

Social effects of social networking sites: An executive proposal to enhance their positive use

Rabab Abdel Rahman Hashim*

Abstract:

Over the past years, the various effects of social networking sites (SNS) have drawn attention to their positives and negatives. Through a brief review of 139 Arab and western studies from 2009 to 2019, the positive social effects of SNS represented in facilitating communication with others, maintaining the old social relationships and getting social support. Moreover, SNS help in escaping from social isolation and enhance voluntary activities. A few studies showed that SNS do not pose a threat to marital relationships and help in initiating romantic relationships.

However, it was found that SNS reduce users' privacy and social skills, increase the probability of family disintegration, cause conflicts between parents and their children, increase marital dissatisfaction and jealousy. Moreover, using SNS encourages marital infidelity. To contribute to this discussion, we formulated an executive proposal that defines the roles of different institutions and the proposed messages to enhance the positives of SNS and rationalize their negatives.

Keywords: social networking sites (SNS), positive social effects, negative social effects

Introduction:

The various services and applications on social networking sites (SNS) encourage users and institutions to incorporate them in political, economic, social, cultural, educational, media, health, and religious fields.

In the social field, SNS work to facilitate interaction between people, strengthen relationships and social support, increase social capital and provide a space for users to express themselves and their activities freely.

As a result of the absence of restrictions or regulations that control

* Assistant Professor, Department of Media, Faculty of Arts, Helwan University

the use of SNS, many negative social effects appeared such as affecting socialization, reducing social skills and family interaction, increasing social pressure, family conflict, and marital dissatisfaction which may lead to divorce.

In this context, the negative social impacts of SNS have increased, especially in light of the widespread use of these sites as a way to get rid of life pressures and facilitate communication between family members, friends, and colleagues. Some are even used to create new relationships such as acquaintance and even facilitate some marriages.

In face of these negative effects of SNS, most countries, including Egypt, have paid attention to rationalize the negatives of these sites and enhance their positives through legislations, conferences, seminars, research efforts, digital media literacy, and societal initiatives.

The purpose of the study:

In light of the differences between the previous studies in monitoring and evaluating the social effects of SNS on users, and with the increasing number of users of these sites, which reached nearly 3.8 billion worldwide at the beginning of 2020; representing about 49% of the global population⁽¹⁾, this study seeks to develop a complete picture of the social impacts of SNS on users focusing on the categories of users that have been previously studied, comparing the theoretical and methodological frameworks that have been used in Arab and western previous studies, and finally formulating an executive proposal that defines the roles of different institutions and the proposed messages to enhance the positives of SNS and rationalize their negatives.

The importance of the study:

- This study aligns with the world's interest in monitoring the SNS influences and developing an executive proposal to improve the positive effects and rationalize the negative ones.
- The continuous increase in the use of SNS around the world, including Egypt, where the number of SNS users reach nearly 42 million at the beginning of 2020, which represents about 41% of the population in Egypt⁽²⁾.
- The multiple effects of SNS on the users' social life.

- 139 previous Arab and western studies that monitored the uses and social impacts of SNS in many countries were referred to.

Study questions:

Q1. What are the positive and negative effects of SNS on social, family, marital and emotional relationships, socialization and social skills?

Q2. What are the similarities and differences between Arab and western previously published studies in terms of categories of users, and the theoretical and methodological frameworks employed?

Q3. What are the features of the executive proposal to activate the role of official and non-official institutions, media, and research institutions in promoting the positives of SNS and rationalizing their negatives?

Methodology:

This study is a qualitative research as it depended on the second-level analysis. This study focused on reviewing and analyzing 139 Arab and western studies that monitored the social effects of SNS on users in different countries. It depended on the following procedures in applying the second-level analysis:

- Determining the time frame for this study extending from 2009 to 2019.
- Identifying the studies that focused on the social effects of SNS during this time period.
- Classifying the results of these studies according to the variables of the study.
- Monitoring the results of these studies, and their proposals.
- Analyzing the results of these studies.
- Formulating an executive proposal outlining the roles of the different institutions, and the proposed messages to reinforce the positives of SNS and rationalize their negatives.

The sample:

This study population was determined in the Arab and western studies, which focused on the social effects of SNS from 2009 to 2019.

It was based on the available sample method, in which we analyzed all the studies that were available, without exceptions. These studies varied between studies published in scientific journals, scientific theses, scientific conferences presentations, scientific papers, studies published in books and studies published by research centers totaling 139 studies, of which 70 are Arab studies and 69 western. Studies were collected through Google Scholar, the Egyptian Knowledge Bank, and the library of Faculty of Mass Communication, Cairo University. The following tables show the distribution of the study sample in terms of sources and publication years.

Table (1)

The Sources of the study sample

Sources of studies	Western studies		Arab studies	
	F	%	F	%
Studies published in Scientific journals	48	69.5	38	54.3
Scientific Theses	16	23.2	20	28.6
Scientific conferences presentations	1	1.5	10	14.3
Scientific papers	2	2.8	-	-
Studies published by research centers	1	1.5	2	2.8
Studies published in books	1	1.5	-	-
Total	69	100	70	100

Table (2)

The publication years of the study sample

publication years	Western studies		Arab studies	
	F	%	F	%
2009	3	4.3	-	-
2010	2	3	-	-
2011	5	7.2	-	-
2012	7	10.2	4	5.7
2013	9	13	2	2.9
2014	2	3	14	20
2015	5	7.2	9	12.9
2016	11	15.9	12	17.1
2017	15	21.7	10	14.3
2018	7	10.2	15	21.4
2019	3	4.3	4	5.7
Total	69	100	70	100

Findings:

The positive social effects of SNS:

some scholars concentrated on the social positive impacts of SNS. By revising the literature in that field, one can classify such studies into:

1- Facilitating communication:

The first dimension in that sphere is focusing on communication through SNS in general. Several studies showed that the use of SNS facilitates communication between relatives, friends, teachers and people from different countries. Most respondents of Saudi female university students (84.6%) showed that Facebook and Twitter allow learning about the habits and values of the other nations by facilitating communication with people from other cultures (Al-Shahri and Badry, 2019). The majority of Algerian university students also agreed that Facebook helps them build new relationships inside and outside the country, and explore the cultures and values of other nations (Al-Saedi and Dhaif, 2015).

In addition, more than half of Bangladeshi university students (67%) showed that Facebook helps them communicate with their friends and others (Hossain, 2017). Zimbabwean respondents indicated that Facebook, Twitter, and WhatsApp contribute in spreading news of death and illness of family and friends (Ngonidzashe, 2016). The majority of Latvian university students also showed that SNS minimize social distances, and allow them to communicate with their professors in a less formal way (Vevere, 2015). A high percentage of Jordanian university students (86%) indicated that SNS are used to create social relationships among colleagues (Al-Bashabsha, 2013).

Syrian and Algerian university students supported that Facebook and Twitter facilitate communication with distant relatives (Zraika, 2018, Busahla and Tahori, 2014). The respondents of Egyptian and Algerian youth also confirmed that Facebook facilitates the social communication (Abdel Monem, 2015, Qot and Bulghlify, 2014). In general, the use of SNS among children and adolescents helps them satisfy their needs for social interaction (Bonetti et al., 2010).

In this field, it was found that SNS help in renewing the old social relationships, as well as building new ones. SNS have a positive

effect if used to strengthen family and social relationships (Maatook and Mahawat, 2018). SNS also have a strong influence in enhancing social relationships within the Saudi disabled community (Al-Aayed and Al-Shaee, 2017). More than half of respondents of Egyptian Facebook users (62.6%) said that their social relationships through this site are continuous (Al-Muselhi, 2012).

In the same context, SNS helped the Egyptian youth to maintain a good connection with old and new friends (Galal, 2018, Abdel Monem, 2015). The respondents of Syrian and Algerian university students confirmed that Facebook and Twitter enhance old friendships (Zraika, 2018, Busahla and Tahori, 2014). Jordanian adolescents who use SNS also supported this result (Al-Zuyon and Abo-Saeleek, 2014). The same results were affirmed by Algerian youth who confirmed that Facebook facilitates building new social relationships (Qot and Bulghlify, 2014).

It was also found that Facebook helped (83%) of Algerian users to develop their social relationships (Sharki and Farag Allah, 2014). A sample of Dutch users indicated a strong positive correlation between sharing information through SNS and developing social relationships, due to establishing a common ground with others (Steijn and Schouten, 2013).

More than half of Kenyan university students (63%) confirmed that SNS contribute to maintaining contacts with old friends and making new ones, though they also said that these networks make them lazy and waste their time (Njoroge, 2013). It was found that Facebook helps in starting and maintaining relationships (Capua, 2012). Filipino university students showed that SNS make them create strong relationships with their families, friends, teachers, and others (Asilo et al., 2010).

On the other hand, some studies have underestimated the impact of SNS on enhancing social relationships and maintaining close ones. Through reviewing eight papers from the 2017 international conference entitled "Social Media & Society" in Toronto – Canada, it was found that SNS represent a new concept which is "Not continuous relationships for momentary connectedness" (Hemsley et al., 2018). Other studies published during the period from 2000 to 2014 argued that the regular use of SNS can improve the network of individuals'

weak relationships, but they have minimal impacts on close relationships (Ryan et al., 2017). In addition, more than half of Indian youth (59%) disagreed on the possibility of building strong relationships through SNS (Khurana, 2015). Facebook helped university students to maintain their casual relationships, but they did not agree that Facebook can promote communicating among close friends, because close relationships require more effort to maintain (Bryant and Marmo, 2009).

One of the main results of previous studies shows that SNS help in building social capital. Some studies applied to university students in Egypt, Jordan, and Saudi Arabia have supported the positive correlation between the intensive use of SNS and building social capital (Ali and Shahawi, 2017, Abo-Roomy, 2017, Moayad, 2016). Almost half of Egyptian users showed that Facebook supports social capital (Al-Muselhi, 2012). Additionally, some studies applied to adolescents and university students have indicated a positive correlation between heavy use of Facebook and supporting social bonds and social capital (Ahn, 2011).

2- Getting advice and social support:

Another positive aspect of SNS is acquiring social advice and support. It was found that Dutch SNS users with low life satisfaction and severe stress seek advice on SNS for more social support (Utz and Breuer, 2017). Another two second analytical studies supported that SNS help users to find online social support and advice, which they do not get in their real-life (Antonucci et al., 2017, Siddiquei and Singh, 2016). SNS users get more social support because they have a lot of social relationships on these sites (Yousfy and Bin-Obaid, 2017, Sharaievskia, 2012). SNS also give introvert teens the opportunity to have social support and positive energy (Akram and Kumar, 2017).

3- Increasing life satisfaction:

Studies which analyzed the positive impacts of SNS ended up to a main result relating to the effect of SNS on users' life satisfaction. It was found that using SNS among graduate and undergraduate American students positively affects their life satisfaction on daily basis (Austin-McCain, 2017). Another two studies supported this result (Zhan et al., 2016, Ahn, 2011). The same results were applicable in

Arab societies. There was a positive correlation between SNS addiction among Egyptian and Saudi university students and their satisfaction with life (Moayad, 2016). Another study on the contrary, indicated that there is no significant correlation between obtaining social support through Facebook and life satisfaction because Facebook increases the amount of social support, not its quality (Kim, 2014).

4- Improving social skills and participation:

Some studies have supported that using SNS Improves users' social skills. Some of Saudi female university students (41%) affirmed that SNS help them overcome the problem of their inability to communicate in the real world (Mansour, 2017). Another study revealed that there are significant differences in the levels of social skills among Jordanian female university students in favor of SNS users (Abo Abta et al., 2015). It was also found that the intensive use of SNS among children and adolescents is associated with those who have weaker social skills and are unable to communicate with new people (Bonetti et al., 2010).

Among other privileges of SNS usage, some studies showed that using SNS increases social participation and enhances volunteer value. One of these studies applied to undergraduates and graduates American students indicated a positive correlation between using SNS and social participation (Austin-McCain, 2017). Using Facebook also reinforces social solidarity (Sevük, 2013). The respondents of American adults revealed that they participate in daily SNS activities and use SNS to solve conflict with others (Drussell, 2012).

On the Arab scale, a study conducted on Omani university students proved that using SNS improves the value of volunteering, social participation, social awareness, and self-development. There were no significant differences between males and females (Al-Hayes, 2015). It was also found that SNS affect social solidarity among Saudi university students. Females were more affected than males in that sphere (Al-Dorsy and Al-Arishi, 2014).

Another study applied to Facebook users in Egypt supported that there is a positive correlation between the intensive use of Facebook and social participation in the real world (Shaheen and Al-Gendi, 2015). Most respondents of Algerian users (73.5%) interacted with social

issues through Facebook and (72%) of them participated in various social activities on Facebook; to help others and spread awareness about the voluntary associations (Sharki and Farag Allah, 2014).

5- Enhancing family relationships:

In this field, scholars concentrated on two main spheres which are family interaction in general and marital relationships in particular.

5-A- Enhancing family interaction:

Few studies showed that SNS enhance interaction between family members. The majority of Saudi Arabia university students (71%) indicated that Facebook and Twitter do not reduce their visits to relatives (Al-Shahri and Badry, 2019). Most respondents of Facebook users (92%) affirmed that they know more information about their family members through Facebook and 50% of them indicated that Facebook helps them to connect more with family members (Joo and Teng, 2017).

In the same context, it was found that the use of SNS among Algerian children improves the relationship and interaction with their family members (Sleha, 2015). The respondents of Saudi users also agreed that SNS improve the dialogue between family members (Al-Ahmari, 2014). In addition, there was a positive correlation between using Facebook among Egyptian females and performing their various duties as mother, wife, and housewife. There were significant differences between women in favor of urban women, young women, women with higher education, and higher income (Abdel Fattah, 2013).

Some studies affirmed that SNS do not have negative impacts on family relationships and interaction. Female university students in South Africa showed that SNS do not destroy relationships with their families (Chukwuere and Chukwuere, 2017). There was no negative impact of using Facebook by married Algerian women on their families (Breha and Kafi, 2016) and (47%) of Saudi youth said that using Instagram does not affect their family relationships (Helmi, 2018). On the other hand, the majority of Saudi university students disagreed that SNS are good alternatives for connecting with their families, and they respect their Saudi traditions. (Al-Sharkh, 2012).

5-B- Enhancing marital relationships:

In this field, few studies supported that SNS do not negatively affect the marital relationship. Most respondents of couples in Tanzania (90%) reported that SNS help them strengthen their marital relationship (Mpepo, 2017). Also most Algerian couples have indicated that Facebook does not represent a threat to their marital relationship and they did not try to gain fans through Facebook (Bughary and Abdel Qader, 2016). Some respondents of Algerian couples (42.5%) said that using SNS increases the dialogue between them (Bo-Helal, 2016). It was also found that there is no correlation between intensive use of SNS among Jordanian teachers and their marital cohesion and marital compatibility (Al-Shamrani and Al-Momny, 2016).

Despite these results, another study examined the effect of SNS on the marriage rate in the U.S.A since the 1990s, and found that SNS increase the rate of marriage between the ages of 21-30 and destroy the traditional ways of meeting partners (Bellou, 2013).

6- Improving romantic relationships:

The last approach of social advantages of SNS usage is their impact on romantic relationships. Some studies that have been applied to western societies showed that SNS improve romantic relationships, and are considered a window for expressing emotional feelings. It was found that SNS especially Facebook supports adolescents during their first embarrassing contact with their partners, and helps them overcome doubts about their emotional relationships (Scarcelli, 2015).

By reviewing some of the literature, it was also found that SNS help partners feel more security in their romantic relationships (Wilkerson, 2017). American university students also clarified that Facebook develops romantic relationships (Lindner, 2012). The respondents of university students in Taiwan showed that online chatting reduces romantic loneliness, due to the ease by which romantic relationships are maintained (Ong et al., 2011). SNS have also increased relationship satisfaction among Dutch university students, as these sites allowed them to present their commitment and passion (Utz and Beukeboom, 2011).

The negative social effects of SNS:

Many scholars concentrated their study interests on negative social impacts of SNS. By revising the literature in that sphere, one can classify such studies into:

1- Decreasing real social relationships:

While some studies focused on proving that SNS facilitate communication, maintain old social relationships and increase social capital, on the contrary, the following studies focused on proving the negative effects of SNS on social relationships in the real world. The core assumption of these studies is that SNS transform real relationships into superficial and low quality ones. It was proved that there is a negative correlation between the time spent on SNS and the quality of social relationships in the real world (Christensen, 2018). There is also a negative correlation between using SNS among youth and their satisfaction with the closest relationships (romantic partners, friends, parents, or siblings....) (Porter et al., 2012).

In the same context, (61%) of respondents in Bahraini society reported that the use of SNS negatively affects the relationships between relatives and friends (Ameen, 2016). Saudi couples also showed that the more the time spent on WhatsApp, the greater the negative effects on real social relationships (Al-Mutawa, 2015). About (57.4%) of Algerian users also agreed that virtual communication has become a substitute for real communication (Sharki and Farag Allah, 2014).

In another study, (61.4%) of Emirates university students indicated that SNS reduce their visits to relatives and (58%) showed that SNS decrease their participation in social life (Al-Obaid, 2014). Also (70%) of Egyptian users showed that the intensive use of Facebook weakens direct social relationships with their friends and relatives (Al-Muselhi, 2012). While (46%) of Sudanese students in ten universities showed that SNS negatively affect their social activities (Roaya Center, 2012).

2- Socialization:

SNS negatively affect socialization. It was found that SNS have changed a lot of social values and habits of Libyan and Pakistani youth (Masuod, 2019, Ali, 2016). A study implemented in several Arab

countries showed that Egyptian, Palestinian, and Algerian families assured that SNS have negative effects on socialization. One of the most important negative effects on socialization is that SNS contribute to the creation of dishonest virtual personalities; moreover, the expression of anomalous thoughts (Ibrahim, 2018). Another study supported these findings as Algerian adolescents showed that using Facebook causes them to adopt behaviors which are not in line with society (Bin- Saleh, 2016).

In the same context, SNS encouraged Jordanian adolescents and Saudi university students to contact with members of the opposite sex and form new social values that contradict their traditional family values (Al-Zuyon and Abo-Saeleek, 2014, Al-Tayyar, 2014).

In addition, The respondents of Saudi users showed that SNS negatively affect tools of social control which include habits, traditions, religion and education (Al-Aidan, 2014). In another approach, (89%) of Facebook users indicated that cynical cartoons on Facebook form a distorting image of men and women, and make them fear marriage (Al-Sherief, 2015).

3- Changing lifestyle:

Another aspect related to social negative effects of SNS is changing user's lifestyle. About half of Saudi youth (53%) indicated that using Instagram changed their lifestyle to some extent (Helmi, 2018). It was also found that there is a limited effect of SNS on changing family life types especially among unmarried youth such as increasing their personal freedom (Shakier, 2016). In another study, more than half of Algerian users (57%) said that Facebook use affected their way of thinking and (65.9%) showed that they became more free. While (17%) indicated that Facebook altered their sleeping and eating habits (Bin-Ais and Bughdady, 2014).

4- Decreasing life privacy:

One of the main results of studies concerning the change of norms and traditions indicated that the use of SNS reduces users' privacy and reveals their private lives (Subramanian, 2017). It was also found that the intensive use of SNS reduces privacy and security of personal information for Malaysian university students (Abdulahi et al., 2014).

Cypriot university students indicated that Facebook reflects their private lives (Sevük, 2013). Additionally, SNS addiction may destroy people's lives and lead to notoriety (Akram and Kumar, 2017).

5- limiting face to face communication:

Several studies supported that SNS negatively affect users' social skills and reduce their ability to conduct face to face communication. The respondents of Egyptian, Palestinian and Algerian families showed that the intensive use of SNS reduces social communication skills (Ibrahim, 2018). Turkish postgraduate students said that communication is shifting from face to face to virtual communication, and they can better express themselves, their feelings and thoughts on SNS (Eginli and Tas, 2018).

A high percentage of Emirati youth do not prefer face to face communication; to avoid any negative emotions or feeling of shyness (Gjylbegai and Jararaa, 2018). In addition, when more time is spent on SNS, less time is spent face to face communication, so the use of SNS reduces social capabilities and reduces the control over language use (Akram and Kumar, 2017).

The same results were applicable on Syrian university students who have also showed that SNS reduce their social skills and make them unable to reach social compatibility (Al-Gohaini, 2017). Also (43.4%) of Romanian teens indicated that SNS negatively affect face to face communication. Teens who rely heavily on SNS are not aware that their connection with real-life is getting weaker (Salgur, 2016).

Seven other studies supported that SNS have negative effects on adolescents and youth such as preferring the unreal world over real-life and avoiding face to face communication (Mutalka and Al-Amri, 2018, Ndunghy, 2017, Subramanian, 2017, Quasmia, 2016, Vevere, 2015, Waigumo, 2013, Sevük, 2013). In addition, using Facebook among a sample of Irish and Algerians has negatively affected their face to face communication (Newham, 2012, Nomar, 2012).

6- Family disintegration:

Studies which analyzed the impact of SNS on family relationships ended up to a main result relating to the effect of heavy usage of SNS on family disintegration.

The phenomenon of family disintegration can be underlined by different characteristics:

6-A- Lack of interaction and family dialogue:

Several studies have supported that using SNS reduces the interaction between family members, as well as family dialogue. It was found that the intensive use of YouTube among Algerian teens diminishes the value of dialogue and respect in dealing with their families (Hasromia and Dread, 2018).

Four studies applied to Algerians, Kenyans, and Egyptians showed that the use of SNS reduces family dialogue (Maatook and Mahawat, 2018, Shakier, 2016, Chris, 2016, Abdel Monem, 2015). Also (65.2%) of Egyptian children indicated that the use of SNS reduced their interaction with their parents and (62.9%) of the selected Egyptian parents were not aware of the negative social effects of SNS on their children (Al-Burgi, 2016). An Algerian study revealed that (68.9%) of Algerian university students felt that interaction with their families and relatives has decreased since using Facebook (Quasmia, 2016).

In the same context, Palestinian parents agreed that their children usage of SNS affects interaction with their families because these sites encourage them not abide to family rules and habits. Males and the age of 21- 25 were the most affected (Sharaievskaa, 2012).

6-B- Isolating from Family:

The use of SNS leads to separation from family, especially among adolescents and youth. Libyan university students showed that using SNS made them more isolated from their families because they do not keep their parents aware of what is happening to them (Masuod, 2019). Syrian university students also supported that the use of Facebook reduces family communication in the real world, and leads to separation from family (Zraika, 2018, Al-Gohaini, 2017).

Most of Algerian teens (70%) indicated that the intensive use of SNS leads to alienation from their families (Hasromia and Dread, 2018) and (94%) of Pakistani youth also supported the same result (Ali, 2016). In addition, the respondents of Algerian users and Egyptian youth showed that using SNS caused isolation from their families, due to spending a lot of time on these sites (Bin-Abood, 2017, Abdel Monem, 2015, Ong et al., 2011).

6-C- Poor family participation:

Studies in this field proved that there is a correlation between using SNS and poor participating in family duties and sharing family occasions. The respondents of Saudi parents showed that using SNS leads to neglecting family duties and give them an opportunity to escape from family problems (Al- Laaboon, 2018). Jordanian university students indicated that the use of SNS reduced their participation with family in social events (Mutalka and Al-Amri, 2018). The respondents of Bahraini and Indian youth have also supported that the use of SNS weakened their participation in social occasions (Al-Dowi, 2017, Rajeev and Jobilal, 2015). It was found that Facebook has a negative effect on teens' participation in social and family occasions (Orabi, 2014).

In addition, rural families in Malaysia indicated that they are becoming less interested in family activities, due to the use of SNS (Wok et al., 2016). Also (74.4%) of Sudanese users showed that the use of SNS made them ignore their responsibilities towards their families because they spend a lot of time on SNS (Farag, 2014).

6-D- Weakening Family relationships:

Many studies have concluded that using SNS leads to weaken family relationships. Different samples of Algerians, Kenyans, and Egyptians showed that the use of SNS leads to poor relationships between parents and their children (Maatook and Mahawat, 2018, Shakier, 2016, Chris, 2016, Abdel Monem, 2015). About (59%) of Egyptian university students also showed that the use of SNS negatively affects the strength of family relationships (Galal, 2018). In the same context, respondents of Egyptian rural women indicated that the use of Facebook negatively affects family bonding (Abo-Hatab, 2018).

Different samples of blind people in Egypt, Algerian youth, and Saudi users also supported that the heavy use of SNS weakens family relationships (Al-Banna, 2016, Qot and Bulghlify, 2014, Al-ahmari, 2014, Al-Dorsy and Al-Arishi, 2014).

There were also escalating negative effects of using SNS among Jordanian university students on their family relationships, there were significant differences in these effects according to the gender in favor

of females (Al-Sarayrah et al., 2018). The respondents of Jordanian, Indian, and Algerian youth supported that the use of SNS causes a deep gap in the relationships between parents and their children (Abo-Roomy, 2017, Aishwarya and Vinod, 2017, Bo-Helal, 2016).

In the same context, two studies were applied to Bahraini, and Indian youth concluded that the use of SNS weakens the relationship among family members. Females were more aware of the dangers of these sites than males (Al-Dowi, 2017, Rajeev and Jobilal, 2015). In addition, Bangladeshi youth supported that the intensive use of SNS has a great effect on the breakdown of family relationships, due to decreasing the time they spent with parents (Sultana, 2017). Nearly (65%) of Bahraini users showed that using SNS negatively affects family relationships (Ameen, 2016) and (77.4%) of Sudanese users supported the same conclusion (Frag, 2014).

7- Family disputes:

In this field of research, scholars concentrated on two main spheres; parental disputes and marital problems.

7-A- Parental disputes:

When probing the effects of SNS usage on parental disputes, most studies concluded that the use of SNS increases discord between parents and their children. There was a positive correlation between Saudi parents spat with their children and their children's use of SNS (Al-kharief et al., 2019). Another study also supported that parents monitoring their children's use of Facebook leads to arguments among family members (Joo and Teng, 2017).

In addition, about (70%) of Algerian teens showed that their intensive use of YouTube irritates their parents (Hasromia and Dread, 2018). Also (40.7%) of Bahraini university students agreed that using SNS causes a lot of problems with their parents and leads to escaping from home (Al-Dowi, 2017). It was found that there was a relation between the intensive use of SNS among parents and the increased probability of using physical punishment, criticism, yelling, and threats to their children (Ante-Contreras, 2016).

The respondents of Jordanian university students and Algerian children also indicated that their use of SNS increases disagreement

with their parents (Mutalka and Al-Amri, 2018, Sleha, 2015). Another study supported that students who use one or more SNS had higher degrees of conflict with their parents (Gentzler et al., 2011).

On the other hand, studies focusing on parents' responsibilities towards their children concluded that parents are not always interested in monitoring their children's use of SNS, as they may not be aware of the negative effects of these sites. It has been found that there is a negative correlation between Saudi parents' impressions about SNS and monitoring their children's use of these sites (Al-kharief et al., 2019). Also (55%) of Algerian teens showed that their parents do not monitor or control their use of YouTube (Hasromia and Dread, 2018).

The respondents of Jordanian university students supported that SNS reduce parents' opportunities for controlling and monitoring their children. According to the cultural context, parents have more control over females than males (Abo-Roomy, 2017). Additionally, rural Egyptian parents do not have sufficient awareness of SNS content and its effects on their children. So they do not monitor or guide their children usage of SNS (Hussein, 2016).

7-B- Marital problems:

In that sphere, studies have indicated that the use of SNS increases marital dissatisfaction, due to increasing the feeling of jealousy. It was found that the intensive use of Facebook and SNS among American couples leads to Jealousy and decreases marital satisfaction (Gonzalez-Rivera and Hernandez-Gato, 2019, Adams, 2017). Another study applied to Egyptian couples showed that there is a negative correlation between Facebook use and marital satisfaction (Al-Husseini, 2018). The same result was confirmed by two other studies (Al-Shamrani and Al-Momny, 2016, Al-Nawafra and Al-Majali, 2015). In the same context, there is a positive correlation between Facebook use and jealousy especially with more information presented on Facebook by the partner, and a negative correlation between Facebook use and marital satisfaction (Farrugia, 2013).

Jealousy and marital dissatisfaction are not the only results of using SNS. The use of SNS also leads to marital discord and conflict. American couples indicated that Facebook use leads to the discord between spouses because they use SNS instead of talking

together (Gonzalez-Rivera and Hernandez-Gato, 2019). Another study supported that there is a negative correlation between couples' use of SNS and confidence between them (Sedghijalal and Fathi, 2015).

In a Tanzanian study, about (50%) of Tanzanian couples agreed that SNS may lead to misunderstanding between them, and these sites can destroy the relationship, due to neglecting the partner while using SNS (Mpepo, 2017).

The studies in Arab societies also supported the same results and found that there is a positive correlation between the use of Facebook between Egyptian couples and marital problems (Al-Husseini, 2018). Saudi couples also agreed that using SNS increases marital problems (Al-Harthi and Al- Shahrani, 2018). In the same context, (60.7%) of Algerian married female professors showed that using Facebook creates marital problems (Ismael and Ismael, 2018).

In addition, Palestinian couples indicated that there is a negative effect of Facebook use on marital compatibility. Males were the most affected due to their intensive use (Al-Qurd, 2014). The use of SNS may lead to conflict in marital life through the interferences of others (Suggestions, criticism, pressure) in couples' life (Rujoiu, 2012).

Studies also indicated escalating deterioration of marital relationships. The use of SNS causes a lack of love, interest, and interaction among couples. A study conducted among Turkish divorced users showed that spending a lot of time on SNS reduces the quality of communication between partners. The use of SNS also reduces love and interest, and leads to behavioral changes such as being irresponsibility, which in turn may lead to violence such as slapping, throwing objects, and pushing (Aydin et al., 2018).

A review of literature applied to Egyptian, Palestinian and Algerian families indicated that the intensive use of SNS among couples turns marital relationships into weak and cold ones (Ibrahim, 2018). Nearly half of Egyptian couples (46.5%) supported that Facebook addiction leads to a lack of dialogue and interaction (Al-Husseini, 2018). In Tunisia, (72%) of married and single users showed that using SNS does not support marital relationships, (24%) said that SNS create chaos in marital life (Al-Fakeh, 2018).

In the same context, it was found that the intensive use of SNS leads to a lack of interaction and deterioration of the emotional relationship between spouses (Rahmoni, 2018). The use of SNS also resulted in lack of trust and true love among Tanzanian couples, which led to jealousy and spouse surveillance (Mpepo, 2017).

Another social effect of intense usage of SNS is marital infidelity.

The studies conducted in that sphere concluded that the heavy use of SNS encourages partners to build virtual relationships with the opposite sex, which may lead to marital infidelity. It was found that SNS addiction leads to surveillance, suspicion, jealousy, and marital infidelity (Abbasi, 2019, Sahara, 2017). About (90%) of respondents of married men and women thought that married people have emotional relationships with the opposite sex on Facebook and this indicates boredom in marital life. Males are more infidel than females (Al-Husseini, 2018).

Saudi and American couples also indicated that SNS give a chance for marital infidelity (Al-Harthi and Al-Shahrani, 2018, Adams, 2017). In the same context, about (32%) of married Algerian female professors showed that their husbands use Facebook to establish relationships with other women (Ismael and Ismael, 2018). Some respondents of married Algerian female teachers (35.7%) indicated that their husbands' use of Facebook encouraged them to build relationships with other women on Facebook (L'kahl & Zaidi, 2017).

Jordanian married men and women showed that the use of SNS affects emotional and sexual behavior. The most common emotional behaviors were feeling comfortable in communication with the opposite sex and exchanging photos, while the most sexual behaviors were expressing about sexual needs and sexual meetings. The most important reasons that led to these behaviors were love adventure and searching for the new. Males were more sexually active than females on SNS, while those over 40 years old were the most emotionally and sexually active (Al-Sarayrah et al., 2019). Another study supported that the intensive use of Facebook among couples leads to emotional and physical infidelity (Clayton et al., 2013).

It was found that the respondents of married men and women share many emotional and sexual contents with the opposite sex on Facebook

(Carter, 2016). Lithuanians said that they tend to engage in various infidelity behaviors through SNS ranging from superficial online relationships to engaging in sexual relationships (Suliakaite, 2009).

On the extreme, some studies proved that the misuse of SNS is one of the reasons that lead to divorce. A study conducted on Turkish divorced users concluded that using SNS by one of the spouses for secret virtual relationships with the other sex leads to negative effects on family, which play a great role in divorce (Aydin et al., 2018). Some respondents of married and single users in Tunisia (36%) showed that using SNS between spouses leads to divorce (Al-Fakeh, 2018). Another study supported that exchanging a high number of emotional and sexual contents on Facebook with the opposite sex between married men and women leads to divorce. (Carter, 2016).

In addition, the respondents of Palestinian couples showed that the intensive use of Facebook causes marital isolation which leads to divorce (Al-Qurd, 2014). It was also found that the use of SNS causes jealousy, which may lead to divorce (Abdel Hamied, 2014, Clayton et al., 2013). Another study showed that SNS users who got divorced might affect their friends on SNS, as the tendency to divorce is widespread (McDermott et al., 2013).

8- Romantic problems:

The use of SNS between partners leads to the feeling of dissatisfaction in some romantic relationships. Western studies showed lower satisfaction with romantic relationships specially when they are done online (Lee et al., 2019). Another study showed that there is a negative correlation between SNS and Facebook usage and the satisfaction with romantic relationships among American university students (Yacoub et al., 2018, Lindner, 2012). More than half of the Canadian Facebook users indicated that Facebook use makes them less satisfied with their romantic relationship (Evasiuk, 2016). Another study supported that Facebook use among university students leads to dissatisfaction with their romantic relationships (Elphinston and Noller, 2011).

Western studies in that field confirmed that SNS give users the opportunity to monitor their partners and increase their feeling of jealousy. The respondents of American university students showed that

the use of SNS promotes romantic jealousy, due to social comparisons and relational uncertainty. They also indicated that they use SNS to monitor their partners and know their news (Frampton and Fox, 2018). Sharing too much information and photos about the romantic relationships on SNS may lead to jealousy and destroy the relationship. The relational uncertainty can also lead to monitor the partner on SNS (Wilkerson, 2017, Fox, 2016).

More than half of the respondents of Canadian Facebook users said that they feel jealous after using Facebook, due to monitoring the behavior of their partners (Evasiuk, 2016). American university students also reported that Facebook use encourages uncertainty and jealousy in romantic relationships (Lindner, 2012). Additionally, Dutch university students said that they monitor their partners' profiles on SNS, and believe this is acceptable, due to the publicity of Facebook, but this monitoring may lead to jealousy especially among those with low self-esteem and high need for popularity (Utz and Beukeboom, 2011).

It was also found that there is a positive correlation between Facebook use and jealousy, as a result of exposure to ambiguous information published by the partner on Facebook. (Muisse et al., 2009). Anxious people who use Facebook are more likely to misunderstand the content that their partners put on their personal pages, which may lead to failure of romantic relationships (Fox and Warber, 2013).

Discussion:

The reviewed studies showed a number of positive social effects of SNS. These sites facilitate communicating with others and knowing the most recent events when it comes to death, wedding, success, and illness. SNS also facilitate doing social duties such as consolations and congratulations. These sites help in maintaining old social relationships and building new ones. However, some studies have underestimated the effectiveness of these sites in building social relationships especially in the case of deep, strong, and close ones because these relationships require more effort in building and maintaining them.

People with low life satisfaction, high stress, poor social skills, and those who feel social embarrassment, use SNS for getting advice, social support, and positive energy by sharing their news and experiences.

SNS also help in escaping from social isolation, solving social problems, increasing the level of life satisfaction, and enhancing social participation and voluntary activities.

In the same track, SNS do not negatively affect family relationships, but this result was particularly relevant to Saudi society which still respects family traditions and habits. Few studies showed that SNS do not pose a threat to marital relationships or a cause of problems between couples. Communities differ in considering SNS as means of acquaintance and marriage according to their values and traditions.

SNS help in initiating and developing romantic relationships, expressing love, feeling secure, and satisfaction with the romantic relationship, because these sites show the commitment to romantic relationships and they are considered good ways to show happiness in the relationship. This result was particularly relevant to western societies as their culture allows these relationships to be established and expressed.

On the other side, it was found that SNS cause a lot of negative social effects. SNS alter social values and habits and create false virtual characters that express anomalous thoughts and practice illegal behaviors. This result is linked to Arab and Islamic societies due to their interest in habits, traditions, and the teaching of religion in institutions of socialization.

SNS also affect the users' lifestyle, because these sites increase their personal freedom and change the way they think, sleep, and diet. These sites also reduce users' privacy and their social skills, as well as their ability to communicate face to face.

The use of SNS leads to a lack of family interaction and dialogue, due to the long time spent on these sites. The heavy use of these sites weakens the participation in family occasions, and increases the probability of family disintegration according to being integrated inside the virtual world. Females are more affected and more aware of these effects.

In addition, the use of SNS causes disputes between parents and their children, as a result of the intensive use of children to these sites, and parents monitoring their children's use of SNS. These sites may increase the probability of parents use to physical punishment, criticism, and yelling.

Studies that have been applied to developing societies showed that parents mostly do not monitor their children, because they are not aware of the negative effects of SNS on their children or because of the difficulty of monitoring. They also tend to monitor their daughters than their sons.

Between couples, the use of SNS increases the marital dissatisfaction, jealousy and trustless, because of the amount and sort of information they are sharing on SNS. Using SNS also decreases emotional expression, marital cohesion, love, and interest, and increases verbal and physical violence. As well as using SNS encourages marital infidelity by facilitating illegal relationships with the opposite sex ranging from verbal to sexual infidelity, which leads to divorce. Love of adventure, the search for new relationships, and a lack of emotional gratification are the motives of marital infidelity. Males are more infidelity than females. SNS also form a general trend that promotes divorce.

According to western studies, the use of SNS causes jealousy, which leads to dissatisfaction with romantic relationships.

When comparing the number of studies focusing on the positive effects of SNS to others which focus on the negative ones, it was found that at the level of the developed societies, the number of studies focusing on the positive social effects of SNS is almost equal to those that focus on the negative social effects of these sites. While at the level of the Arab and developing countries, the number of studies concerned with negative social effects is twice the number concerned with the positive ones, and the same study may clarify that SNS positively affect some aspects and negatively on others.

Studies applied to Arab and developing countries have indicated the misuse of these sites in terms of the time spent on SNS, the way SNS are used, the type of relationships that are built through these sites, and the characteristics of users. This demonstrates the urgent need to enhance the positive uses of SNS, rationalize their negative uses, activate digital media literacy, and develop a culture of "time distribution" between work, family, and sports to reduce the time spent on these sites.

At the audience level, most Arab and western studies focused on

studying the social effects of SNS on adolescents and youth. Few studies were applied to users in general, disabled people, women, and couples. This indicates that adolescents and youth are the most used and affected by SNS.

The methodology varied in the reviewed studies. Both quantitative and qualitative methods were used in the Arab and western studies in data collection and analysis, but the quantitative method was dominant in the Arab studies. The questionnaire as a quantitative tool was the most used tool in both, but the online survey was rarely used in the Arab studies. The experiment was used in few western studies but was never used in the Arab studies. The second-level analysis was the most used in qualitative western studies followed by depth interviews. Whereas, depth interviews were the most used qualitative tool in the Arab studies. The second-level analysis, the focus group discussions and the observation were used in a limit extent in the Arabic studies.

At the level of theoretical frameworks, most western studies did not depend on any theoretical framework, while few have relied on one or two theories. In light of the combination of two majors of the social sciences, it was depended on media and social theories. While almost half of the Arab studies relied on various theories. The same study could depend on one or more theories that varied between media and social theories.

An executive proposal for enhancing the positives and rationalizing the negatives of SNS:

State institutions:

- Establishing an Arab social networking site that considers the Arab and Islamic civilization, its ethics and traditions.
- The competent ministries and educational institutions should establish sites, official pages, and groups on SNS that present the social issues and the social support for users especially adolescents and youth.
- Various institutions especially schools and universities should arrange monthly counseling sessions to protect children and youth from SNS addiction and its risks. The beneficial and negative uses of SNS should be incorporated into the educational curriculums.

- Training teachers, lecturers, and professors for guiding students to minimize the negative uses of SNS and promote the positive ones through a comprehensive nationwide program.
- The social institutions can use SNS to integrate people with disabilities into society rather than leaving them preys to SNS.
- Civil society institutions can hold social therapeutic programs and courses for users who suffer from SNS addiction and guide them on how to deal with the virtual world.
- Governmental and nongovernmental social institutions should implement programs, courses, and workshops to help couples in achieving a stable marriage, especially those who face critical marital problems as a result of using SNS and help parents to understand the demerits of intensive use of SNS on their behavior towards their children.
- Establishing official pages for those who married or are going to marry to give them social tips about SNS dangers on marital life.
- Creating a secure application that can block any page that negatively affect users.
- Religious institutions should discuss the negative impacts of SNS on individuals, family, and society through sermons and religious lessons.
- Establishing a specialized research center concerned with conducting studies in the field of SNS and identifying the negative and positive effects of SNS on individuals and society.

Media institutions:

- Broadcasting awareness campaigns, programs, and songs to educate people -especially adolescents and youth- the beneficial and harmful uses of SNS, and develop the ethical values in expressing opinions on SNS and respecting the privacy of life.
- Presenting awareness ads for guiding parents to protect their children from the risks of SNS by guidance, control, and discussion.

- Presenting awareness breaks during films to show the best uses of SNS and their dangers on the social sides.
- Putting awareness banners in the public transportations to indicate the merits and demerits of SNS.
- Media should specify fixed spaces to deliver the following messages to protect users from the negatives of SNS:
 - Developing self- control before getting into SNS addiction.
 - Putting a plan for the use of SNS to define the periods of use each day and the goal of that use.
 - Referring to specialists when users feel any negative effects of SNS on them or their children.
 - Clarifying the risks of revealing the details of private life on SNS.
 - Family communication through SNS is not a substitute for face to face family communication.
 - Activating family dialogue about the negative and positive effects of SNS.
 - Listening to each other effectively during family discussions and phones should be switched off.
 - Following and monitoring children's use of SNS.
 - Paying attention to religious values and providing an example for children in using SNS.
 - Helping children find alternatives to SNS such as playing sports and doing activities to fill their spare time.
 - Encouraging children to use SNS for improving their skills, build their personalities, and build strong ties with relatives and friends.
 - Using competitions within the family to choose the family member who can organize the use of SNS.

Research institutions and researchers:

- Conducting more studies to follow the extent of SNS usage and identify the most affected categories and how to face the negative effects of SNS.
- Conducting studies to clarify the differences between the effects of face to face communication and online communication on individuals.

- Carrying out many studies on the effects of SNS on family and marital relationships and the role of married couples in modifying each other behavior on SNS.
- Following up the studies were published in the field of SNS and analyzing their results to identify the effects of SNS.
- Conducting more studies to identify the different social effects of SNS on individuals to promote the positive effects and rationalize the negative ones.
- Doing more interdisciplinary studies to determine the effects of SNS on different sides.

Conclusion:

This study presented a complete revision of the social effects of SNS on users by review 139 Arab and western studies in the period from 2009 to 2019.

The positive social effects of SNS represented in facilitating communication with others, maintaining the old social relationships, and building new ones, but it has been found that SNS are not effective in the case of close, deep, and strong relationships.

People with low life satisfaction, high stress, poor social skills, and those who feel social embarrassment, use SNS for getting advice and social support. Moreover, SNS help in escaping from social isolation, solving social problems, increasing the level of life satisfaction, and enhancing social participation and voluntary activities.

SNS do not negatively affect family relationships in Saudi society. Similarly, a few studies showed that SNS do not pose a threat to marital relationships and help in initiating and developing romantic relationships, expressing feelings, but this was particularly relevant to western societies as their culture allows these relationships to be established and expressed.

On the other side, it has been found that SNS cause a lot of negative social effects. SNS alter social values and habits. They affect the users' lifestyle. These sites also reduce users' privacy and social skills.

The use of SNS leads to a lack of family interaction, increases the probability of family disintegration. In addition, using SNS causes

conflicts between parents and their children, as a result of the intensive use of children to these sites. Studies that have been applied to developing societies showed that parents mostly do not monitor their children, because they are not aware of the negative effects of SNS on their children or because of the difficulty of monitoring.

Between couples, the use of SNS increases the marital dissatisfaction, jealousy, trustless, verbal, and physical violence. As well as using SNS encourages marital infidelity by facilitating illegal relationships with the opposite sex ranging from verbal to sexual infidelity, which leads to divorce.

At the audience level, most Arab and western studies focused on studying the social effects of SNS on adolescents and youth.

Both quantitative and qualitative methods were used in the Arab and western studies in data collection and analysis, but the quantitative method was dominant in the Arab studies.

Most western studies did not depend on any theories, while almost half of the Arab studies relied on various theories.

Finally, the study ended with an executive proposal that defines the roles of different institutions and the proposed messages to enhance the positives of SNS and rationalize their negatives.

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