the desired change in their behavior. This study is also consistent with the study of Al-Mubarak (2020), which indicated changes, positive or negative, caused by social networking sites on values. In addition, this study meets with Al-Tahat and Al-Dabisi's (2013) study, which indicated that a high percentage (97%) of Jordanian university students use the Internet. Facebook ranked first with 83%, followed by Twitter in second place, and YouTube in third place. This confirms the widespread use of social networks among Jordanian university students and the high rate of subscribers. A large percentage of university students use social networks freely and obtain the necessary information through them. However, this study differs from Matalqa and Al-Omari's (2018) study, which pointed out the many negative risks of social networking sites for university students, especially concerning morals related to the Islamic religion. There have been many negative changes in the behavior of students who use these sites.

Recommendations

In light of the study results, the researcher recommended the necessity of using social networks by educational institutions to achieve psychological, social, and cognitive gratifications for students. The study also recommends using these networks to provide students with information in the field of specialization they are studying at the university and expand the use of blended education in university education. In addition, students should be directed towards the safe use of social media and benefit from it in education and skills acquisition. Finally, there is a need to include the media education major in university curricula and provide students with knowledge of the optimal use of social media.

Conclusion

This study confirmed that social networks form social relationships and friendships and obtain information. Many students have dispensed with traditional media and are following social networking sites to get what information they need. According to the theory of gratification and use, social networking sites, especially Facebook in Jordan, are sites capable of satisfying students' desires, fulfilling their needs of social communication, forming friendships, and increasing social communication. Although the study indicated some negative aspects of social networking sites, the study sample confirmed many positives for these sites in forming friendships and strengthening social relations between members of society. This study population was limited by three private universities in Jordan. Also, it was administered to one social network (Facebook). Finally, the study followed the quantitative approach (a closed-item questionnaire. Further research on using other social networks such Twitter, TikTok, or Instagram is recommended.

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