

Smartphones and changing values among university youth

الهواتف الذكية وتغيير القيم لدى الشباب الجامعي

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Abstract: In the digital era, smartphones have become an integral part of our lives, revolutionizing the way we communicate, gather information, and navigate the world. This technological advancement has had a profound impact on various aspects of society, including the values and behaviors of university youth. It is worth mentioning that this modern technological tool is amongst the most important means of communication used in the current era, in light of the digital environment in which societies live, which has created a new, wide space for social interaction, and participation in social life, whether at the internal level or external level. With the widespread availability and usage of smartphones, young adults have become increasingly reliant on these devices for communication, information access, and entertainment. As the younger generation increasingly relies on smartphones for their daily activities, it is essential to explore how these devices have shaped their values and influenced their perspectives on various social, cultural, and ethical issues. It opened the way for the Young, and other members of society, to learn and interact with new cultural elements about their society, identity, constants and reference values derived from Islam and from the traditions and customs which characterize the Algerian society. However, this technological tool has become a threat to their social and societal security. Despite the privileges it carries for the individual, in all respects, it has, meanwhile, many negatives. Therefore, it has become necessary to raise awareness about these tools and work to reduce the youth's dependency on them. For, facing this global transformation in the field of technology and keeping pace with digitization and the use of its media has become an urgent and inevitable need to catch up with global civilization, and keep pace with the knowledge explosion.

The present paper aims to reveal the extent of the impact of smartphones on the value system of the young people; in general, and on university youth; in particular, especially the cultural and social values, such as social responsibility, community participation, social belonging, social support, and other values. Within this context, the researchers used descriptive analytical approach to examine the impact of smartphones on the values and behaviors of university youth, and how the adoption of

smartphones has influenced the values and priorities of university students, ultimately shaping their attitudes and behaviors.

- **Keywords:** Smartphone, Values, the Youth, University youth.

- **الملخص:** في عصر الرقمنة، أصبحت الهواتف الذكية جزءاً لا يتجزأ من حياتنا، محدثة ثورة في طريقة تواصلنا وجمع المعلومات وتوجيهنا في العالم. هذا التقدم التكنولوجي كان له تأثير عميق على مختلف جوانب المجتمع، بما في ذلك قيم وسلوكيات الشباب الجامعي. يجدر بالذكر أن هذه الأداة التكنولوجية الحديثة تعتبر من بين أهم وسائل الاتصال المستخدمة في العصر الحالي، في ظل البيئة الرقمية التي تعيش فيها المجتمعات، مما خلق مساحة جديدة وواسعة للتفاعل الاجتماعي والمشاركة في الحياة الاجتماعية، سواء على المستوى الداخلي أو الخارجي. مع توافر واستخدام واسع النطاق للهواتف الذكية، أصبح الشباب يعتمدون بشكل متزايد على هذه الأجهزة للتواصل والوصول إلى المعلومات والترفيه. مع اعتماد الجيل الأصغر على الهواتف الذكية بشكل متزايد لأنشطتهم اليومية، من الضروري استكشاف كيف شكلت هذه الأجهزة قيمهم وأثرت في وجهات نظرهم في مختلف القضايا الاجتماعية والثقافية والأخلاقية. كما أنها فتحت الطريق للشباب وأفراد آخرين من المجتمع لتعلم والتفاعل مع العناصر الثقافية الجديدة حول مجتمعهم وهويتهم، والقيم الثابتة والمراجع المستمدة من الإسلام والتقاليد والعادات التي تميز المجتمع الجزائري. ومع ذلك، أصبح هذا الأداة التكنولوجية تهديداً لأمنهم الاجتماعي والمجتمعي. على الرغم من المزايا التي تحملها للفرد في جميع النواحي، إلا أن لديها العديد من السلبيات. لذلك، أصبح من الضروري نشر الوعي حول هذه الأدوات والعمل على تقليل اعتماد الشباب عليها. فمواجهة هذه التحولات العالمية في مجال التكنولوجيا ومواكبة الترقيم واستخدام وسائلها أصبحت حاجة ملحة ولا مفر منها لمواكبة الحضارة العالمية ومواكبة انفجار المعرفة.

تهدف هذه الورقة البحثية إلى كشف مدى تأثير الهواتف الذكية على نظام القيم للشباب بشكل عام، وعلى شباب الجامعات بشكل خاص، وخاصة القيم الثقافية والاجتماعية مثل المسؤولية الاجتماعية، والمشاركة المجتمعية، والانتماء الاجتماعي، والدعم الاجتماعي، وقيم أخرى. في هذا السياق، استخدم الباحثان النهج الوصفي التحليلي لكشف ومعرفة مدى تأثير الهواتف الذكية على قيم وسلوكيات شباب الجامعات، وكيف أثر اعتماد الهواتف الذكية على قيم وأولويات طلاب الجامعات، مما يشكل في نهاية المطاف تشكيل لتوجهاتهم وسلوكياتهم.

- **الكلمات المفتاحية:** الهاتف الذكي، القيم، الشباب، الشباب الجامعي.

1-INTRODUCTION:

In recent years, smartphones have become an integral part of our daily lives, revolutionizing the way we communicate, access information, and interact with the world around us. This technological advancement has had a profound impact on various aspects of society, including the values and behaviors of university youth. As digital natives, today's university students have grown up in a world where smartphones are ubiquitous, shaping their attitudes, beliefs, and social interactions in unique ways.

The smart phone is considered one of the most widely used tools of technology in the current era, as it is an important means of communication, entertainment, access to information, and an important source of knowledge. It is an indispensable tool to which people are attached nowadays. Additionally, it has become one of the necessities that a person has to obtain, regardless of his financial capabilities, in view of its ease of use, small size, different forms, as well as what distinguishes it from other means of communication and the applications and programs it carries that can be viewed and accessed anywhere, anytime, when needed and used in all fields.

Through smartphones, it is possible to access Social Networking Sites (SNSs), such as Facebook, Twitter, Instagram, WhatsApp, Snapchat, Tik Tok ...etc. These represent a form of technological and societal progress, that is why it has taken a large part in the lives of different age groups, especially the Youth who became more affected and integrated with its various contents and messages. Since they became immersed with their feelings, emotions, interests and values with these tools, they influenced greatly the building of their minds and directing their interests, attitudes, inclinations, and even their social lives, as a result of the new cultural elements which they contain, and the resulting material and spiritual values that may seem mostly alien to our society.

A number of psychological and social studies have proven the extreme excessive use of smartphones by young people and the irrational use of these tools in many cases, especially since today's youth are more independent and free from many traditional values, so they have become more socially isolated, and less social interacted with those around them from their family, their relatives, or friends, and more connected to the virtual world, which affected their ties and social relations, and they did not become active participants in their social environment of various types and institutions. What threatens many tolerant values, such as social responsibility, sense of social belonging, community participation, and carrying out their duties towards themselves and others, even on their educational attainment and academic achievement, as is the case with some university students.

Despite the benefits offered by this method of modern technology to students, such as preparing for lessons, obtaining sources of information to complete their researches, following up on the most important information and data related to their education and training, as well as exploiting them with regard to distance education (e-learning), and other benefits; however, at the same time, it has negative repercussions on their lives, stability, psychological and social security, and the deviation from the reference values if they are addicted to smartphones, especially at the tertiary level. Thus, it will become a social and psychological morbid phenomenon. Based on these data, the present research addresses to the following question: What is the effect of using smartphones on the social value system of university youth?

This paper aims to explore the relationship between smartphones and the changing values among university youth. It will delve into the positive and negative implications of smartphone usage, examining how these devices have influenced the values held by young adults in the university setting. Furthermore, it will shed light on the potential consequences of these changing values on various aspects of their lives, including education, relationships, and personal well-being.

By understanding the role of smartphones in shaping the values of university youth, we can gain insights into the evolving dynamics of this digital generation. This exploration is particularly crucial as it enables us to grasp the opportunities and challenges that arise from this tech-driven era and provides a foundation for fostering a healthy and balanced relationship between smartphones and the values cherished by young adults.

2-Definition of smartphone:

A smartphone is a mobile device that combines the functions of a traditional mobile phone with advanced computing capabilities. It is designed to be portable and convenient for everyday use, offering features such as voice communication, text messaging, internet access, multimedia playback, and various applications (Sarwar and Soomro, 2013, p. 216).

It is a device used by the individual to make phone calls. In addition, it has multiple functions with many and varied applications that provide much services to the individual. It is characterized by several advantages in terms of form and content. Smartphone is mobile, since the individual can carry it whenever he goes. It is connected to the Internet, and it has an operating system which capable of running downloaded applications (Whyte, 2019). It is a proprietary device that is widely used by an individual. There are many different brands and generations of smartphones.

Smartphones typically have a touchscreen interface that allows users to interact with the device using their fingers or a stylus. They can run a variety of operating systems, such as Android, iOS, or Windows, which provide a platform for installing and running third-party applications. Additionally, smartphones often include other features like cameras, GPS navigation, sensors, and connectivity options such as Bluetooth and Wi-Fi. These devices have become an integral part of modern life, enabling users to stay connected, access information, and perform a wide range of tasks on the go (Kiran, Sumit, Gurpreet, 2015, p. 17).

3-Definition of Values:

Values are deeply held beliefs and principles that guide and influence a person's attitudes, behaviors, and decisions. They represent what individuals or societies consider important, worthwhile, and desirable. Values serve as a moral compass, shaping one's perception of right and wrong, and they often reflect cultural, social, and personal influences.

It is a criterion for judgment used by an individual or a group among several alternatives in situations that require a certain decision or behavior. Values in society constitutes the value system which contributes to the formation of the frame of reference for behavior within society. Also, it represents a pattern of standards by which things and behaviors are judged. Within this context, Zaimi (n. d) stated that 'a person, whatever his level, cannot live without values and abandon the search for what is higher in his view than the values obtained for him, since values represent for him' (p.

184). This; in fact, explains to us the compliance of individuals with the rules of social control, the objectives of society, and its philosophy and educational outcomes, which the individual should adhere to, comply with, and submit to, in a conscious manner, because of its authority derived from religion, customs, traditions, and norms recognized within society and stemming from its identity and constants.

Values can encompass a wide range of areas, including ethics, morality, spirituality, relationships, work, education, justice, freedom, honesty, compassion, integrity, responsibility, and many more. They form the foundation of an individual's identity and play a significant role in shaping their worldview and determining their priorities. They are subjective and can vary from person to person, as they are influenced by factors such as upbringing, culture, religion, experiences, and personal reflection. While some values may be universal and shared across societies, others might be more individualistic and unique to particular individuals.

Understanding and clarifying one's values can be beneficial for personal growth, decision-making, and leading a purposeful life. Values provide a framework for evaluating choices, setting goals, and establishing meaningful connections with others. They can also guide behavior in various contexts, such as professional ethics, social interactions, and community engagement.

4-Definition of university youth:

According to the Dictionary of Psychology, Youth is defined as a group of persons who are full of strength, vitality, and responsibility for their actions and behavior, as having been portrayed within age category whose extent varies in the light of the social, economic, and cultural circumstances within a society (Chebli, 2018, p. 476).

In addition, youth is defined as 'the specifications and characteristics on the basis of which members of society are classified, and whoever has these aforementioned specifications and characteristics is a young man, regardless of his age (Asiri, 2004, p. 68). This concept remains one of the most different concepts that researchers and specialists have disagreed with because of its association with different psychological,

social, and temporal dimensions and criteria. The of youth has been defined according to a specific age, or age stage, over which the researchers disagreed. They view the young people to have an age category which ranges between 18- 25 years, while others see the young people to have an age category, ranging between 20-30 years (Muhammad, 2017, pp. 4- 5). As for university youth, they are all male and female students who study at the university in the youth age group.

As a matter of fact, there is no a specific or universally agreed-upon definition of 'university youth,' as the term can be interpreted in various ways depending on the context. However, generally speaking, 'university youth' refers to individuals who are enrolled as students in a university or similar higher education institution.

University youth' typically refers to young adults who are pursuing undergraduate or postgraduate studies. This phase of life is often associated with a transition from secondary education to higher education, with individuals typically ranging from their late teens to early twenties. During this period, students are engaged in academic pursuits, personal growth, and exploration of new experiences.

Also, the term 'University youth' encompasses the broader aspects of student life, including involvement in extracurricular activities, social interactions, and the development of skills and knowledge beyond the classroom. It is a time of learning, self-discovery, and preparation for future careers or further academic pursuits.

5-Advantages of smartphones:

Among the most important reasons that made individuals addicted to using smartphones for many times in their daily lives, and they cannot do without it, is the faster communication which takes place between people wherever they are, whether inside or outside the country, without the need to go home and use other means of communication. Also, these tools provide assistance to family members in continuous communication, asking about each other, looking after each other, and rapid communication in time of emergency, or to fulfill their needs and concerns, as it has become an important means of conducting online shopping (E- commerce), and many

services that fall within this framework. In addition, people use smartphones can access to political, cultural, social, and other news locally, nationally, and even internationally. As smartphones are important tools for obtaining information in the shortest time without exorbitant cost, they have, also, become a means of entertainment and leisure, especially for children and adolescents, and many of the services they provide to people in general.

As for its benefits for university students, smartphones have several advantages. They have become important and necessary means of learning in light of eLearning, as well as in following up lessons and doing homework. Also, smartphones are considered as reliable means of doing exams, browsing university news and advertisement, students' pedagogical issues, and job announcements. In this regard, smartphones are considered tools of research and a source of getting information and knowledge about what is happening inside or outside the country by being connected to the Internet, in addition to the programs and applications they contain and the various SNSs and the instant messaging and MMS, on the one hand. On the other hand, they have become important means of community participation, social integration, and social support. Through smartphones, young people can join 'civil society organizations' and engage in charitable volunteer work in an easy way through virtual space. This, in fact, is termed E- volunteering where many associations and civil society organizations were able to recruit a large number of young people in volunteer activities, and became pioneers in the virtual world, such as the Orphan Sponsor Association, Nas Al-Kheer, Good Hands ... etc. which have become pioneers in this field of volunteering activities through social media (Bouhanika and Sassi, 2019, p. 230). This form of activities attracts the young and motivate them to be more active, act positively toward themselves and their society, and realize what are their duties and their rights.

6-Disadvantages of excessive use of smartphones:

Excessive use of smartphones and addiction to them is considered 'a state of psychological disorder which makes it difficult for the person to stay away from them,

and we find the person often resorting to his smartphone without need, or a specific reason, and there are signs of smartphone addiction which is the case of finding a person very careful to have his smartphone with him everywhere and anytime, even in the bathroom, and he feels happy when using it, or just looking at it. Thus, he is isolated from his family and his friends; he feels pain in his neck resulting from bad posture in which the individual sits for long hours when he uses his smartphones, and feels very sad if it is taken away from him (Guttal, 2017, p. 163).

In addition to the effect on the individual's eyesight and eye safety, not to mention the effect on his spine because to uncomfortable sitting for a long time browsing his phone, there is a possibility of having headache, distraction of thinking, and lack of attention, especially among learners, due to the delay in sleeping enough, required time. Additionally, hearing problems may occur as a result of using earphones for long time. The World Health Organization (WHO) has warned of the dangers of smartphones on hearing, noting that about a billion people face hearing problems as a result of excessive and prolonged exposure to strong sounds. Among the physical problems we can mention increased risk of cancer, as indicated by many studies. In this regard, the tissues and bones of the brain are thinner before puberty, and because of smartphones' radiation, there is a high risk of developing brain tumors, increased possibilities of breast cancer, and salivary gland cancer.

Excessive time a child spends on mobile phones and tablets can lead to obesity, because of the lack of movement and physical activity. Obesity may also be the cause of more serious complications, such as diabetes and high blood pressure, not to mention the damage that children can suffer from staying on mobile phones for long hours, having hyperactivity disorder and lack of attention, as many children and adults suffer from, sleep disorders and insomnia. Some people even look at their phone screens before going to sleep, which causes the phone's rays to hit the eye directly. A British study warned that excessive use of smartphones leads to sleep deprivation. It was found that for every hour a child spends makes him lose, in turn, 16 minutes of

sleep. Within this context, the researchers subjected 715 families to their investigation, 75% of which were young children aged 6 months- 3 years. They found that the average children's use of devices for 25 minutes a day leads to a loss of 8 minutes of time allocated to sleep period. Additionally, another study indicated that the rate of depression and suicidal thoughts is greater in adolescents who use their mobile phones for long times. Also, the increase in time use of mobile phones leads to a positive correlation between mobile phones' use and the high rate of depression symptoms and suicide attempts.

7-Mobile phone: A danger accompanying children, Impact:

Excessive use of mobile phones is among the manifestations that have spread among the Young nowadays, because of the games which they watch while browsing many applications that carry hidden messages that call for such negative thoughts, loss of self-control, and access to a dark world, not to mention social isolation, and lack of involvement in social activities, public life, and fascination with the West and its life style, which makes them reject their reality and become inactive in it, feel dissatisfied with it, and generate a sense of alienation and aversion from it. This has led to the increase of emigration among the young people which has become a widespread in our society as a result of many factors. The Young have become more interactive with the virtual space by joining groups and forming friendships with others that may differ with them in principles, values, customs, education, and other criteria.

This causes them to lose their balance and psychological security, makes them lose their confidence, and creates a gap between them and their family, friends, relatives, and other members of society. Also, they lose some of the social values, such as social support, social responsibility, and a sense social belonging, ...etc. Many studies have confirmed that the most important impact that occurs on the young people who use smart phones is social isolation. Modern communication technologies make the individual immersed in virtual discussions, and; thus, the user is isolated from the real society and enters into virtual societies. With times passed, he turns into a person

completely isolated from his social environment. His attachment with his virtual world increases to the point where he loses his sense of reality, which results in a decline in the time he sits with his family and friends, as he faces difficulty in adapting and establishing healthy social relationships in real life. The user is more attached to the relationships he establishes in the virtual world.

One of the characteristics of social isolation for smartphone users is that they spend a lot of time in front of their phone screens more than the time they spend with real people with whom they have real social relationships in their lives. This leads to a decrease in family contacts and a in the size of the local social circle of the family, even if smartphones and interaction through them is a manifestation of technological development and technical progress. However, it is; in fact, an expression of an emotional and psychological void and a lack of real social interaction that the young man suffers from, which makes him escape from reality and family control into secret virtual relationships (Guttal, 2017).

It is worth mentioning that smartphones have impacts on the capabilities of young people, especially mental and creative capabilities of university students, and this inevitably affects their academic achievement, since some students use smartphones for other purposes rather than using them to obtain knowledge and scientific data, such as cheating in exams, establishing relationships with the other sex, and navigating into porn sites, and other things.

8-Smartphone use and changing values among university students:

Societies change and develop, and renewal falls in both the material and social aspects, especially in this current era in which we lack moving forward to make up for the eras of books, isolation and deprivation so as to join the civilizational procession and to find a place that is commensurate with its past and mind structure and forearms of its young generation. Education is an essential means in increasing the new cultural elements and the society's means for exterminating the social problems that arise from the spread of these new cultural elements, and its struggle with the cultural elements

which arise from the spread of these dominant cultural items (Abdel Raouf Amer and Al Masry, 2015, p. 233).

The human being is a mental, emotional, and social being through acquisition, contact with the medium, and experience. Biologically, he is a human being who is controlled by multiple needs, motives, and instincts. He is also an emotional human being who is dominated by a system of emotional and psychological needs, such as the need for psychological security, the need for kindness, tenderness, love, joy, and nervous equilibrium. Ultimately, he is a social human being that must enjoy social protection, a sense of acceptance of others, social responsibility, self-confidence, the ability to take initiative, and participation in life, as a member of it (Al-Mujadel, Watfa, 2015, p. 212).

All these are values which he lacks by his lack of communication, friction, and interaction with other individuals around him as a result of isolation, individualism, and self-closure because of addiction to smartphone use and attraction it may cause, since it contains pictures, videos, suspense, and fascination with the virtual space which is completely different from the real world in terms of living conditions and other features that he lacks in his world and environment, especially in light of the social and economic conditions experienced by young people in our society, such as high costs of living, unemployment, poverty, poor conditions of living, and other difficult circumstances undergone by the Algerian individual, not to mention the decline in the value of knowledge and education because of the spread of utilitarian, material and consumer values, and the culture of quick profit. All these have reflected negatively in the formation of his concepts and social skills, mind, original basic values, civilized constants, cultural identity, and his habits which inevitably affect his behavior and principles. These are apparent through many different manifestations, such as dress, hair styles, type of food, and the way to celebrate occasions. Lot of these behaviors which are alien to our culture and the teachings of Islamic religion which make him merges in, making him live in a state of anemia, and social and cultural alienation.

After the institutions of socialization, led by the family, educational institutions, the mosque, and other social upbringing institutions, played a major role in shaping the system of values, and the customs, traditions, and religious beliefs that they instilled in the young, they were replaced by modern means of communication, on top of which are smartphones which, as indicated previously, through the content and hidden messages they carry in SNWSs and other media, in a gentle and polite manner, and by means of planned persuasion and with modern technology, is capable of greatly influencing, complete compliance, and blind obedience to the sound, audio, and visual effects and values they carry. These; in fact, are inconsistent with our values and customs and target our young people, especially, university students who are the foundation and pillar of our society in its stability and development. They may cause the emergence of many diseases and social negative phenomena.


It is worth mentioning that the youth's fascination with the Western life style, and the so-called American dream, of absolute freedom, has negatively resulted in several manifestations, such as the young woman's daring to smoke in semi-public places, private cars, tea salons, restaurants, and the emergence of clash generation. Also, these have caused their disobedience, open friendships between the sexes, appearing sleeveless in the beaches, staying in cafes according to the Western lifestyle, abandoning mosques, the spread of alcohol drinks and drugs, using several illegal means to achieve their objectives, such as students' cheating in exams to achieve higher grades (Al Naoui, 2019, p. 217).


There is no doubt that the Internet, in general, and the social world tempts and attracts the young people. This ends up with addiction that leads to their complete isolation from society. Wasting of energies is at its most, and time seems to be deprived of sanctity and true value, especially among the young people who are left facing emptiness, unemployment, helplessness, frustration, and loss of hope in the future. These young people search for entertainment in the new social world of WhatsApp, Facebook, Twitter and other media, especially in the chat room, which turns over time


into an addiction, which is similar to drug addiction, from which they cannot get rid of. In this way, they remain in front of the computer or smartphones for hours per day, and the advantage of this virtual world is that it has become an imposed reality that affects our youth, and touches their lives on a daily basis, whether in thought or in the form of Facebook, WhatsApp, Twitter and others. So, the young man becomes an easy prey to be influenced by different cultures and values, and to fall into emotional relationships, and to dive into worlds that satisfy their instincts and desires (Al Naoui, 2019, p. 218).


9-Mechanisms for reducing the negative aspects of smartphones on the values of university students:


As indicated above, smartphones are considered one of the most indispensable manifestations and tools of modern technology. They provided many important benefits, but they also have negative aspects, especially for university students. This; in fact, requires from those in charge of socialization institutions and actors in society lot of efforts and mechanisms to limit their impacts on their minds and values. These mechanisms are as follows:

-  Provide individual or group counseling to help male and female adolescents develop positive thinking and support their psychological well-being;

-  Develop awareness programs for young people about the harms of smartphones' misuse, prevention factors, and the need to pay attention to setting specific times for teenagers; use their smart phones;

-  Informing parents about the correct educational methods in dealing with cases of smartphones' addiction in children (Hakami and Al Sharjabi, 2021, p. 187);

-  Opening and directing dialogue and exchange discussion with the young people to express their aspirations, interests, and vision for the future, as well as talking about their various problems and difficulties, especially with regard to their academic formation;

-  Keeping abreast of what is new in light of preserving the cultural identity, the constants of society, its customs and traditions, and the teachings of the Islamic religion;

✚ The need to create spaces for university students to practice their hobbies and spend their free time, and to strengthen their relations with their peers;

✚ Activating sports, cultural, and literary clubs at the university to attract students and enhance the values of social interaction and social belonging among them, and protect them from social isolation;

✚ Activating the pedagogical tutoring for students, and expanding its work and objectives for educational, directive, and advisory purposes regarding the university student's behavior;

✚ Preparing and providing behavioral guidance programs to reduce excessive use of smartphones among university students, by experts in this field;

✚ Organizing seminars and study days about the dangers of smartphone addiction;

✚ Providing awareness of the danger of negative values and destructive contents of the minds of young people, which affect their attitudes and may lead them to deviation, by setting laws that control them, and take into account the privacy of the Algerian society;

✚ Strengthening the sense of belonging, social responsibility, love of voluntary work, patriotism among university students, and linking the university with the local environment and labor market through volunteering between the university and the rest of other institutions;

✚ Organizing study days with other institutions, such as education, vocational training, economic institutions, and even services to connect university students with their local environment and build bridges of communication with it in service of the individual and society.

10-Conclusion:

It apparent that the continuous foregoing and rapid transformation and change undergone by contemporary societies, due to the explosion of knowledge and scientific and technological progress, and the manifestations that it brought played a

major role in the lives of individuals, especially those related to communication technology, whose mission was not limited to achieving communication and transmitting news to the extent that it has become an important tool and means for directing public policies in political, cultural, social and economic aspects, building the individuals' minds, directing ideas and interests, and even building and changing values among the young people who are mostly affected by smartphones.

In spite of their benefits, they have a lot of negatives on their minds and their social lives, especially what was related to the system of values within society, which was not adequately prepared to struggle with its negative effects and repercussions among university students. In this regard, the university is required to keep pace with this transformation, and play its role to protect the young generation of students from moral deviation, cultural alienation, and social isolation.

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