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The Impact of Using Social Media on Reshaping the Values: An Applied Study on Saudi Society

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Abstract

The study aimed to investigate the impact of social media usage on reshaping values. To answer the study's questions, the researcher employed a descriptive-analytical method, relying on questionnaires as a data collection tool from a sample of the Saudi society. The questionnaires were distributed randomly and electronically.

Through the statistical analysis of 413 responses, the study reached several conclusions. It found that there is an effect of social media usage on the religious values of the Saudi society, as well as on its social and educational values. Additionally, the study identified statistically significant differences in the opinions of the study sample regarding social media usage and societal values attributed to demographic variables (gender, age, educational qualification, and most used platform).

Based on the study's results, the researcher provided several recommendations. These include the necessity of raising awareness about the concept of social media and its benefits on societal values in Saudi Arabia, organizing workshops, seminars, and informational leaflets targeting the Saudi community in general and youth in particular, as they are the most influenced group.

Furthermore, the recommendations emphasize the enhancement of religious awareness through educational seminars to clarify the religious rulings related to the optimal use of social media platforms, without incurring sin, and utilizing them positively in our lives.

Finally, the recommendations suggest conducting further research on the effects of social media usage on societal values, especially among teenagers.

Keywords: Social Media, Societal Values, Saudi Society.

(*) The Paper was received on March 28, 2024, and was accepted for publication on May 21, 2024.

It is based on a Master's thesis in Business Administration, Media Management track.

