

Journal



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The Role of Social Networking Sites in Supporting the Concept of Social Accountability of University Students

Field Study on A Sample of Egyptian University Students in Public and Private Universities

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Abstract

With attention to the new media as an important influence on the awareness and formation of Egyptian youth, this study seeks to identify the role of social media sites in strengthening and promoting the concept of social accountability, including the mechanisms and requirements that represent the whole concept (Social accountability) so that the results of this study provide a primary database that includes the general performance indicators and the role of youth in increasing or decreasing this performance. By identifying the extent to which Egyptian youth relies on social media sites as a means of practicing different social accountability mechanisms, and revealing the most prominent accountability mechanisms that Egyptian youth adopt through social networking sites, While identifying the contribution of social media sites in providing Egyptian youth with the information needed to meet their knowledge needs to complete social accountability process. Based on the methodology of applying practice methods to 400 university youth, divided into 200 individual in public universities and 200 individual in private universities, where the sample was selected in the regular random sample method.

The results showed the most important social media sites that the Egyptian youth prefers to use is, Facebook, followed by Instagram, and finally Twitter and Google Plus.

The majority of the sample confirmed that their motivation for social networking sites is manifold, foremost, the desire to develop knowledge and information in various fields and topics, followed by a slight difference the desire to know the different views and trends of the topics and issues on the scene, and then to monitor the opinions and attitudes of friends and family towards these topics.

The proposed four-dimensional social accountability measure for youth (participation-transparency-responsiveness-monitoring and evaluation) showed that the trends of the sample vocabulary showed a positive trend in the dimension of transparency, while the results indicated that young people were reluctant to participate actively in the development plans of the State, due to the

feeling of young people not taking decisive action on issues and topics raised on social media sites, and finally the results showed a positive tendency to the use of social media sites as a means of monitoring and evaluating the overall performance.

Based on these findings and using the linear regression model, it was concluded that every increase in the use of social media sites results in a social interaction of 0,787 that would increase the functionality of the administrators by one integer.