

The Use of Social Media Networks by Saudi Women and its impact on enhancing their general Knowledge: A case study

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Abstract:

The aim of this study is to understand the use of Social Media and its impact on enhancing Saudi women's general knowledge. This study was applied to female employees at Al-Imam Muhammad bin Saud Islamic University. The sample of the study was on 244 employees. In order to achieve the objectives of the study, the survey method and the questionnaire was used as a tool for collecting study data. It resulted in with a series of outcome, the most prominent of which is that that most of the study samples uses social networks by 94% and that most used network is WhatsApp, which amounted to 67%. It was found that a large percentage of the study sample (55%) believes that social networks have a high impact on the individual's general knowledge. The study recommended that there is a need to encourage members of society to use all developed Social Media Networks because each of them has benefits and different characteristics from one another, and not to focus on one type only, whether because it is easy to use or for some other reason. The other aim is to educate society about the importance of social networking and its role in educating society and the need to use them positively and to focus on effective, useful and reliable accounts in order to get the most benefit from them.

Key words:

Saudi women, Social Media Networks, Social network Sites, Social Networking, Social Media, Internet Applications, Culture, Twitter, WhatsApp.

Introduction:

Social networks have emerged and greatly affected the behavior of users negatively and positively. Facebook, Twitter, YouTube, SnapChat and Instagram are the most prominent of all networks that are widely used. Social Networking programs and applications are the most prevalent on the Internet because they have different characteristics from other Internet applications, and this has encouraged Internet surfers around the world to become increasingly popular (Al Mansour, 2012).

Social Networks have become media platforms through which social, cultural, health and scientific issues, which society considers necessary to discuss and draw attention to, are raised. The majority of people feels that social networks have served as an outlet for them through which they can express opinions and ideas. Now, they are considered channels of communication with government sector officials to follow up these social networks to find out what is going on in society in order to adapt them to service and paperwork. All this has made most researchers and specialists in different scientific disciplines study social networks to see how these networks play a role in influencing individuals and societies culturally, scientifically and socially.

Saudi Arabia, like the rest of the world, has been witnessing a great turnout for several decades in the transformation to a technical society that takes advantage of the advantages offered by communication technology in particular and modern technology in all fields in general; to keep abreast of the age of information imposed on all, in isolation from the rest of the world (monthly, 1434 e).

The Saudi society is one of the most active Arab societies in which social networks have gained the attention of people. People in Saudi society have been very enthusiastic about social networking. Twitter is a model for different ages, levels, ideas, and trends. They discuss and share views over it.

The Saudis are on the top of the world's most tweets (Al Rajhi, 2014). The number of Saudi Twitter users in Saudi Arabia was 41%, compared to the



rest of the world, with China and the United States accounting for 23% and 19% respectively (Hassan, 2012).

The importance of social networking lies in its great role in educating people in various fields; culturally, politically, socially and others. This affects the society positively. Also, the sites seek to achieve the innate human desires by meeting with people and coping with one another.

The current study aims at revealing the extent to which Saudi women use social network, and whether this use affects their general knowledge or not. What is the level of this effect? Social networks have provided an opportunity for users to transfer their ideas and attitudes beyond natural borders to wider and wider spaces, and not only that, but also contributed to the transfer and circulation of information in various forms and types; news, scientific or social, etc. Thus making the individual constantly aware of what is going on around him and familiar with the latest ideas, information, changes and updates.

Problem statement:

Social Media Networks have played a major role in changing cultures, changing lifestyles and making individuals of the same society open to other cultures. Therefore, this study seeks to answer this question: How far is the use of social networking by Saudi women and its impact on enhancing their general knowledge?

Significance of the study:

The importance of the current study lies in the significant role of social networking sites and its great effect on people's ideas, and behaviors and its unprecedented ability in the dissemination and circulation of information.

The purpose of this study is to understand how Saudi women use social networking and its effect on enhancing their general knowledge, and to explore the positive factors of social networking for Saudi women in particular.

On this basis, the importance of the study lies in the following points:

- The theme of the study is Social networking in some aspects. It includes social networking definition ethics and clarifying its concept and significance. This will help future researchers in the field of social networking to enrich the subject effectively.
- The results of study may help to guide community members in general and developers of Internet applications in particular and help government institutions to develop and improve social media networks and develop their content in a way that enriches the general knowledge of the society in general and women in Saudi Arabia in particular.
- Accordingly, the importance of study comes from the results expected to be obtained by the Saudi women's use of Social networking and its impact on enhancing their general knowledge. This will reveal issues and topics of great concern to Saudi women. In general, it can be said that the importance of the proposed study is concentrated in two aspects:
 - The theoretical aspect: building a theoretical framework is a rich knowledge base in the field of social networking as a free platform to express opinion, dissemination and circulation of information, and to identify the trends and uses of communities, thus, making it an important reference for researchers in this field in the future.
 - The practical aspect: providing information, based on a scientific study, about the role of social media networks in the Saudi Arabian society and their positive or negative influence on it. This puts those who are interested in the Saudi social issues, social networking, state institutions, and all state government agencies along with a clear idea of social networking and its positive and negative cultural impact on society members.



Research Questions:

- The study seeks to answer a set of questions. The main question is: How much do Saudi women use social networking and its impact on enhancing their knowledge?
- How well do Saudi women use social networking?
- What is the impact of social media content in enhancing Saudi women's general knowledge?
- Has Saudi women's culture been affected by social networking programs?
- What recommendations and suggestions can contribute to ensuring the optimal utilization of social networking sites by Saudi women to be a reliable source of information, and to have a role in enhancing the cultural level of society in general and Saudi women in particular?

Objectives of the study:

The study aims to achieve the following points:

- To know how Saudi women use social networking and its impact on enhancing their general knowledge.
- To recognize the Saudi women's usage of social networking.
- To understand the impact of social media content on enhancing Saudi women's general knowledge.
- To find out whether Saudi women's culture has been affected by social networking.
- To find and identify proposed solutions to ensure the optimal utility of social networking to be a reliable source of information, and have a role in enhancing the cultural level of society in general and Saudi women in particular.

The limitation of the study:

Objective limitations: The current study will examine the usage of social networking sites by Saudi women and its role in increasing their general knowledge.

The study was conducted in the second semester of the academic year 2017. Time limitation hinder in the research procedures due to time constrains and deadlines.

The spatial limitations of the study are that it is limited to Saudi women within the kingdom of Saudi Arabia and specifically Al-Imam Muhammad bin Saud Islamic University female staff.

Terminology of the study:

- **Social Media Networks:**

Social media networks are defined as “a system of electronic networks that allow their subscribers to create their own sites, and then connect them through an e-social system with other members who have the same interests and hobbies, or with university or secondary friends” (Radi, 2003 p.23)

Another definition is that it is a group of social entities created by individuals or organizations with links as a result of social interaction, represented by a frame or a dynamic form of a social group, which are established to expand and activate professional relationships or friendships(Mashri, 2012, p.150).

- **Women’s general knowledge:**

It can be said that women’s general knowledge is: the image formed through attitudes that contradict description of Arab women and their intellectual and social role, as well as, their interaction with their society members (Khaled, 2008, p.5).

The theoretical framework and literature review:

There are ongoing and amazing tremendous developments in the Internet and its applications. The most recent of these applications is social networking, which has created an unprecedented thought and culture among people. Everyone has used it without exception; old and young men and women in different scientific and cultural degrees.



People have become dependent on social networking as a source to achieve their social connection goals with others. In this sense, many specialists and researchers sought to study social networking and its impact on society from many angles and aspects.

Accordingly, in this part of the study, some aspects of social networking will be discussed to give a full conception of the subject in theory.

The concept of social networking:

Social networking has succeeded in breaking the traditional barriers that can hinder communication with others, especially for Saudi women, due to the conservative nature of Saudi society, which is characterized by its customs and traditions that may be somewhat different from other societies. The importance of social networking lies in the opportunity for all to share ideas, knowledge and information in all forms. This contributes to the formation of new mixed cultures among individuals in different places around the world, being influenced with each other through what is published and provided on social networks.

We can determine the beginning of the phenomenon of social sites in 1997. A site called "SixDegrees.com" was the first site that provided access to put users profiles on the site, as well as the ability to comment on the news in the website, and exchange messages with the rest of the participants. Thus, "SixDegrees.com" was the pioneer of social networks (Awad, 2012, p.3).

The use of social networks has increased recently, having been limited only to young people, now they have become inclusive of all age groups, as confirmed in study of (Elison, 2013).

Social networking has been defined in several definitions by specialists and researchers. Some of them say: that they are interactive social networks that have been showing on the Internet for years. They allow users to communicate anytime and anywhere in the world, and also enable them to communicate through audio-visual, photo exchange, and many other capabilities that enhance their social relationship (Al Dulaimi, 2011).

Others believe, that they are social sites that have widely spread in recent years and their dissemination is ongoing. They provide communication service among their associated members, thus, users were called virtual community, which brings together all users of these sites; despite the difference of sex, culture and religion (Shakra, 2014).

It can be said that: social networks are interactive online applications that allow individuals to communicate with one another, share and exchange ideas, opinions and information.

Types of social networks:

Many social networks have emerged, all of which allow sharing and exchanging ideas and information among community members, but they vary in the numbers of users. Some of these networks are almost universally used, while others are less used. In this part of the study, we are going to talk about the most popular and commonly used social networks.

Twitter:

Twitter is one of the social networks that have spread in recent years. It played a great role in many countries, whether on the cultural, intellectual, or political level. The name is taken from the word "tweet" which means bird singing. It took the bird as a symbol. The site started in 2006 by Jack Dorsey, Evan Williams, Noah Glass, and Pease stone, based in San Francisco, California. It provides a micro-blogging service with a single message of up to one hundred and forty characters, known as tweets.

Twitter is one of the most popular social networking sites, especially in recent years because of its many characteristics and features. It is fast and easy to use. Once you enter your e-mail, you can subscribe to the site and start writing and sending SMS, it also enables attaching personal photos, or a logo with each short note. In addition to being a free network, sending short blogs via Twitter is also free, as opposed to regular mobile SMS. This feature enabled millions of bloggers to post instant messages about their entire life, which may have contributed to the popularity of Twitter. It is



also an effective tool for communicating with the world; as Twitter blogging can be easily sent from a laptop or mobile phone, and it is easy to communicate with a wide range of friends, acquaintances or followers. The ultimate goal of Twitter is to communicate on a personal level with this social network.

In addition to all of the above, Twitter is an effective tool to introduce people to each other and to one's interests. Short and immediate tweets over Twitter allow you to post what you do or to send instant and quick messages on a topic that you are interested to follow. This contributes to spreading our thoughts and sharing our interests.

Benefits of social networking:

Social networks have had a positive impact on the individuals' lives, whether on cultural, social, political or even economic aspects. One of the most important positive effects of social networks on individuals is that they have a window to the world, where millions of foreign and Arab people in specific have found in social networks a free window for them to learn about ideas and cultures of the entire world. It is also an opportunity for self-empowerment, so that one has the ability to express himself, his abilities and interests in front of others, even if they are different in religion, culture and customs. One can acquire a friend of a different identity and culture, enriching his culture among individuals all over the world.

One of the most prominent characteristics of social networking is the ease of editing on their pages, as well as the freedom to add content that expresses the same person's thoughts and beliefs that may conflict with others. There is a total freedom of expression, thus making social networks a powerful tool for expressing tendencies towards the fateful issues of Ummah (Maatouk, Kareem, 2011). Social networks also contribute to the reduction of the clash of civilizations. It can enhance the phenomenon of cultural globalization and can work to bridge the cultural gap between civilizations. This can be achieved through providing communications among social network users. It can also increase intimacy among families, for it became easier for families to follow

each other's news through social networks, since they allow for direct visual and audio communication, as well as being less expensive than other means of communications.

Literature review:

A study prepared by Dakhil in (2016) entitled "social networking and its role in drawing the image of women from the perspective of Jordanian university students". The study aimed to identify the social networks and their role in drawing the image of women from the point of view of Jordanian university students. The descriptive method was applied. The study sample consisted of 400 students from Jordanian universities, distributed among 210 students from Jordanian university, and 190 students from Middle East University who were selected in a simple random sampling method. The questionnaire was used as a tool for collecting study data. The results of the study showed that there is an effective role of the social networks in drawing the image of women from the point of view of university students. There is no misappropriation in the opinion of study samples (on the nature of the study society interests in social networks, preferred networks) according to the difference of gender variable. There is no difference in the opinions of the sample members of the study on the role of social networks in drawing the image women according to the difference in school stage and age. The study recommended the importance of enhancing the positive image of women and their status in the family and in society, and their role in social development by highlighting the image of productive working women through social networks.

A study prepared by Upton and others in 2016, entitled "Women's Leadership in the world of Social Networks", intended to identifying the most important characteristics of social networks and how these sites contribute to the success of social relations and the refinement of personalities of individuals in general, and women in particular, and also their entry into entrepreneurship. The study applied the descriptive approach. Several studies and ethics have been examined and analyzed; they dealt with the differences between males and females in the use of social networks and how these sites



contribute to the development of both in various fields, especially in the field of entrepreneurship. The results of the study found that males have more social relationships than females, which in turn helps them to refine their personalities in entrepreneurship. The results also indicate that increasing women's usage of social networks and raising awareness of their content have led to raising their educational level, especially with women interested in the field of entrepreneurship.

The study of El Sayed in 2015, entitled "Social change and the Use of Female Social Networks in the UAE", identified the factors that contributed to the increase in female usage of social networks in the UAE. The study applied the descriptive method. the data were collected by analyzing several surveys and studies carried out by governmental and non-governmental institutions that dealt with the impact of the usage of social networks on individuals and on society as a whole. The results of the study show that social networks are an important source of information in many fields of life such as; world news, brainstorming, entrepreneurship, education and many other fields. The results also indicate that social networks have given women greater opportunities to enter the social mix, their opportunities for self-development and greater openness to the world, far from the traditional idea which limited women only at home.

A study prepared by Priya and Sakthiin 2015, entitled "Social Networking to Enhance the Economic Status of Women" aimed to identify the role of social networks in enhancing the economic status of women. The study applied the descriptive analytical method. The sample consisted of (50) female entrepreneurs in the city of Chennai, India. The questionnaire was used to collect data from the sample. The sample was surveyed about their usage of social networks in marketing their products. The results of the study showed that 74% of the sample designed a page on Facebook and contacted with customers through it, while 84% designed a website or blog to authenticate their products electronically. Most of the sample indicated that their usage of social networks thanks to their colleagues in the same field, who encouraged them to use these sites in e-marketing. The results of the study concluded by

stressing on the importance of developing women's skills in dealing with social networks for their great importance in the field of social communication, and women's establishment in the field of entrepreneurship.

The study of Randa Al Atawy in 2014, which aimed to identify the impact of social networks (Facebook, Twitter) on the trends of political thought among Saudi youth identified more than 75.3% of the Saudi people regularly follow social networks, and use them to communicate with their parents and relatives. Facebook and Twitter have influenced the political thought of Saudi youth and their political orientation as a result of recognizing other people's lives. Therefore, the study recommended the importance of spreading a political culture that increases the degree of political awareness among Saudi youth, thus motivating them to exercise their political rights, their active and effective social participation.

A study by Nora Al Sawyan, 2014 on "The impact of social networks on the social culture of Saudi youth", also suggested similar outcomes. It used the survey method, and the questionnaire as a tool for collecting information. The study community consisted of Saudi youth in the city of Riyadh. The sample consisted of (400) individuals of Saudi youth (of both sexes), which were chosen deliberately. The study found that the use of social networks by the youth of Saudi Arabia, and the high impact of social networks on the youth culture of Saudi Arabia have varied between positive and negative effects. The most negative effects are the separation to a large extent of young people from reality in comparison to virtual reality. The study recommended the need to activate effective and positive social networks rather than negative ones.

The study of Al Gammal 2013 entitled "The impact of the use of social networking on the formation of the moral values of Saudi youth-a field study", aimed to identify the impact of the new media networks (social networks on the Internet) on the ethical and moral values of young people in order to develop a mechanism to promote ethical values. The study applied the descriptive survey method. The study samples consisted of (600) individuals representing the Saudi youth in the age group of (18-35) years. The questionnaire and the focus groups were used to collect study data. Five



research sessions were conducted. Each session included a group of (12) individuals with the same characteristics of the study group and a representative percentage of the total sample (10%). The session was conducted by discussion and brainstorming method in each session in order to provide results to help monitor the real impact of the new media networks on their value system and ethics. The results of the study showed that the rate of youth usage of the Internet has increased by 100%. The whole sample confirmed that they use the Internet and social networks, most of the sample (86.33%) confirmed that they regularly use social networks on the Internet, so they managed to create a scope that has a great effect on ethics and moral values. The study recommended further research on youth value structure, on its relationship to new media networks, and monitoring the potential impact of their reliance on these electronic networks, in order to further connect with this important category.

The aim of this study by Mazman and Usluel in 2011, entitled "The Difference between males and females in Using Social Networks" was to identify how individuals use social networks and their purposes of using them, and to focus on the differences between male and female employment. The study sample consisted of (870) users of Facebook, where an electronic questionnaire was applied to them by the researcher. The results of the study concluded that the objectives of the sample are summed up in four points: 1) The formation of new relationships. 2) Maintaining new relationships. 3) Using it for the purpose of education. 4) Follow-up of general news. The results indicated that a large proportion of males prefer to use Facebook to make new relationships, while a large proportion of females prefer the other three goals.

The study of Keith Hampton in 2011, on "The Impact of Social Networking sites on the Users life". The study started by raising many questions about the social impact of the spread of social networking sites, like Facebook, Twitter, MySpace, and their impact on the reluctance of individuals to participate in social life and the disintegration of social relations. Also, how to use this technology and its link to the factors of trust and tolerance of other people, social support and political participation. Social networks help users to engage

in political life and enhance political participation through invitations from users to vote for a particular president's candidate.

By presenting the previous studies, it is clear that, most of the studies used the survey method, which is the method used in the current study as the most appropriate curriculum for the nature of the study. Most of the previous studies dealt with the issue of social networks in terms of usage, some dealt with it in terms of their impact on moral values and the formation and shaping of political opinion. A small part of the previous studies dealt with the subject of social networking in terms of its role in drawing the image of women from the perspective of university students. All studies agreed that social networks affect their users whether positively or negatively. While the current study deals with the use of social networks by Saudi women and its impact in enhancing their general knowledge. The current study differs from previous studies in that focuses on the role of using social networks in raising general knowledge among Saudi women. This has not been covered in previous studies.

Research Methodology

The study followed the descriptive survey method for it suits the objectives and nature of the study, especially as it facilitates collecting facts, ratios, and data to solve the problems and concerns of society. In addition, it enables us to study the phenomenon of social networks in society. Through this study, you can face the problems facing society and we can offer radical solutions for them.

Study samples and tools:

The study community is the female staff of Al-Imam Muhammad bin Saud Islamic University. The study was conducted on a sample of 400 employees of Al-Imam University randomly from various departments of the university. The outcome of the questionnaire after the examination and the accuracy of complete and valid information were 244 full data questionnaire. This is the sample to be studied.



The study used questionnaire as a tool for collecting the required information to achieve its goals. A full electronic questionnaire is designed and electronically distributed for the study samples through social networks (Twitter, WhatsApp). The survey used 14 questionnaires, including primary data such as age, academic qualification. The study included questions about social networking, and questions about their role in raising trust of the individual in general, and Saudi women in particular. The sample consisted of 244 female employees after completing the scientific review of the questionnaire forms and excluding the unfinished ones.

Reliability and Stability Data collection tool:

Data collection tools were used to measure honesty through a group of arbitrators to measure the consistency of the study tool with the objectives to be achieved. The responses of the arbitrators confirmed the validity of the tool, along with some of the proposals on which it was modified.

Statistical methods used in the study:

The study used the data processing program SPSS to extract the percentages.

Data analysis and discussion:

In this part of the study, the study data is analyzed, and conclusions are drawn based on the information collected through the study tool:

First: preliminary Information:

1. Age:

Table (1) The age of the study sample

Age	Number	ratio
20-25	3	1.2%
25-30	55	23%
30-35	0	0%
35-40	132	54.1%
45-50	43	18%
Above 50	10	4.1%

Table (1) shows that the majority of users of social networks of the study sample in the age group between 35-40, which amounted to 54.1%, followed by the age group from 25-30, where it reached 23%. Then the age group from 45-50, at a rate of 18%. The age group above 50 is 4.1%. Finally the lowest rate for the age group 20-25, which amounted to only 1.2%.

2. Scientific qualification:

Table (2) The scientific qualification of the study sample

Scientific qualification	number	ratio
Secondary	23	9.4%
Academic	163	67%
M.A (Master)	42	17.2%
Ph.D.(Doctorate)	16	7%

Table (2) shows that the majority of the sample that have a university degrees account for 67%. This result was expected because those holding managerial positions in the government sectors have university qualifications, followed by 17% for the Masters. The lowest percentage was the secondary level, which amounted to only 9.4%, and the lowest proportion of those with a doctorate degree of only 7%.

Second: The use of social networks:

- Using social networks by the study sample:

Table(3) Usage of Social Networks

statement	number	ratio
Yes	228	94%
sometimes	16	7%
No	0	0%

Table (3) shows that the vast majority of the study sample (94%) answered "yes" to using social networks. This result was expected because social networks became a concern of all society members everywhere. This agrees with the study of Al Gammal 2013, which indicated that all his sample study members were 100% using social networks. This was followed by only



6% who said that they use it sometimes. While no one in the study sample answered "No".

- Acquiring sufficient information about social networks by the study sample:

Table (4) providing sufficient information about social networks in the study sample

Statement	Number	Ratio
Yes	118	48%
to some extent	126	52%
No	0	0%

The study sample was asked if they had sufficient information about social networks, the answers were as shown in Table (4). The vast majority of the sample had some information about social networks(52%), while 48% said had enough information about them. None of the study samples said "No". This is because social networking programs and applications are easy to use and don't require high skills for using them. They are easy to use and handle.

The most social networks used by the study sample:

Table (5) The most social networks used by the study sample

Social network	Number	Ratio
Twitter	42	17.2%
whatsApp	165	67%
Facebook	2	0.8%
Instagram	16	7%
SnapChat	19	8%

Table (5) revealed the most social networks used by the sample of the study, where it was found that the majority uses WhatsApp, which amounted to 67%. This may be due to its easiness in usage as compared to other social networks. Twitter was followed by 17.2%. As for SnapChat 8%, and Instagram 7%, both the rates being so close to each other. The lowest percentage was for Facebook by 0.8%. This

may be due to the fact that Saudi users do not want to use Facebook and prefer to use Twitter.

- **How long social networks are used by the study sample:**

Table (6) The duration of using social networks by the study sample

Duration	Number	Ratio
1-6 months	0	0%
6-12 months	0	0%
1-2 years	4	2%
2-4 years	31	13%
From 4 years	209	86%

Table (6) shows that 86% of the study samples used social networks for more than four years. Followed by 13% who used social networks from 2-4 years ago, and a small percentage of 2% reported that they used social networks from 1-2 years. While no one used them from 1-6 months and from 6-12 months.

- **The time that the study sample spends daily in using social networks:**

Table (7) Time spent in using social networks by the study sample

Time	Number	Ratio
1-2 hours	64	26.2%
2-3 hours	57	24%
3-4 hours	58	24%
4-up hours	65	27%

Table (7) shows the time spent by study sample members per day in using of social networks. The ratio of almost all durations of study sample has been so close to one another in relation to the daily use of social networks. 27% said they spend 4 hours and more, 26.2% spend 1-2 hours using social network daily. Then the percentages are equal to 24% for each of 2-3 hours, and 3-4 hours a day.



- **The objective of using social networks by the study sample:**

Table (8) The objective of using social networks

Statement	Number	Ratio
Social	140	57.3%
cultural	70	29%
Educational	19	8%
Functional	12	5%
entertaining	3	1.2%

Table (8) reveals that the majority of the study sample mentioned that they use social networks for social purpose, which reached 57.3%. This result is in line with the findings of the study of Al-Atawi 2014, that most of the Saudi society uses social networks to communicate socially with parents and relatives. Followed by 29% for cultural purpose, and only 8% for educational purpose, and 5% for functional purpose. While only 1.2% indicated that the purpose of using social networks is for entertainment purpose.

- **The possibility of using social networks as a good source of information from the point of view of the study sample:**

Table (9) The possibility of using social networks as a good source of information from the point of view of the study sample

Statement	Number	Ratio
Yes	128	52.4%
sometimes	116	48%
No	0	0%
Total	244	100%

Table (9) reveals the opinion of the study sample and their view on whether they see the possibility of using social networks as a good source of information, where a large percentage of them (52.4%) believe that social networks can be used as a good source of information. While 48% reported that social networks are sometimes a good source of information.

- The impact of using social networks on the individual's general knowledge from the point of view of the study sample:

Table (10) The effect of social networks on the individual's general knowledge from the point of view of the study sample

Statement	Number	Ratio
high	133	55%
Average	104	43%
low	7	3%

Table (10) shows that the largest percentage of the study sample indicates that social networks have a high impact on the individual's general knowledge, which amounted to 55%. This result is in line with the study of Al Sawyan 2014, which indicated the high impact of social networks on the Saudi youth. Followed by 43% who believe that their impact is low, only 3%.

- The impact of using social networks as a source of information in raising general knowledge of Saudi women:

Table (11) The effect of using social networks in raising general knowledge of Saudi women

statement	Number	Ratio
high	105	43%
Average	124	51%
low	15	6.1%

Table (11) reveals the impact of using social networks as a source of information in enhancing Saudi women's general knowledge from the point of view of the study sample as follows: 51% believe that they have medium impact in enhancing Saudi women's general knowledge, whereas 43% think that they have high impact, and only 6.1% think that they have low impact.



- The effect of using social networks in the general knowledge of the study sample members:

Table(12) the effect of social networks in raising general knowledge of the study sample members

statement	Number	Ratio
Positive	194	80%
Negative	11	5%
Non	39	16%

Table (12) reveals the answers of the study samples on the impact of using social networks on enhancing their general knowledge. 80% believe that their impact is positive, whereas 17% believe there is no impact, and just small members believe their impact is negative.

- The cultural aspects that have a positive impact from the study sample's point of view

Table(13) The cultural aspects that have a positive effect from the study sample's point of view

Statement	Number	Ratio
Cultural social aspects	128	53%
Cultural health aspects	46	19%
Cultural scientific aspects	46	19%
Cultural vocational aspects	15	6,1%

Table (13) shows the cultural aspects of the study sample, which was affected by using social networks. The largest proportion was of social cultural aspects (53%), an equal proportion by 19% of cultural health aspects, and cultural scientific aspects. Then by 6.1% for cultural vocational aspects.

Proposals and recommendations that contribute to the optimal utilization of social networks:

The questionnaire included a question about the suggestions and recommendations that the study sample can propose to make the best use of social networks in enhancing the individual's general knowledge in general and the study sample in particular. The main proposals and recommendations were as follows:

- The need to have accuracy about any sent materials talking about religion, culture, or science, and consider the users of social networks in terms of age, culture, scientific degrees. And the need to employ them in vocational jobs because it will save much effort and time.
- The study sample suggested that a competent authority should post useful accounts and follow up accounts periodically to verify the validity of posts.
- The need to document accounts in a formal way, and follow up the reliable persons and official accounts of the parties.
- Among the considerable proposals, having accuracy in posting information. In addition, the need to spread cultural and intellectual awareness through social networks, and holding seminars with educational and cultural dimensions.
- Ensure the addition of sites and scientific accounts and health awareness with correct documented information.

Results

This part of the study provides a review of the main findings of the study. As well as the most important recommendations that can be made.

The most prominent of these results:

- The study revealed that the majority of social network users among the female employees of Al-Imam Muhammad bin Saud Islamic University in the age group from 35-40, which amounted to 54.1%.
- The study showed that the majority of the study community are in university and proportionate to 67% .



- The study showed that the vast majority of the study sample (94%) uses social networks.
- The study revealed that the largest proportion of the study sample have a certain amount of information about social networks is 52%.
- The study revealed that the most social network used by the study sample is WhatsApp, which amounted to 67%. Twitter was followed by 17.2%.
- The study shows that 86% of the study samples used social networks for more than four years.
- The study showed the time spent using social networks by the study sample per day (where the ratios of almost all durations spent using social networks by the study sample was taken into consideration). 27% said they spend 4 hours or more, and 26.2% spend 1-2 hours daily.
- The majority of the study sample mentioned that they use social networks for social purposes, with 57.3%, followed by 29%, whose purpose was cultural.
- The study showed that most of the study sample (52.4%) considered the possibility of using social networks as a good source of information.
- The study revealed that the largest percentage of the study sample indicate that the social networks have a high impact on the individual's general knowledge, which amounted to 55%.
- The study revealed that most of the study sample (51%) believes that the impact of using social networks on enhancing the Saudi women's general knowledge is average.
- The study showed that most of the study sample realize the effect of using social networks in the study sample's general knowledge. 80% agreed that it has a positive effect.
- The study revealed that the most prominent aspects that affected using social networks by the study sample are the social cultural aspects by 53%, followed by an equal 19% for cultural health, and cultural scientific aspects.

Study Recommendations:

Based on the findings of this study, a number of recommendations are adopted to activate the role of using social networks to enhance the general knowledge of the individual in general and of Saudi women in particular. These recommendations are:

To educate society about the importance of social networks and their significant role, and the need to use them positively and focus on the effective, useful, reliable accounts to get the benefit from them.

To provide training courses for interested members of society on how to obtain reliable information from them.

To encourage society members to use all advanced social networks because each has advantages and characteristics different from one another and not using only one type, whether for ease or for any other reason.

To stimulate government agencies and educational and cultural institutions to participate using social networks to connect with communities that serve them to spread the positive culture in the educational and cultural fields, etc.

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