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Gulf Students' Dependence on Social Networking Sites in Communicating with Diplomatic Bodies of the Gulf Cooperation Council countries (GCC)

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Abstract

This study attempted to identify the level to which the students from the Gulf Cooperation Council countries (GCC) depend on social media in their communication with their countries' diplomatic bodies by using the descriptive method.

A 47- item online questionnaire was conducted with a sample of (390) students from GCC countries studying in the Hashemite Kingdom of Jordan for the academic year 2016-2017, and their total number is 9562. Using SPSS, One Sample t-test, One-Way ANOVA, and Pearson Correlation were run to examine relationships among the variables of study.

The results indicated that: (1) the most popular and used social networking sites and applications by the respondents in their communication with the diplomatic bodies was Twitter, this was followed by Facebook and Whatsapp, (2) the cognitive effects of respondents' dependency on social networking sites for such communication were providing the respondents with general information about events and activities with special dates, photos, etc. On the other hand, the emotional effects were more related to the student's desire to interact with the social networking sites of the embassy or the cultural office. However, the behavioural effects were represented in direct communications with the staff at the embassy or the cultural office, and to discuss with colleagues about what is being presented on the social networking sites of the embassy or the cultural office.

Keywords: Gulf students, dependence, communication, social media and diplomatic bodies.

