

Uses and Gratifications Realized for the Libyan and Bahraini Youth through Facebook: A Field Study

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Abstract

This study aimed at identifying the uses and gratifications realized by Libyan- Bahraini Youth through the Facebook Site. It is also interested in finding out the motives, uses and gratifications realized by Libyan Bahraini Youth through Facebook. The sample consisted of (1470) respondents. The results showed that 44.7% of the respondents use Facebook to make friends and to stay on connected with friends; 24.7% use Facebook essentially for entertainment and recreation. The researchers also found out that 25.2% of the sample believes that Facebook opposes culture and values of the study societies. The results showed that there are significant statistical differences $\alpha 0.05$ attributed to the age variable of 18-20 years category, in addition to the motives for using Facebook. The study also revealed that there are significant statistical differences $\alpha 0.05$ attributed to the sex variable in favor of males and the degree of influence resulting from using Facebook.

Introduction

The Facebook site is one of the major social networks on the internet of about 1184 million users; in January 2014, according to the report of the Foundation "we are social" (1) represent to them a space for social networking, cultural exchange, and , political debate . This site founder, Mark Zuckerberg aims at reshaping the human relationships map on the Internet. According to the famous Forbes magazine, Mr. Mark is classified in 2008, or five years after launching this site, as one of the world's richest four hundred. Every day, thousands join this network; in addition to placing this site on the list of the ten most popular global sites made it the most important evidence of Facebook success. Statistics indicates that 80% of the site's users are young people; this is not surprising as the site offers a wide choice, for young people who see it as a default space that does not recognize barriers, and perhaps the most important reason that pushes them to use it; there are even some reports talking about cases of addiction to the site. The young Libyans also found in the Facebook a free space which meets their various needs away from social norms; this is reflected in the latest figures of the site users by the Libyan youth, who are estimated by millions.

This study attempts to shed light on some of the facts associated with the use of Libyan and Bahraini youth' site services and the gratification achieved to them by this site.

Keywords: Bahraini and Libyan youth, the virtual social networks, Facebook, use and gratification.

Methodological Framework

Previous Related studies: Many researchers specialized in the field of information and communication science, or related areas conducted extensive studies on the media, psychological and social aspects of the Internet, and the social and electronic networks, in particular. The following related studies were cited:

• Foreign Studies

A study conducted by Al-Saggaf (2011) entitled: *(Saudi Females on Facebook: An Ethnographic Study)*.

The study aimed to get an accurate description of the Saudi girls experience while dealing with the Facebook through interviewing (15) Saudi girls between (19-24 years) who use Facebook and study at a private university in Saudi Arabia.

Furthermore, the researcher checked the "wall" of three subscribers (after taking their consent) in the interview, to have a look at the number of friends, groups, links, polls and the quality of images on the three girls' pages.

The study concluded that Saudi Girls use Facebook in order to maintain existing friendship ties with new and old peers, and to express their views towards various issues and share ideas with others through the modernization of their CVs on the site; in addition to entertaining themselves by answering competition questions and information tests. The study also found out that although the information in the study is available to all Facebook users, the Saudi girls are still worried about their privacy. In order to express their views on current events, they tended to participate in some talk groups on the network. The study also concluded that although some participants admitted that Facebook made them feel more confident, and more sociable, yet some of them expressed their fear that this network can affect their relationship with their families and school achievement.

- A study conducted by both Mark Grindeland and Cathy Harrison (2009) entitled "*Social networks and their relevance to research on women*"; the Information Agency Multimedia Corp published "She Connected". This is an agency working to take advantage of the power of social networks and the media. The study focused on a sample of women to determine the causes and methods of using social networks. This study aimed at answering the following questions: who are the women who use social networks? How do women use the Social networks and why? What are the most important characteristics of social networks?

The findings of the study are as follows:

- Most of the women involved in the study sample use "Facebook" by 83%, followed by the LinkedIn, then Twitter.
- The majority of women, 59% browse social network sites twice a day. 63% of women communicate with their friends through the social networks; 34% share in groups interested in trade, 17% are interested in social issues; 13% in hobbies. 83% have more than 50 friends in Social networks; 93% believed that controlling privacy settings is the most important characteristics of social networks. While 86% of the sample prefer to prevent people from contacting them; 72% are interested in putting comments and 71% prefer friendship requests; and 55% of women members of the sample have been using the social networks for more than two years.
- A study conducted by Strano (2008), entitled: (*User Description & Interpretation of Self-Presentation through Facebook Profile Images*). The study aimed to explain how social network users present themselves on the Facebook, especially with regard to their profile images in terms of the bases used in the selection and change of profile images from time to time, and whether this choice is influenced by gender and age? The researcher employed a sample of (427) respondents obtained through "a snow ball sample"

The study results revealed that married women of the sample usually change their profile images to emphasize their desire for friendship and intimacy. The study also indicated that married men and women alike prefer to upload their family pictures which show intimate relationship among members of the family. The interpretation and understanding the implications of these pictures varies from one respondent to another according to gender. The study also revealed that Facebook users of older men and women do not tend to change their profile images on the Facebook site. They usually upload their profile images alone.

- La Rose and Easten (2009) conducted a study entitled "*the social cognitive theory of the uses of the internet and the gratification achieved; towards a new model of exposure to the media*". This study was conducted on a sample of about 331 respondents. The study revealed that there was a positive correlation between the use of the Internet and expected outputs represented by the habit of use and the ability of controlling and self-regulation in using internet and social interaction (2).
- A study conducted by Falkenberg and Peter (2008), entitled "*about social interaction on the Internet and self-concept*," This study was conducted on a sample of Dutch teenagers of about 10-17 years old. Both researchers supposed that adolescents who suffer from loneliness and social anxiety often use the Internet to prove their identity. The study revealed that loneliness and anxiety of social interaction among respondents was an indication of the teens self - expression on the internet.

It was clear that the females' feeling with loneliness and anxiety of social interaction was higher than that of the males. It was not clear if there were differences between males and females to prove their identity to others through the Internet (3).

- The researchers Bayn , Zhang and Chnlen (2009) conducted a study entitled "*About social interaction through the new means of communication*" on a sample of 496 students from a US university in an attempt to determine the size of social relations that students build via the Internet compared to those incurred during the face to face communication and telephone calls. The study revealed that 85.4% of the sample used the Internet for the purpose of interaction (1).

I. Arab Studies

Mariam Narmin (2012) did a research entitled "*the use of social network sites and their impact on social relations: A study on a sample of Facebook users in Algeria,*" The study aimed to detect the effect of using social network on social relations through a sample of Facebook users in Algeria. The study relied on a questionnaire to collect data from respondents. The questionnaire was divided into three areas: the first axis focused on the habits and patterns of Algerians in using the "Facebook "; the second concentrated on the motives and needs that underlie the use of Facebook; the third axis relied on "Likert" scale in an attempt to explore the impact of using "Facebook" in social relations. The study concluded that: the largest proportion of respondents spend more than three hours browsing the "Facebook". The Majority prefer comments and chatting. Most respondents used the website "Facebook" for communication with friends and family as well as for education. The results showed that there is a significant statistical difference between the use of males and females; it also shows that older respondents show considerable awareness while dealing with the "Facebook" site. The study also revealed that using the Facebook affects personal face-to-face communication, and affects the users' interaction with their families, relatives and friends; it also leads individual to withdraw from social interaction.

Laila Jarrar (2011) carried out a study entitled "*Subscription in the Facebook and the impact of which on the trends of Jordanian university students towards family relationships.*" This study aimed at recognizing Facebook users and the young attitudes towards family relationships, having in mind that the nature of the young man relationship with his family is one of the most important indicator of the nature of interaction with the real society as the family is one of the most fundamental pillars of inherited cultural identity of the peoples and their continuity. The researcher used the descriptive method and the (questionnaire) instrument was used for the collection of data. The study population consisted of all young people between (15-24 years) in Jordan. The study sample was 384 male and female of (15-24years).

Results showed that (74.4%) of the Jordanian youth have access to Facebook, and (56%) of the males subscribe to the Site. This percentage is greater than that of the females which is (44%); nearly three -quarters or (73.8%) of the participants browse daily the site. The study also shows that more than half or (57.4%) of the young have an account on the site and believe that their subscription reduced the time they spend with their families. While (45.6%) of the participants believe that their participation has a positive impact on their lives, we find that (14.2%) were unable to determine whether their participation in the site has impact on their lives or not.

- A study conducted by Abdullah Al Ruood (2011), entitled "*The role of social networks in the political change in Tunisia and Egypt from the viewpoint of Jordanian journalists.*" The study aimed to investigate the role of social networks in the political change in Tunisia and Egypt, from the point of view of Jordanian journalists. To achieve this goal, the descriptive analytical method was used. The sample consisted of (342) respondents chosen according to the simple of random sampling method.

The study found out a set of important results: in the first place came the "censorship resistance, blocking and advertising in the official media," which are one of the areas of the social network role in the political change in Tunisia and Egypt with a mean of (2.75); while the field of "affecting the regional and international public opinion " came in the second place with a mean of (2.68). The "warming up and inciting protests factor" came in third place with a mean of (2.67).

The study also revealed that there were no significant statistical differences in the respondents' estimation of the role of social networks in the political changes in Tunisia and Egypt attributed to the variables of (gender, age, educational qualification, journal experience, media institution type, and membership period of press union).

While the study indicated that there were significant statistical differences in the estimation of respondents to the role of social networks in the political changes in Tunisia and Egypt attributed to the specialization variable and the differences were in favor of the Arts specialization.

• Sari Khader (2009) conducted a study entitled "*psychological and social effects of the Egyptian youth use of social network sites: A study on the Facebook.*" The study aimed to identify the motives of the Egyptian youth for using the Facebook, and to recognize the nature of social relationships and friendships formed by Egyptian youth. The study also aimed at monitoring and analyzing the (positive and negative) impacts of the psychological and social factors on the sample's way of dealing with the Facebook site through an intentional sample available from Facebook users of Egyptian (government and foreign) university students of (136) respondents, evenly distributed between Cairo University and the British university.

The study revealed that leisure and entertainment motive came on top of the motives of university students use of Facebook by (69.9%), while creating new friendships and communicating with others and developing social relationship with them were ranked second and third by (41.2%) and (37.5%) respectively. The study also showed that respondents presentation of themselves as they are honest and without any coloring or deceiving others by (82.4%), compared to (19.9%) to the respondents presentation of themselves to others by using a pseudonym.

The study also concluded that the statements that had the highest relative importance at Cairo University students and the British university according to Likert scale are represented in the following statements: "Dealing with the site made me feel like opening up to the news of others by a relative weight of (90.44); followed by the emergence of the statement " I get rid of loneliness when I browse the Facebook site by a relative weight of (83.09%); then the appearance of the phrase "I have developed many social relationships by interacting with the site," received a relative weight of (75.25%), which means the predominance of the positive quality over the social consequences resulting from university students using Facebook site

•Banana Ali and Mashael Al Bishr (2008) did a research entitled: "*social sites and their impact on the Saudi society*". The study aims to investigate the impact of social networks on the Saudi society. To find the impact of these sites on the Saudi youth, the researchers distributed a questionnaire on a sample of female students of Prince Sultan University, as a category representing the Saudi youth. The questionnaire contained eight various questions showing whether female students are using these sites, and what motives led them to use these sites, as well as finding the number of hours they spend browsing the social networks, and knowing their opinions in the participation of adolescents. The study results were as follows:

- 86% of female students subscribe in a social network site compared with 14% of non- subscribers.
- Among the 86% of female students participating in social networks, 40% of them are participants in the "Facebook".
- As for the motive of using "Facebook", it was found that 36% use it to pass time, while 31% to communicate with friends and family ;18% to make new friendships; 10% for study and work reasons and 5% due to the site fame and for keeping up with the current era.
- 56% of the female students believe that they will face difficulty if they stop using the social networks, while 44% believe that they will not face difficulty if they stop this use.
- 70% of the participants in social networks oppose the entry of those below 18 years to these sites.

• Kamal Wisam (2009) conducted a study entitled "*The relationship between the Arab young people and the Facebook,*" is it a social movement or a liberal culture? This study was conducted in 2009 on a sample of (1500) Arab user of the Facebook. The study concluded that Arab youth use the Facebook ostensibly for the purpose of which the site was established, nevertheless, some Arab youth use the site applications for sexual purposes (5).

In General, the Researchers Conclude the following from the Previous Studies

- * Most Arab and foreign studies confirm the fact that Arab use social networks extensively, this fact necessitates studying the resulting positive or negative effects of this use.
- * The Multiplicity of Arab studies dealing with the effects of using Facebook on the youth, yet the comparison in the uses and gratification among Arab youth in various countries remains limited studies, such as the study of using the Facebook, a comparative study between the Libyan and Bahraini youth.
- * Employing the entrance of uses and gratification to study the various aspects related to dealing with social networks, including the resulting psychological and social effects.

Second: Problem of the Study

This study problem resides in the attempt to understand why the Bahraini and Libyan university students of Bahrain and Tripoli University extensively use Facebook. The study also tried to identify the gratifications provided by this website more than other similar sites do, based on a hypothesis which takes into account the nature of students' communities and the justified and the unjustified barriers imposed on them, and their rejection of many of these barriers driven by their commitment to rebel electronically by using the facilities offered by Facebook, in addition to a host of other reasons imposed by the reality of the young people life.

Factors that contributed in focusing on this area of research:

- * The remarkable spread of using Facebook among the Arab youth whose number of Facebook users is about 51 million. The young people, of course are at the head of users. In Bahrain, the number of young people enrolled in the Facebook exceeds 348 210 subscribers , and the youth of the age 25-34 occupy the highest percentage of users at 42.5%, while the young Libyan between 25-34years who are registered in Facebook are about 597 320 . According to the latest statistics of Social Bakers' Site, the young people are ranked the highest among all users at 35.8%, (6)
- *The rapid spread of Facebook as a communicative phenomenon should be academically studied focusing on the site impact on the youth psychological, cultural and social aspects.

Third: Objectives of the Study:

1. The study is concerned with the patterns and uses of Bahraini and Libyan youth of the Facebook, in addition to the gratification achieved by this site. This topic has not been given its due right of academic research as the Facebook is somewhat a modern phenomenon.
2. The study attempts to find out the implications caused by the Bahraini and Libyan youth involvement in the virtual social networks, of which Facebook is the most important in the current time.
3. The study investigates the young Bahraini and Libyan patterns of Facebook use, and the extent at which they use the applications provided by the site.

Fourth: Questions of the Study: The study is attempting to answer the following questions:

1. What is the Facebook site, and what is the nature of the service it provides as a default social network site on the Internet?
2. To what extent do the Libyan and Bahraini youth use this site, and how much are they knowledgeable about it?
3. What is the nature of Bahraini and Libyan youth use of Facebook services, in terms of usage pattern?
4. What are the motives of the Bahraini and Libyan youth use of Facebook?
5. What gratification achieved for the Bahrain and Libyan's youth through their use of Facebook sites?
6. To what degree is the content of this site appropriate to the culture and values of the society?

Hypotheses

1. There are significant statistical differences between the variable of age and the university youth in using Facebook by
2. There are significant statistical differences between the variable of sex differences and university youth influence resulted from using Facebook.
3. There are significant statistical differences between the nationality variable and the gratification realized for the university youth by using Facebook.
4. There is a relationship between the nature of using Facebook and the university youth gratification realized by the site.

Fifth: Methodology

This study is a descriptive research aiming at imagining, analyzing and evaluating a particular group or a position predominantly defined. This research aims at investigating the young Bahraini and Libyan use of Facebook and the gratifications achieved by; and realizing this category pattern of use of the site and the quality of the type of content the site offers, and other contents which the site tackles. This study is based on survey methodology, which is a scientifically structured effort to obtain data and descriptions of a phenomenon or group phenomena related to the research topic, in order to constitute a data base required in a particular specialty.

Researchers agree that the studies using the survey method are important in gathering information that forms the phenomenon general features, especially in its early stages of appearance. (7)

Sixth: population of the Study:

The researcher targeted the Libyan and Bahraini youth of Bahrain and Tripoli universities who are active on the Facebook. The active student means the one who regularly browses the site.

Sample and Sampling Technique: The magnitude of the research population and the lack of resources available to make the researchers use the sample survey method, which they found better to be random, taking into account the youth representation from each regional group at the site. Accordingly, the researcher chose studying the public users of the site who are between 18-24 years. The total sample was (1470); the sex variable was taken into account, too. Thus, the sample was divided on the basis of sex to: 616 Females .854 males.

Seventh: Instrument of the Study:

The researchers used a questionnaire as an instrument of data collection. It was divided into several themes and intended to answer the questions of the study. The questions were numerous and various and included closed and opened questions, along with the questions that are used in cases of views variation existence. The number of respondents was estimated by (1470). After reviewing all respondents forms, the researchers decided to cancel (133) forms as those respondents did not answer all questions. Consequently, the researchers mainly relied on (1470) forms.

Eighth: Testing Validity and Reliability:

Testing Validity: the questionnaire is presented to a group of arbitrators specialized in the media, science, psychology and sociology, and research methods (8). Based on the arbitrators' views some required modifications were made to produce a reliable instrument for collecting data.

Testing Reliability: The researchers reapplied the instrument a period of time after the first application on the same respondents. 140 respondents were involved in the second application, or 10% of the original sample size was re-tested after twenty days to avoid remembering the answers of the first form. After doing the necessary operations, it was found that reliability coefficient was 91.8%. This percentage was considered acceptable for such studies.

First: Theoretical Entrances Used in the Study:

The study is based on the uses and gratification to study the motives of the Libyan youth for using Facebook as a psychological communication gateway, which is important in explaining the phenomena related to means of modern models of technological communication. This model assumes the presence of an active audience with personal, psychological and social motives drive them to use the Internet and other sites like Facebook, which is a way to compete with other social means to satisfy their needs within the context of the public objectives of using such means. The users of the Internet are more active and more involved in the interactive communication process affected by the digital communication. The audience is fully aware of their needs they want to satisfy through using a site like Facebook compared with other sites and other means of communication. In general most communication studies divide motives of exposure into two categories: "The utilitarian motives which aimed at recognizing self, knowledge and information acquisition, expertise and all forms of learning in general, which is reflected through news bulletins, educational and cultural programs, ritual motives which aim at spending time for, relaxation, friendship and familiarity with the medium, and escaping from daily problems. This category is reflected in the fictional programs such as soap operas, movies, varieties and other various entertainment programs." (Makkawi and Al Sayyed, 2010: 246-247).

(Katz, et al., 1974: 11-35) believe that uses and gratification are based on five assumptions which can achieve three main objectives. These assumptions are

- The users of the means of communication are characterized as positive and active, and they use the means of communication to achieve certain goals.
- The users choose a specific communication media to satisfy their needs.
- The degree of satisfying different needs of the audience varies according to the different means of communication.
- Using means of communication expresses the needs perceived by members of the public. These needs are controlled by individual differences, social interaction and the diversity of different individuals needs.
- The prevailing cultural norms can be inferred through the identification of the public uses of communication means, and not only through the content of the messages.

Makkawi and Al Sayyed, (1998: 241) believed that uses and gratification theory achieves three main objectives:

- It quests to discover individuals' use of means of communication, having in mind the active audience who can choose and use tools that satisfy his needs and expectations.
- It explains the motives of exposure to a certain media of communication and interaction which occur as a result of this exposure.
- It emphasizes the results of the use of means of communication in order to understand the mass communication process.

It could be argued that many researchers believe that members of the population seek to gratify their needs through exposure to the means of communication are represented in the (cognitive and affective needs, the need for social interaction and the need for achieving self-integration and removing tension) via merging in the media content. Hence, the researchers believe that the uses and gratification theory is one of the most suitable to investigate the communication process through the exposure of the Jordanian family to the Facebook site and the gratification realized.

Second: The Facebook Site:

The Facebook, a social network on the Internet, allows users to enter their personal data and share them with the rest of the site users. These data are related to social status, education and interests; and putting these data on the site allows finding friends, as a prelude to create groups and invite the rest of the site users to join them; and stay in contact through their participation in written files, photos and videos (12). The global free encyclopedia defines Facebook as a social network web that can be accessed free of charge, and it is run by the "Facebook" limited company. The users can join the networks organized by city or place of work, school or region in order to communicate and interact with others. Users can add to their friends' list and send them messages; they can also update their personal files and introduce friends by themselves.

According to the statistics of the World Bank (19), there are 51 million users of the Facebook. The same statistics reveals that Saudi Arabia occupies the first rank among Arab countries in the use of the Internet, followed by Egypt, Morocco, the Sudan, and Algeria and the United Arab Emirates. In terms of growth in the use of Internet, the Sudan occupies the first place followed by Morocco, Syria, Algeria and Saudi Arabia. The People who are between 18 and 32 years constitute 74% of social network users in the Arab world. This confirms that young people category is the biggest users of the network.

A number of factors contributed to the spread of Facebook; there are global causes for this spread applied to all countries of the world; there are also causes specifically for the Arab world; and there are local reasons specific to each Arab country; the global causes shared by every user in the world are to activate internet democracy which was unavailable in the old internet. Producing contents is no longer dominated by the capitalists, but became available to the average user. Thanks to technology Web 2.0 and 3.0. The Facebook site offers all services and applications on the Internet and combines them in one place: Dating for friendship and for marriage, chatting, news and exchanging messages. Arab youth use Facebook to achieve several gratifications offered by multiple applications provided by this site, including making new friends, talking with friends, following their news, transferring news and views, and commenting on them besides joining groups which reflect the young wishes, and their various interests, such as political, economic, social, cultural, and other issues, in addition to another set of activities carried out by young Arabs similar to the rest of the site's users. The only difference here is the practice of activities by the Arab youth according to the pattern that takes into account their living reality in the Arab societies and their distinctive privacy of these communities. Generally, some studies suggest that the Arab youth concentrate while using the Facebook, in addition to the above, on the following:

- communication with the opposite sex away from the restrictions imposed by the Arab societies, This interaction is generally limited to the exchange of greetings and ask about status as well as building friendships with an attempt to preserve them.

It is worth referring to some applications with implicit sexual implications which encourage some Arab youth to practice sex by default, but they are not widespread among them although part of them made sex their first goal of using Facebook. The customs, traditions and values specific to the image of women in the Arab societies made a lot of girls register on the site using pseudonyms and symbolic images in the personal photographs box for fear of social consequences. They exploit this camouflage to weave relationships with the opposite sex; consequently, Facebook

provided an opportunity for both sexes in the Arab societies for long relationship and communication that may end in marriage. This arrangement differs from one Arab state to another, as we note that this acquaintance is confidential and embarrassing. This relation occurs under camouflage in the most conservative countries, while relations between the sexes are in public on the Facebook pages in most open Arab societies.

- To achieve some social goals related to charitable endeavors, and relief efforts through the exploitation of relationships and clustering groups on the networks, and creating special pages, and in even resorting to advertising on the site, a study on the Arab youth and Facebook by an expert in the field of social applications of information technology (IT) Wisam Fouad indicated that 25% of Arab users of Facebook are using the site for this purpose or in similar works, such as: seeking to provide winter supplies to needy families, feeding the poor, donating blood and raising funds for service and relief organizations. In Algeria, for example, the announcement for the need of blood donors has become a commonplace among users of the site. In many cases it often leads to achieve the desired result.
- Other types of users seek to employ the site to achieve some political goals; those are scattered in all Arab countries. Their numbers are high in some Arab countries that censor the content of the Internet. An example on this type of users is the human rights activists who use the site to mobilize the Arab public opinion and encourage Arabs to criticize the Arab governments and the ruling class performance. The Arab governments, however, realized the importance of the site and rushed to exploit it in serving their policies, either directly or indirectly by driving the young to promote these government policies; a clear example is the Egyptian government campaign on the site to encourage young Egyptians to participate in the next presidential election. The slogans adopted are various: there are those who exploit religion in promoting his ideas; and those who employ this approach in promoting ideas which may not be necessarily peaceful. Some studies, however, indicate that terrorist organizations take advantage of the site to recruit volunteers and to promote terrorist actions. In addition, there are those who adopt Marxism, nationalism, patriotism and liberalism mottos.
- Another part of the Arab youth use Facebook for educational or scientific purposes; they join groups representing certain academic affiliation, or scientific orientation. This is action helps them develop their skills depending on the help and support of the rest members. Almost all Arab universities have pages created by students to ensure the achievement of objectives mentioned above.
- To a lesser extent, there are some special categories that prevailing values in the Arab societies do not allow them to emerge, declare their affiliation and publically defend their orientations. We mean here the gays and others who pose a threat to the Arab social structure; their attitude is totally unacceptable in the Arab societies; those people found the site a safe haven to communicate among themselves, declare their affiliation, and defend their orientations in an attempt to persuade others of their trends, and search for those who support their cause; as the Facebook provides a free space for those who want to free themselves from the Arab societies' values, customs and traditions. The Facebook is an extension of the community; in addition it provides a new dimension which allows those whom the society or self-control prevented them from disclosing and promoting their beliefs publically. This new dimension allows individuals to express themselves freely without fear of direct reprimands, especially from the older generation who may not use the Facebook.

Results of the Field Study

First, the characteristics of the study sample:

1. Age:

Table No. 1: Shows the Age Variable of Sample

Age	Males		Females		Total	
	Frequency	%	Frequency	%	Frequency	%
18 –20	546	%63.9	378	%61.3	924	%62.8
24-21	308	%36.1	238	%38.7	546	%37.2

1. Geographical distribution of sample:

Table No. 2: Shows the Geographical area to which the Study Sample Belongs

Nationality	Males		Females		Total	
	Frequency	%	Frequency	%	Frequency	%
Bahrain University	287	33.6%	238	38.7%	525	35.7%
Tripoli University	567	66.4%	378	61.3%	945	64.3%
Total	854	100%	616	100%	1470	100%

It can be concluded from the preceding two tables that:

1. This study included a sample of 1470 persons, 854 of which are males or 62.8% of the sample. Females, on the other hand, who are 616, represent 37.2% of the sample. The sample age ranges between 18-24 years; and 924 of them are between 18-20 years or 62.8% of the sample. As for the rest who are 546, their ages range between 21-24, and they represent 37.2% of the study sample.
2. The study included the university students of Bahrain and Tripoli; 35.7% of the total sample belongs to the University of Bahrain, whereas 64.3% of the total sample belongs to Tripoli International University.

1. Specializations:**Table No. 3: Shows the Time Spent on Using Facebook**

Specialization	Bahrain University				Tripoli University				Total	
	Males		Females		Males		Females		Fr	%
	Fr	%	Fr	%	Fr	%	Fr	%		
Applied Science	217	44.9	189	49.1	173	46.6	112	48.5	691	47.1%
Humanities	266	55.1	196	50.9	198	53.4	119	51.5	779	52.9%
Total	483	100	385	100	371	100	231	100	1470	100

Table No. 4: Shows the Time Spent on Using Facebook

Timing of use	Bahrain University				Tripoli University				Total	
	Males		Females		Males		Females		Fr	%
	Fr	%	Fr	%	Fr	%	Fr	%		
Less than 1/3 of time	259	53.7	147	38.1	210	56.6	119	51.5	735	50%
Half of the time	182	37.7	105	27.5	147	39.7	77	33.3	511	34.7%
One Third of Time	42	8.6	133	34.4	14	3.7	35	15.2	224	15.3%
Total	483	100	385	100	371	100	231	100	1470	100

Table no.4 above shows that

1. 50% of the Bahraini and Libyan young people from the sample surveyed use Facebook and spend one-third of their time they spend on browsing internet or less. This shows the increasing importance of the site for users of young Bahraini and Libyan youth; and that the site provides them with more gratification. Statistical results also refer to the increasing prevalence of the site among young people as 34.7% of the respondents confirmed that they spend half on their time on using Facebook while surfing the Web site.
2. Results show that 15.3% of the respondents could be considered addicted to the site since they spend two-thirds of their time allocated for the Internet to use Facebook. The researchers notice that a high proportion of females are considered more addictive than males in both the University of Bahrain and Tripoli at a rate of 34.5% for the University of Bahrain and 15.1% for Tripoli University compared to males in both universities. This result shows that the Facebook site, though it is new, was able during short period of time, to be the first site preferable among young Bahraini and Libyan youth, despite the fact that there are other sites offering the same service. It is true that the Bahraini and Libyan students spend one-third of the total time of surfing the web on Facebook; yet, this is an indication of what can be described as addiction, especially if we take into account the rapid spread of the site, and the results obtained in this study.

Table No.5: Shows Evaluation of the Facebook Site

Evaluation of the Site	Bahrain University				Tripoli University				Total	
	Males		Females		Males		Females		Fr	%
	Fr	%	Fr	%	Fr	%	Fr	%		
Excellent	343	72.1	210	69.7	273	73.6	168	75	1050	71.4
Mediocre	98	20.4	63	20.9	77	20.7	35	15.6	308	20.9
Below Standard	42	7.5	28	9.4	21	5.7	21	9.4	112	7.6
Total	483	100	385	100	371	100	321	100	1470	%100

Table No. 5 above shows that 71.4% of the respondents considered the Facebook services excellent, while 20.9% consider the services offered by the Facebook do not reflect the fame the site enjoys and do not justify the vast public membership in the site.

On the other hand, 7.6% of the respondents believe that the quality of services provided by the site is below the standard of services offered by other virtual social networks. The Previous results reflect the ability of the site to understand what its users need and reflects its ability to adapt quickly with the users' desires by working on the development of services provided compared to other similar sites; because those who are in charge of the site have realized the need to keep its users and to attract new ones. The site, for example, does not require more than a valid email to sign in. This case is reflected positively on the site users who understood that those in charge of the site take their views into account in the ongoing development process. Simple design, however and outstanding services do not require a great effort to understand their mechanism. These are all of the respondents' motives to consider the services provided by the Facebook site as distinctive ones.

Table No 6: Shows Places where the Facebook is used

Places of Use	Bahrain University				Tripoli University				Total	
	Males		Females		Males		Females		Fr	%
	Fr	%	Fr	%	Fr	%	Fr	%		
Home	150	31	120	30.6	93	25.2	85	34.8	448	71.5
Smart Phone	231	47.8	217	62.7	189	50.9	133	59.4	770	20.9
University	102	21.2	48	6.7	89	23.9	13	5.8	252	7.6
Total	483	100	385	100	371	100	231	100	1470	100%

Table (7): Shows Subjects that youth Interact with when using Facebook Site

Subjects	Bahrain University				Tripoli University				Total	
	Males		Females		Males		Females		Fr	%
	Fr	%	Fr	%	Fr	%	Fr	%		
Video Clips	101	19.7	113	28.9	86	25.2	38	16.5	338	22.9
Emotions and Sentiments	98	19.2	28	7.2	79	23.3	16	6.9	221	15.2
Personal Data	108	21.2	87	22.3	43	12.6	67	29.3	305	20.7
Thoughts	85	16.6	21	5.3	28	8.4	24	10.6	158	10.8
Total	119	23.3	141	36.3	104	30.5	84	36.7	448	30.4

Table No. (8): Shows ways young People Communicate when Using Facebook

Subjects	Bahrain University				Tripoli University				Total	
	Males		Females		Males		Females		Fr	%
	Fr	%	Fr	%	Fr	%	Fr	%		
Writing on the wall	121	24.2	124	30.8	88	27.1	62	25.3	395	26.8
Commenting on others' Participations	91	18.2	79	19.6	51	15.7	51	20.8	272	18.5
Messages	70	14.1	22	5.4	23	7.1	32	13.1	147	10.1
Chatting	59	11.8	41	10.3	26	8.2	43	17.5	169	11.4
Group Discussions	71	14.3	69	17.3	89	27.4	36	14.6	265	18.1
Video Talks	87	17.4	67	16.6	47	14.5	21	8.7	222	15.1
Total	499	100	402	100	324	100	245	100	1470	100%

Table No. 9: Shows the Motives of Using the Facebook Site

Motives for Use	Bahrain University				Tripoli University				Total	
	Males		Females		Males		Females		Fr	%
	Fr	%	Fr	%	Fr	%	Fr	%		
entertainment and leisure time	133	26.1	70	19.6	98	26.9	63	26.5	364	24.8
Making new friends and keeping in touch with them	168	32.8	224	62.8	144	34.6	140	58.8	658	44.7
Expressing views ,discussions, and social interaction	98	19.2	42	11.7	77	21.1	14	5.9	231	15.7
Joining important and specialized groups	112	21.9	21	5.9	63	17.4	21	8.8	217	14.8
Total	511	100	357	100	364	100	238	100	1470	100%

Table no. 9 above show that:

1. 44.7% of the respondents believe that the Facebook is used for making friends, keeping them in touch, in a sense that they are achieving the declared objective of the site on its first page, which is connecting people together and keeping them in touch.
2. 24.8% of respondents said that they used of Facebook, mainly for entertainment and recreation, as it is a site away from other serious ones, such as the news and academic sites.
3. 15.7% of the respondents prefer to use the site to express freely their opinions and beliefs, away from the traditional control mechanisms. They also want a bigger number of friends and colleagues in the groups and pages to which they are members to know their opinions and beliefs.
4. 14.8% of the sample uses the site to search for groups and pages that reflect their multiple interests so as to join them and form a bloc with the rest of the members of the group or page. These people have a tendency to rally, especially if they find the category in which they see a reflection of their interests and perceptions.
5. There are variations among the Bahraini and Libyan females while expressing their opinion of the site, for example, we find that the Bahraini females came in at11.7%; in contrast the Libyan females' percentage declined to 5.8%.

Table No. 10: Shows Gratifications Achieved from Using Facebook

Gratifications Achieved	Bahrain University				Tripoli University				Total	
	Males		Females		Males		Females		Fr	%
	Fr	%	Fr	%	Fr	%	Fr	%		
Guided Gratifications	203	38.6	42	12.7	98	31.2	42	13.9	385	26.2
Semi- Guided Gratifications	147	28	91	27.6	91	28.8	77	25.6	406	27.6
Social Gratifications	42	8.1	77	23.5	49	15.5	77	25.6	245	16.7
Semi -Social Gratifications	133	25.3	119	36.2	77	24.5	105	34.9	434	29.5
Total	525	100	376	100	315	100	301	100	1470	%100

Table no. 10 shows that:

1. 29.5% of the respondents believe that the site made them make friendships and kept them in touch with friends. This is a proof that the site was actually able to achieve the most important goal for the Bahraini and Libyan users as indicated by the results of the study.
2. 16.7% of the sample believes that Facebook achieved entertainment for them. This is, of course, due to the large number of applications associated with this function although the site was found mainly as a virtual social network for the purpose of making communication between humans.
3. 26.2% of the respondents believe that the site allows them to express their opinions and beliefs, and by a simple comparison of this result with the rest of the results associated gratification, we find that the site achieves gratification for a significant proportion of young Bahrainis and Libyan registered in it, other than making friendships, or entertainment.
4. 27.6% of the respondents believe that the site achieves the gratification of joining various groups and pages. According to the study sample, gratification associated with the rest of uses can be achieved; where the site can provide a variety of options regarding friendship formation, especially with those who share the same interests and attitudes. It also allows different users to join different groups and pages to form what looks like social or cultural organizations. The user feels that he achieves self realization by joining and interacting with the rest of the members, and by doing some associated activities.

Table No. 11: Shows the Extent of Support and Opposition of the Facebook for Community Values

Contradiction with Values	Bahrain University				Tripoli University				Total	
	Males		Females		Males		Females		Fr	%
	Fr	%	Fr	%	Fr	%	Fr	%		
Doesn't Contradict	84	21.4	70	19.6	112	29.7	56	16.4	322	21.9
Contradicts	98	25.1	105	29.5	56	14.8	112	32.6	371	25.3
Contradicts to some extent	210	53.5	182	50.9	210	55.5	175	51	777	52.8
Total	392	100	357	100	378	100	343	100	1470	%100

Table No. 11. Above reveals that:

- 25.3% of the sample finds that Facebook opposes the culture and values that characterize the study sample society, particularly with regard to the relationship between the sexes, and some published materials that contradict the teachings of Islam. The respondents believe that the site has destroyed everything related to the values and ethics of the youth, because they use the same applications used by their peers in China or the United States. This means that the site does not take into account the specificities of each society. Many site contents, however, not only oppose, but also attack the prevailing values in conservative and religious societies; as the goal of those who control the site is to mold its users, and push them to live according to a globalized pattern.
- 52.8% or half of the sample believe that services provided by the site may conflict with the culture and values prevailing in the study sample communities, in a sense that there are services provided by the site that do not contradict with the aforementioned values. Communication with friends and family is the core value prevailing in these societies; for example, the use of the site for helping others is a noble and genuine value of the society.
- 21.9% of the sample researched believes that the site does not completely oppose the local culture and values of their societies; this stratum constitutes a minority compared with those who assert Facebook opposition for the culture and values of the society. They believe that the way the site applications are used determines whether the site will oppose the values and culture prevailing in the society. The site does not impose a pattern of specific use users, and does not push them, for example, to engage in sexual relationships, or join groups that promote incompatible ideas which contradict these values.

Table No. 12: Shows the Possibility of Dispensing Facebook

Dispensing the Site	Bahrain University				Tripoli University				Total	
	Males		Females		Males		Females		Fr	%
	Fr	%	Fr	%	Fr	%	Fr	%		
Yes	28	5.1	63	16.6	28	9.1	63	21.3	168	11.5
No	525	94.9	315	83.4	280	90.9	185	78.7	1302	88.5
Total	553	100	54	100	308	100	231	100	1470	%100

Table No.12 above shows that:

- 88.5% of the sample believes that the conflict between Facebook and the values of the society will not cause them to abandon it, though it may oppose, in some respects the culture and values of the society. Although they are fully convinced with this truth, they support those who say that the way the site is used determines whether the Facebook opposes the culture and values of the society or not. Of course, there are those who use the site in a way that may conflict with the culture and values of the society.

Table No. (13): Shows the young Bahraini- Libyan Opinion in the Virtual Reality of the Facebook

Virtual Reality	Bahrain University				Tripoli University				Total	
	Males		Females		Males		Females		Fr	%
	Fr	%	Fr	%	Fr	%	Fr	%		
Complementary to--	210	42.3	63	20.1	126	35.2	98	32.5	497	33.8
A substitute	84	16.9	119	37.7	77	21.5	104	30.2	371	25.3
Not a substitute	203	40.8	133	42.2	154	43.3	112	37.3	602	40.9
Total	497	100	315	100	357	100	301	100	1470	100%

Table no.13 above reveals that:

- 25.3% of the study sample, a significant proportion, believes that the virtual reality provided by the Facebook was for them a substitute for the actual reality. This figure reflects serious implications. When this number of respondents acknowledges this fact, it becomes a sign of calling for more depth in the study, and also a call for asking whether the Facebook site really provides all gratifications obtained by young people through their practices of activities associated with the real social interaction, or this is the result of addiction caused by using this site, or is it an escape from reality of life away from the internet? This percentage increases in the University of Bahrain, which is witnessing high use of Facebook, particularly among female respondents.

2. 33.9% of the respondents believe that virtual reality completes the actual reality as it contributes in obliterating time and place barriers and combines geographically far apart people. Facebook, however, provides an appropriate environment in which Libyan youth express their opinions with very limited margin of control, in addition, it allows them to bloc in virtual groups which may resemble the role played by real organizations; but this self-expression and grouping should be reflected on the ground. This means that the role of Facebook remains only supplementary to reality. It can be resorted to when time and space or other barriers impose that.
3. 40.9% of the sample researched thinks that Facebook site is not an alternative for the social reality in which they live without the Internet. The sample also confirms that virtual reality can not be an alternative for the real fact although it may provide an atmosphere similar to social life which we know. The respondents believe that writing and chatting with friends cannot match sitting in a café as this default reality lacks intimacy and embodiment. The electronic kisses remain just electronic kisses and remain phrases of virtual representations on the internet.

Table No.14: Shows the Possibility of Replacing the Social Reality by its Default Counterpart on the Facebook Site

Virtual substitute for actual reality	Bahrain University				Tripoli University				Total	
	Males		Females		Males		Females		Fr	%
	Fr	%	Fr	%	Fr	%	Fr	%		
Margin of Freedom Narrow	35	38.4	63	64.2	28	33.3	49	50.1	175	47.2
Site Services Excellent	14	15.4	14	14.4	14	16.6	7	7.1	49	13.2
Other Reasons	42	46.2	21	21.4	42	50.1	42	42.8	154	39.6
Total	91	100	98	100	84	100	98	100	371	100%

Table no 14 above shows that:

1. 47.2% of respondents believe that the social default reality in Facebook is a substitute for the actual social reality, due to the narrow margin of freedom in reality away from the Internet; as it is not allowed for them, for one reason or another, to express their views freely, while the Facebook allows them easily to do that.
2. 13.2% of respondents view virtual reality on Facebook as a substitute because of the unique services offered by the site.
3. 39.6% of respondents said that other reasons made them adopt this view. It might be their living conditions, or their family surroundings, or otherwise.

The result that we have reached with regard to the motives of this category is the belief that the default reality on the Facebook site is an alternative to the actual reality not because of the site nature, or the services it provides, but due to other factors that can be attributed mainly to the attempt to escape from the real life which they suffer from for one reason or another. This is, in fact, what made them adopt the Facebook virtual life.

1- There are significant statistical differences at the variables of age and motives of young university students using Facebook.

Table No. (15) : Shows Means, Standard Deviation and "T" Test for the Effect of age on the Motives for using of Facebook

	Age	Mean	Standard Deviation	"T" Value	Statistical Significance
Degree of influence by using Facebook	20-18	2.89	0.877	6.096	.000
	24-21	2.52	0.958		

To verify the validity of this hypothesis, means and standard deviations for the motives of using Facebook by university students according to the variable of age was calculated. To find out the statistical differences between the means, "T" test for independent data was used. Results showed that there are significant statistical differences at α 0.05 attributed to the age variable for the advantage of age category 18-20 years.

2. There are significant statistical differences at the variables of nationality and young university students' degree of influence by using Facebook.

Table (16): Shows Means, Standard Deviations and "T" test for the Variable of Nationality and the Degree of Influence by using Facebook

	Nationality	Mean	Standard Deviation	"T" Value	Statistical Significance
Degree of influence by using Facebook	Bahrain University	2.50	0.878	5.296	.000
	Tripoli University	2.92	0.958		

To verify the validity of this hypothesis, means and standard deviations for the motives of using Facebook by university students according to the variable of nationality was calculated. To find out the statistical differences between the means, "T" test for independent data was used. Results showed that there are significant statistical differences at α 0.05 attributed to the age variable for the advantage of the Libyan Tripoli University.

Table No. (17): Shows Means, Standard Deviations and "T" Test for the Impact of Sex on the Degree of Influence by Using Facebook

	Sex	Mean	Standard Deviation	"T" Value	Statistical Significance
Degree of influence by using Facebook	Male	2.89	0.977	5.296	.000
	Female	2.12	0.968		

To verify the validity of this hypothesis, means and standard deviations for the motives of using Facebook by university students according to the variable of sex was calculated. To find out the statistical differences between the means, "T" test for independent data was used. Results showed that there are significant statistical differences at α 0.05 attributed to sex variable for the advantage of males.

1. There are significant statistical differences at the variables of sex and the young university students' degree of influence by using Facebook.

Study Results

This study aimed at identifying the Bahrain and Tripoli University students' uses of the Facebook site, and the gratification achieved by, because it is a phenomenon that rapidly spreads around the world, and doubles its users' number from one year to another; it also proves superior over all competing social networks like MySpace. The Study concluded the Following:

1. The Facebook site introduces a new type of contact. It depends on a thorough examination of the data and ideas of its users for the ongoing development of its services. This is positively reflected on its progress compared with other sites that offer the same services.
2. The study concluded that Bahraini- Libyan youth extensively use the Facebook site. This is an indication for its wide spread despite spread variation and speed from one country to another.
3. A significant proportion of young Bahraini- Libyan study sample believe that the site offers excellent services. It depends on simplicity of form, besides the great and effective applications offered to its users, especially when the site opens the way for developers from all over the world to propose applications appropriate to the qualities of the communities to which they belong.
4. The results indicated that the main objective for the use of Facebook site by the Bahraini and Libyan study sample is to make friendships, and to stay connected with friends, in addition to entertainment and recreation. They also use the site to express freely their opinions and beliefs away from traditional control mechanisms, as well as to join groups and pages that reflect their multiple interests. They join these pages to form a bloc with the rest of the group or page members.
5. Gratification achieved for the Bahraini -Libyan youth by the Facebook is to help them make friends and stay connected with friends, in addition to entertainment. This is due to the large number of applications associated with this function. The Facebook satisfy the Bahraini- Libyan youth's need to express their views and beliefs.

6. The young Bahraini –Libyan feel that they achieve self realization when they join and interact with the members of a bloc that looks like social, political, or cultural organizations. This result reflects the site ability to meet the Bahraini Libyan youth's need to gather in groups through which they engage in some roles that give them a sense of importance.
7. The young Bahraini- Libyan study sample recognizes that the site may be in conflict with the culture, values and principles prevailing in their societies, but even though they will never dispense with the site, as they are convinced that their use pattern is the one which determines whether the site actually opposes culture and recognized values of the society, or not.
8. A significant proportion of the young Bahraini- Libyan study sample views the virtual reality on the Facebook site as an excellent alternative for the reality in which they live without the internet. This is a serious indication of what can be described as addiction cases of patients on the site; where the young people prefer to live a default reality away from natural life. The rest of the Bahraini - Libyan youth believe that virtual reality on the site is an extension of actual reality, where it enables the default social reality of jumping on the barriers of time and place.
9. There are frequent justified and unjustified barriers imposed on the Bahraini- Libyan youth of the study sample. And the ability of those in charge of Facebook site to understand the pattern of human thinking, besides the large number of services and applications offered by the site, in addition to the growing numbers of those who daily sign in, as well as other factors that led Bahraini- Libyan youth to use Facebook in this way.
10. It is expected that the direct and obvious results for the young Bahraini- Libyan use of Facebook site will appear in the medium and long run, as the researchers only found out in this study, what can be described as indicators of the Libyan youth use of the Facebook and the gratifications they achieved from this site

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