

“A Study on the Negative Effects of Social Media on Building Social Cohesion”

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Abstract:

The aim of this paper is to shed light on the dark side of social media and its negative effects on social cohesion. The study used descriptive method to achieve its aims by classifying and explaining the negative effects of social media into three categories: on societies, on families & individuals - especially children, teenagers & youth that affect directly or indirectly on social cohesion. The findings showed that social media threatens directly the structural features of the elements of social cohesion such as culture, identity, language, citizenship and belonging. On the other hand, it affects social cohesion indirectly through the appearance of phubbing, syntopia phenomena, intellectual invasion & extremism, low productivity & wasting official working hours, unemployment, increasing divorce rates, families' breakdown and marital infidelity. In addition to the appearance of some mental and psychological diseases for teenagers and children such as FOMO, anxiety, Facebook depression, psychological loneliness, cyber bullying, jealousy, violence, deviant behaviors, low School attainment & low academic performance, besides other diseases like insomnia, diabetes, obesity & visual problems.

Keywords: Social media, Social Cohesion, FOMO, Social Disintegration, Negative effects, cyber-addiction.

مستخلص الدراسة باللغة العربية

تهدف الدراسة الحالية إلى معرفة الآثار السلبية لاستخدام وسائل التواصل الاجتماعي، استخدمت الدراسة المنهج الوصفي لتحقيق أهدافها، حيث قامت بتصنيف وتحليل الآثار السلبية لوسائل التواصل الاجتماعي إلى ثلاثة أقسام: الآثار السلبية على المجتمع، والأسرة، والأفراد - خصوصا الشباب والمراهقين والأطفال. وهذه الآثار السلبية تلقي بظلالها بشكل مباشر أو غير مباشر على التماسك الاجتماعي. ولقد أظهرت النتائج أن استخدام وسائل التواصل الاجتماعي قد يهدد السمات البنوية لعناصر التماسك الاجتماعي بشكل مباشر كالثقافة والهوية واللغة والانتماء والمواطنة أو بشكل غير مباشر من خلال الغزو الفكري والعقلي، والتطرف والإرهاب، انخفاض الإنتاجية وتضييع ساعات العمل البطالة، ارتفاع معدلات الطلاق، التفكك الأسري والخيانة الزوجية، فضلا عن ظهور بعض الاضطرابات العقلية والنفسية عند الشباب، والمراهقين والأطفال مثل ظاهرة التعلق والإدمان الإلكتروني، اكتئاب الفيس بوك، الوحدة النفسية، بالإضافة إلى التنمر الإلكتروني، الغيرة، العنف، السلوك الإجرامي، انخفاض الأداء الأكاديمي، تدني التحصيل الدراسي، وغيرها من الأمراض الجسمية كالأرق والسكري، السمنة، وبعض المشكلات البصرية، والتي تؤثر جميعها على التماسك الاجتماعي بشكل سلبي.

الكلمات المفتاحية:

وسائل التواصل الاجتماعي، التماسك الاجتماعي، الآثار السلبية، الفومو، التفكك الاجتماعي، الإدمان الإلكتروني.

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Introduction:

Social and economic transformations resulting from globalization have attracted attention to social cohesion as a strategic means to combat exclusion and poverty. In addition to its outstanding role in enhancing social solidarity and integration from one hand & as a general feature, reflecting the identity and unity of society from the other hand (European Committee for Social Cohesion, 2004). Social cohesion plays a major role in the economic development. A cohesive society to which its members owe loyalty and belonging is a society capable of driving forward economic progress prevailing welfare and prosperity for all its members and communities (Department for Communities & Local Government, 2007), (Easterly et al., 2006).

Lately, however, there have been many threats to building strong and cohesive society. Social media is one of the deadliest threats to society and its cohesion. It looks like the cancer cells that penetrate human body and weaken its immunity until death.

Although social media has been successful in bringing People together in a single-space (in spite of their different languages, cultures & beliefs), its negative effects are catastrophic (Alawna, 2020). It poses a real threat to social relations. It is being used as an alternative to direct communications & social interactions (Dowsary, 2013). Furthermore, it helps in the appearance of Phubbing and syntopia Phenomena which lead to the exchange of individual and social relationships with online relationships. (Christiansen, 2018), (Omer, 2015) Moreover, It helps create a society that breaks with cultural traditions and values thus consolidating isolation & tearing social life fabric (Zaid, 2005). As a result, our society turns to be a semi-virtual society and social cohesion is cracking (Shaer, 2015). That was evidence strengthening the decline in levels of empathy,

cooperation, flexibility, communication & the other dimensions of social cohesion (Abd El-hady & AL-Khamisy, 2020).

At the family level, social media enhances family disintegration through high divorce rates & marital disputes. (AL-Hajery, 2017) Social media addiction breaks bonds of love and intimacy between couples helping neglect caring for each other (El-Harethy & El-Shahrani, 2018). Additionally, It increases Jealousy and suspicions and It helps form illicit relationships & increase rates of marital infidelity (AL-Motawea, 2016).

Finally, it has its tangible negative effect on youth, children & adolescents, as they are the most popular segment of society using social media. Its negative impacts affect the mental, psychological, social, physiological, educational and religious aspects of this segment (ALawna, 2020).

Hence, its negative impact extends from individuals to society, affecting adversely social cohesion directly & indirectly.

2-Literature Review:

(A) Studies Related to Social media:

Recently, many researches tackle the different effects of social media. The study of Al-Jabri (2017) examined the impact of social media on academic performance and social relationships. The results showed that Facebook is the most common used site. Social media affects negatively on academic Performance. Besides, it has both negative & Positive effects on social relations.

The study of AL-Hzeifi & Al-Jammal (2019) intended to show the effect of social media on disseminating rumors. The findings showed that social media has a great role in disseminating rumors as it's a main source for information and this reflects negative emotional, behavioral & cognitive effects on media users.

The Study of Al-Ali (2020) aimed at knowing the effect of social media on employees during official working hours. The study showed that employees used social media in entertainment and chatting more than in working purposes.

The study of Alawna (2020) intended to investigate the impact of social media on Palestinian members. The study showed that youth

is the greatest segment using social media and it affects negatively social aspects with 90, 1 %.

The Study of Abd-Elhady & Al-Khamisy (2020) examined the effects of social media on belonging in Jeddah. The study showed social media has a negative impact on national belonging and there is a need to increase awareness of students of these effects.

The study of Laurent (2019) intended to show the significant life problems resulting from social media such as depression & anxiety. The finding assured that social media generate negative effects on adolescents' mental health & development.

B. Studies related to Social Cohesion:

The study of Algahtani (2021) aimed at identifying Saudi society members' attitudes towards the importance of recreational activities and its correlation to social cohesion. The results revealed that entertainment & reaction helps individuals to integrate into society. It is helpful for enhancing social relations among society members.

The study of Csillag et al. (2020) intended to investigate social cohesion sociologically, physiologically & psychologically. The findings showed the importance of enhancing social interaction in societies and avoiding isolation, which has negative psychological effects.

The Study of David et al. (2018) identified the concept of social cohesion and its relation to economic development in South Africa. The results of study revealed that social cohesion has important role in the economic development .Besides, inequality affects negatively on social cohesion.

The study of Sharp, A. (2012) shed light on social cohesion & its role in socialization. The study results showed that social cohesion has a great role in achieving social socialization from the perspective of functional and structural direction and it is the main factor in achieving social integration.

The study of Abumelhim (2018) highlighted and analyzed the determinants and levels of social cohesion. It concentrated on investigating its obstacles such as estrangement and polarization among and inside Arab nations. The findings showed that

diminishing social tension & political misconduct help in elevating social cohesion in Middle East.

Finally, the study of Schiefer & Noll (2016) concentrated on social cohesion as a multi-dimensional concept through studying recent approaches in the Literature review showing the dimensions and sub-dimensions of cohesion.

General comment on the previous studies:

The previous review of social media represents its effects from one perspective only not comprehensively. Some studies examined its effects on academic performance, on job production, or on disseminating rumors and enhancing social isolation, for example. In addition, the studies on social cohesion tried to study it from different perspectives other than social media.

In brief, there are neither Arabic nor English previous studies that relate the two variables of our study together (social cohesion and social media).

3-Importance of The Study:

The importance of the study stems from:

[1] The extensive daily use of social media (nearly about 3.02 billion of world population are users of social media) and its uncontrollable domination on society behaviors until it becomes a semi- virtual society (Zhong et al, 2021). So social cohesion disintegrates, lives and wellbeing of individuals are threatened.

[2] The infiltration of social media negative effects at all sectors of society: socially, educationally, religiously, politically and economically.

[3] Despite many studies are done on social media, they don't give us a comprehensive picture on the negative effects of social media as they concentrate on one aspect of its negative effects.

[4] This study may give a clear and nearly complete taxonomy of the negative effects of social media either on society or families or individuals and how it affects social cohesion negatively.

[5] It will enrich research on social media by suggesting some effective solutions and some recommendations to avoid these risks.

4- Statement of The Problem:

Social media websites are not only websites on the Internet, but also they become a part of our daily and social life .They satisfy different needs for their users (Auxiers&Anderson, 2021). The impact of social networks is significant. The first and foremost benefit of the social media is connectivity. Many people are using their laptops, tablet computers and smart phones to check Tweets and status updates from their friends and family .They have conversations, share information regardless of the location and religion(Akram&Kumar, 2017), (Shabnoor,2016). They can create web content, gain knowledge of new things, develop their interests, and be entertained (Abdul-Rahman, 2019). It is helpful in education. The prettiness of social media is that you can attach with anyone to learn and share your thoughts. Social networking provides various benefits to the students and teachers (Al-Masry, 2019). It is very easy to educate from others who are experts and professionals via the social media. One can follow anyone to learn from him/her and enhance his knowledge about any field. Regardless of our location and education background, we can educate ourselves, without paying for it (Deghreri, 2017).

Though it has some positive effects, there are no controls that limit their excessive use. Furthermore, the platforms sometimes transcend religious, moral, social, educational principles & values of our society (Alwna, 2020). Consequently, they have negative impacts affecting directly or indirectly social cohesion through the resulting harms & risks of its excessive use at societies, families or individuals levels.

Due to the absence of comprehensive picture of the negative effects of social media on social cohesion, this study sheds light on exploring the dark side of social media & its negative effects on social cohesion.

5-Research Questions:

The study problem is determined in the following main question:

What are the negative effects of social media on building social cohesion?

The main question is divided into sub-questions, as follow:

- 1- What is the conceptual framework for social cohesion?
- 2-What is the conceptual framework for social media?
- 3- What are the negative impacts of social media at society, family and individual levels?
- 4- How are these negative effects impact building social cohesion?
- 5- What are the suggestions & recommendations to avoid the negative impacts of social media on building social cohesion?

6- Purpose of Study:

The aim of this paper is to concentrate on **the negative impacts of social media on building social cohesion.**

In order to achieve this aim, it was necessary to achieve the following sub-goals:

- 1- Studying the conceptual framework of social cohesion (concept, principles, dimensions...).
- 2- Studying the conceptual framework of social media (concept, advantages, disadvantages...)
- Understanding the negative effects of social media at society family and individuals' level.
- Giving recommendations and suggestions to avoid negative effects of social media on social cohesion.

7- Methodology of study:

The nature of the study necessitates using descriptive method, which cares about the search for accurate descriptions of the phenomenon under study depending on the facts and data collection, compilation, processing and analysis in depth in an attempt to draw generalizations with reinforced lead to the advancement of knowledge, as well as predictions of future events (Sahin, 2021).

8- Terms of Study:

Social Media: A social media is an online platform, which people use to build social networks or social relations with other people who share similar personal or career interests, activities, backgrounds or real-life connections (Fang li et al. 2020).

Operatively, Social media are various websites & platforms on the internet, which include Facebook, YouTube, twitter... etc.) where users can gather online and share their ideas & information content, messages & videos, etc.

Social Cohesion: It is a concept that includes principles & values aiming to ensure that all citizens - on equal footing & without discrimination - have access to their fundamental rights (Jenson, 2010).

Operatively, it is the extent of connectedness and solidarity among groups & individuals in a society that identifies two main dimensions: members' relationships inside their community and sense of belonging to it for achieving social balance, national identity, economic dynamism, consolidating citizenship, reducing socio-economic disparities and fractures in societies, ensuring quality & welfare of its individuals.

9- Theoretical Frame of The Study:

(9-1)Social Cohesion:

Social cohesion is a concept with a long and complex history. Philosophers had been interested in it since 17th century & their interest increased by the advent of 19th century. They were searching the main factors affecting it, especially the French sociologist Emile Durkheim (Berger, 2002), (Easterly et al., 2006). At the end of 20th century, sociologists considered it as a general feature expressing society identity and as a frame for achieving equality, social justice & life welfare (José, 2007)

Dimensions of social cohesion:

Social cohesion is a multi-dimensional concept & its dimensions differ according to scientists' vision. The most common dimensions are:

* Social Relations: they are related to ongoing social interaction without exclusion or discrimination. They include sense of belonging, participation, cooperation & sympathy among its members to achieve society goals. They can be enhanced through participation in unions, clubs & political parties, etc. (Duade, 2018) (Schiefer & Noll, 2016).

* Shared values: They help find common structure that supports social interaction in the light of some common rules e.g. respect, tolerance, humility... etc.

* Orientation towards the greater good: It is concerned mainly with solidarity through society members when showing mutual interest among each other e.g. volunteering with blood, money, etc., or at institutional level like subsidies programs for the Poor or slums. (Schiefer & Noll, 2016).

* Equality : It aims at reducing gaps in education, income, health care & welfare without excluding anyone due to poverty, race, descent, etc. (Botterman et al., 2009)

* Welfare & quality of life: the cohesive society - according to European Council for Social Cohesion- is the society whose main goal is ensuring quality & welfare for all its members for a long range (Hosni, 2018).

- Factors affecting social cohesion:

Social cohesion is a common responsibility among all society segments and sectors, so the main outstanding factors affecting it are:

-Culture: It is a main factor in building it through establishing national identity, language, customs, traditions & shared values, which in turn help build social capital, enhance solidarity & civil participation (Home Office, 2004).

-Children / Youth: They have a role in building a cohesive society through enhancing social interaction and strengthening social relationships with each other, providing activities reducing alienation, training youth on leadership & decision-making, participation in elections, political parties & volunteering through civil society institutions (Surken, 2000)

-Older People & Internal -generational communication: Older people are considered the bridge that communicates different generations with each other to achieve mutual understanding among different ages, besides; they are the main source for imparting skills & knowledge to youth with the help of civil society institutions (Local Governmental Authorities, 2004).

-Governments & Local Authorities: They have a great role in change management ensuring that all their policies support & strengthen cohesion, besides; planning strategies taking all factors of social cohesion in consideration e.g. developing slums, developing youth activities to reduce crime rates and ensuring the participation of different segments in society e.g. charities (Local Governmental Authorities, 2004).

-Employment: Quality of life & welfare is an outstanding goal of social cohesion. They can't be achieved without good income which enables individuals to gain self-respect, social rank (Home Office, 2007). Moreover, employment is a good device for enhancing social interaction among employees & society (Surken, 2000). Authorities should provide job opportunities for youth especially in slums and poor regions & provide training through partnerships with higher education institutions or private sector (Cantle, 2003).

-Art & Sports activities: An effective device builds & enhances communication skills & social interaction. It reduces deviant behaviors and crime rates .It helps avoid psychological isolation, drug addiction (Home Office 2007).

-Media: It is a double-edged sword. It may consolidate social cohesion or destroy it according societies and members use.

(9-2)Social media:

Social media has made a dramatic change in the world due to its rapid expansion, its domination on 11% of time of media & communication market & due to easiness of use, accessibility of mobile Phones & tablets (Mohammed et al., 2017). We can create content, share it & bookmark it easily & you can send or receive

visual or written messages, videos in seconds with the lowest cost (Swedi, 2014).

The appearance of term of social media has been associated with Barnes in 1954 .It was historically appeared when Ellis & Truscott launched a platform for discussion among its users allowing them send and receive messages. For the current social media it was founded by Bruce & Susan when they established open diary website in 1989 (Asur& Hubberman, 2010) followed by Randy Conrad's Website in 1995 "classmates.com" then Six Degrees in 1997 .However, all these websites didn't achieve success as expected, so they were closed. At the beginning of 2005, there was a paradigm shift in social media when two competing websites appeared -Space & Facebook (Mahmoud, 2011), (Kanana, 2015). Then Social media was developed & witnessed an extensive and widely use. Various Social media websites were launched until the appearance of virtual communities as an alternative to the real societies (khalfan, 2020).

Though social media has some positive impacts and benefits, it has negative impacts on social cohesion at societies, families, and individuals' level.

*** Negative effects on societies:**

Social media has many harms & risks on society that affects directly & indirectly on cohesion as it is shown below:

➤ Elimination of structural features of social cohesion elements:

- **Culture** is hacked by social media. A cultural breakthrough robs society of its values, customs & traditions. A new Culture is imposed matching the global culture dimensions (Rewili,2019) & trying to snatch individuals 'awareness and directing it to concentrate on visual & auditory images whose role is to destroy language & values and then national identity (Zaid, 2005). Technology conquered society, personal minds & exchanged national identity with the virtual identity. Furthermore, values & principles are destroyed even personal identities are vanished by the great fascination of the global culture & its implications (Tashtosh, 2019).

-Language: It is a powerful tool in shaping identity. A new language has appeared in chatting & writing sms called Arabize, Arabglizi, or Arabish (Arabic plus English). It depends basically on using Latin characters & numbers that represent certain alphabetic in Arabic - writing Arabic in English, moreover, the Roman numerals are used to symbolize the Arabic letters which don't exist e.g. The Arabic letter ح is written 7 ". This marginalize language and hence identity (Al-Ghamdi& Petraki, 2018), (Allehaiby, 2013).

-Citizenship: It becomes absent due to globalization .Individuals aren't fully loyal to their society as they are to social media that is used without any constraints or control from their country. Consequently, citizenship is separated from national belonging (Zaid, 2005).

-Belonging: It helps in highlighting the values of national unity considering it a goal that everyone is working to achieve (Rasher, 2015).It's an indicator of good social health .Social media has weakened it by the desire of isolation from society, loneliness & depression ,low productivity, and mistrust due to addiction of social media. Lack of belonging poses a significant threat to physical & psychological wellbeing of any person (Januszek et al., 2018).

From the above, the negative direct impact of social media on social cohesion is evident.

- Reducing real social relationships & growing online relationships. Everyone has its own virtual world. They lose the joy of real communication. It's said that social media has cancelled real communications as it approached the remote (people from other countries) and takes individuals away from real society & families (Alawna, 2020). Therefore, phubbing phenomenon appeared. It's a two - word form: Phone & Snubbing which means concentration on using phone instead of talking directly to persons (ignoring the surrounding persons 'relations) (Christiansen, 2018).
- It has a negative impact on society religious aspect .Social media has helped a lot in distorting & demonizing Islamic culture by promoting misperceptions of Islam, as it is the

source of terrorism & extremism. Additionally, It enhances intellectual conquest which aim at alienating individuals from their own and social values. It exchanges Islamic civilization with the European one, thus changing all the Islamic patterns of life (in eating, wearing, etc.) with patterns of the west (alienation). (Abd El-hady & Mohammed, 2020) From the other hand, as there is no control on social media, they help spread Pornographic Images & Videos, etc. keeping youth away from Islamic values (Sobah& Khalf, 2018).

- Negative effects on society political aspect: Some see that social media has facilitated political mobility, protests & demonstrations (ArzoraL&Aqal, 2017) but it is a uni-directional view, as authoritarian dictatorial regimes suppress political mobility & demonstrations. They can track political activists in social media & jail them as in some Middle East countries like Syria (Mohamed, 2019).
- Negative effects on economic aspect: The extensive use of social media from workers & employees leads to wasting official work hours & low productivity (AL-Harby, 2020). Unemployment is another negative impact. It is the most serious threat to cohesion. It impedes social welfare & quality of life. Dependence on technology in performing tasks in business and trade reduces job opportunities & releases labor helping spread poverty, crimes and delinquency in society (Zaid, 2005), (Taylor, 2005).
- Negative effects on information: Social media enhances the emergence of cyber information crimes which poses a threat to cyber security of states where the electronically processed information of public & private institutions are hacked threatening public security & economy (Hassan, 2020) Public (Zahrani , 2020).Also, they spread rumors & fake news injecting society with negative energy (AL-hzeify & AL-Gammal, 2019)

Consequently, Social media has much harm on all sectors of society as seen above.

***Negative Effects on Families:**

Family is the first place where a human can learn & imbue with loyalty, belonging & citizenship. Personality & social existence is formed (AL- Kashef, 2018). Family relationships are the strongest social relationships. Nowadays family structure has changed. Many unfamiliar dangerous problems appear due to extensive use of social media e.g. increasing rates of marital disputes & divorce, which lead to family disintegration (AL-Hajry, 2017). Social media helps in:

- increasing addiction of online relations & hating family relations, preferring social isolation & desire to be away from family, relatives & friends.
- Loss of intimacy & split between spouses (AL motoea, 2016) (AL-Enzi, 2018).
- Lack of interest in one of spouses of their children.
- The appearance of Computer Phallic phenomena as a device for escaping from family problems & living conditions (Al- Amary, 2015).
- The appearance of internet widows phenomena due to husband's neglect of his family (Omer, 2015)
- Emotional divorce because of intense emotion apathy & lethargy among spouses (Harethi& Shahrany, 2018)
- Increasing doubts and Jealousy.
- Marital infidelity by making new online relationships with the other sex which may be illegal or suspicious (Bakr, 2011)

Consequently, children become the victims of family disintegration. They may have no shelter to live in & may be distracted between their father and mother. They may be exposed to behavioral delinquency & committing crimes (AL-Elah& Mesallem, 2012). Moreover, it disintegrates social cohesion as coherence, compassion, intimacy, mercy & cooperation begin to vanish from the basic unit of society –family (John& Juaro, 2007).

***Negative effects on children, teenagers & youth:**

- There is a great difference between the method we had grown up and the one of the new generations. They are like a sponge that absorbs all liquids (Obeid, 2019). Social media becomes a part of their life & they can't do without it. They become social media addicts. Cyber-addiction is more dangerous than drugs & Alcohol addiction (Jasim, 2019) (Sobah& Rashid, 2018). Social media affects mental, psychological, emotional, social, educational behavioral & physical aspects of both teenagers & youth. One out of eight children suffers from serious mental problems according to certain studies (AL-kazemi, 2017).

❖ Negative effects on psychological & mental aspects:

- **(FOMO)** (Fear of Missing out): McGinnis is the first person to use this term in 2004 (Palmer, 2018). It is a mental state, which urges persons to be always on line fearing of missing something out (Comments, events or chatting). This leads to decreased cognitive reappraisal & increased emotional suppression (Yang et al., 2020)
- **Anxiety:** It is related to FOMO. Cyber- addicts will suffer from it if they are separated from their phones after three hours. Individuals who browse social media more than two hours are more vulnerable to anxiety (Cheever et al., 2014).
- **Facebook depression:** It is called by this name, as Facebook is the most popular & most used media. There is a strong & significant correlation between depression & social media (Lin et al., 2012). The report of the American Academy of Pediatrics shows that depression is related to the time used on social media. Rates of depression among females are greater than in male - 50%: 20%. (American Academy of Pediatrics, 2017). There are some syndromes for depression like insomnia & poor sleep, besides; other diseases like diabetes, sudden heart attacks & strokes (RSPH, 2017)
- **Psychological loneliness:** It is a direct result of depression. It leads to isolation & preferring online relations rather than

offline relations, shyness, low self-esteem, mistrust, sadness, apathy, no goal of life and may lead to suicide or committing crimes. (Degriry, 2017), (Spencer, 2018).

❖ **Negative effects on social aspects:**

- **Loss of national identity:** Online identity replaced national identity by imbuing all the values and traditions of the west to cope with media so that their life style& profile photos can get a lot of likes when sharing them with their friends on their accounts (AL- kazimi,2017), (Nordman et al., 2018).
- **Jealousy:** 70% of cyber- addicts suffer from jealousy (Terase, 2016) .It is related to comments, likes & sharing their states on media accounts comparing himself/herself with others. When not getting enough likes, it means no one admires him/her. This may lead to depression (Clear et al, 2018).

❖ **Negative effects on behavioral aspect:**

- **Cyber bullying:** it's aggressive & violent act carried out on electronic platforms against persons who can't defend themselves easily (Menesini& Nocentini, 2009). It is more dangerous than traditional bullying, as it is easy & more widespread. It can happen at any time without defense from bullied Persons. Online verbal abuse is easier than direct one. The bully can bully many people in a short time. (Stephen et al., 2018). 37% of media users are exposed to cyber-bullying frequently. It may lead to depression, anxiety & suicide (Stephen & Edmond, 2018).
- **Prevalence of violence & deviant behaviors.** Due to young people fascination and their great influence of the violent & action films and videos on YouTube or other media .This is called Imitation & emulation (Walid, 2017).

❖ **Negative effects on educational aspect:**

- **Low academic performance & weak school attainment :**
It is said that social media has flattened its wings on the complete educational Process, especially during adolescence (Swiss et al., 2015). The academic Performance degrades

when students become social media addicts due to ongoing checking of their accounts for new notifications & updates leading to loss of concentration & distraction (Gorhe, 2019). In addition, they have degradation in writing skills as they have their own easy language .e. g. Using short forms like "K" instead of "Okay" and "4" instead of "for", etc. Moreover, they lose their attention during online classes & wasting their time reading unimportant notifications on social media (Mensah, 2016)

❖ Negative Physical effects

Social media addicts usually suffer from back pain due to wrong postures, insomnia, irregular sleep patterns, obesity, diabetes, mood swings, poor memory due to dependence on mobile phone for reminding him/her of some matters & loneliness which may turn to autism (Shahid,2019), (Obeid, 2019)

Summing up, It is clear that social media has many risks & harms which cast its shadow on society, family & Individuals aiming at distorting social cohesion and stability. So social media is a double - edged weapon. We should be wise and well -behaved when using it.

10-Recommendations:

1) At Society level :

The optimal use of the positive effects of social media in:

- * Disseminating information on society's own symbols, values, traditions & culture that characterize each society.
- * Enriching culture diversity with retaining each society with its own culture & identity.
- * Increasing awareness of the importance of national identity in building individuals own identity through online lectures & symposiums.
- * Increasing awareness of the dangers of culture values of the west, which contrast with society culture & creed.
- * launching platforms & websites in Arabic language.
- * Developing & renewing language to keep pace with current changes of the times.

- * Supporting national unity through posts, pamphlets & flyers showing nation achievements, importance of belonging & loyalty in achieving social cohesion & life welfare.
- * Supporting socialization that enhances political aspect for society members & showing them their rights & duties.
- * Deepening sense of belonging through schools & Families since young age.
- * Instilling fixed religious values since young age through families & educational institutions in order not to be fascinated easily by virtual identity & imitates the west blindly without awareness or falling into clutches of terrorism & intellectual extremism.
- * Imposing regulations by states & local governments on certain websites, which disseminate wrong information about creed & religion.
- * Teaching Islamic education & national education to avoid intellectual invasion.
- * Re-assuring that Islam is a religion of moderation fighting terrorism & extremism.
- * Preparing standards & policies, which regulate employees to use social media during work hours.
- * Instilling self-discipline during work connecting institutions accounts with employees' accounts to increase interaction between them & using them to do some missions.
- * Increasing awareness of dangers of spreading rumors & fake information.
- * Taking protective procedures to protect institution electronic systems & data from hacking.
- * putting security policy & revising it continually.
- * Establishing a governmental authority or a department concerned with cyber-security, combatting and prosecuting communications offences.

2- Recommendations related to families:

- Promoting good values in couples e.g. mercy, intimacy & tolerance through online marital training courses.

- launching groups on social media aiming at sensitizing families of the dangers of media on family cohesion.
- Increasing awareness of importance of daily dialogues among family members & dangers of loneliness.
- Using media in strengthening marital relations through sending daily mutual love & romantic messages.
- Establishing families programs to increase awareness before getting married (showing rights & obligations of the couples, successful communication between them, how to deal with future problems).
- Increasing mutual trust & avoiding jealousy and suspicion through getting accessed to each other accounts on social media.
- Avoiding browsing websites, which invokes doubts & Jealousy between couples.

3- Recommendations related to children, teenagers & youth:

- * Parents should be good role model for their sons.
- * Enhancing family emotional warmth through overwhelming their sons with feeling of love, kindness & affection.
- * Developing communication skills & support social reaction in & outside family.
- * Helping them establish proper & good relations with friends.
- * Instilling moral & social values of society since young age.
- * Increasing awareness of dangers excessive use of social media.
- * Ongoing monitoring & continuous direction.
- * Encouraging the teenagers to go out, explore & experiment.
- * Organizing regular meetings with parents to discuss problems & matters related to them.
- * Parental control on children accounts to avoid any deviant & violent behaviors for their children
- * Increasing awareness of risks of pornographic websites on behavior.
- * Encouraging children on critical analysis of their social media choice.
- * Promoting an effective & harmonious educational environment stimulating students to participate effectively in educational process.

- * School should put in place alternative social media activities.
- * School curricula should include some subjects of technology risks.
- * A sticky follow-up by School in dealing with technology.
- * Increasing awareness of the importance of using time in useful activities instead of wasting it on browsing social media websites.

11-Conclusion:

As the technology is developing, the web-based social networking has turned into the routine for every individual, people; groups are seen dependent with this technology consistently. Online networking has expanded the quality and rate of coordinated effort for students (Akram, 2017) Business uses online networking to upgrade an organizations execution in different courses, for example, to fulfill business goals, expanding yearly offers of the organization. Youths are found in contact with these media every day .Social media has different merits yet it likewise has a few faults, which influence individuals contrarily. We are living in a technology sick society now. False data can lead the training framework to disappointment. Some pointless sites can influence youth that can end up plainly savage and can take a few wrong activities (Auxier and Anderson, 2021), (Akram, 2017).

In my opinion, technology, especially social media represents both a disease and a medicine at the same time. A medicine that is healing if the dose is accurate .However, it becomes dangerous to human health & may lead to death, when its dose is higher than required. Excessive use of social media has weakened families & marginalized relationships. Everyone prefers isolation with his/her mobile phone to talking with the others. Each person in a society or family begins to feel isolation & depression even when people are surrounding him. Some social media distort the social fiber & weakens social cohesion. Finally yet importantly, all the citizens are advised to adopt the positive aspects of social media and avoid negative effects so that we can avail the benefits of this latest and emerging technology.

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