

Impact of Social Networks on Interpersonal Communication of the Students University College Irbid Girls: Facebook as a Model

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Abstract

The aim of this study was to investigate the impact of the social networks on the interpersonal communication of the students University College Irbid girls. To achieve the objective of the study, the researcher used the descriptive and analytical method to analyze the data of the study. The study sample consisted of 296 female students. The study found out the following results:

- There is a statistically significant relationship between the use of Facebook and the number of hours used and the interpersonal communication of the students.
- There is no statistically significant difference related to the impact of the use of Facebook on the interpersonal communication of the students due to the monthly income, specialization, and the academic level at the significance level (0.01). Yet, there is a statistically significant difference related to the impact of the use of Facebook on the interpersonal communication of the students due to the place of residence.
- The Facebook affects the behavior of students at the University College Irbid girls because it reduced the desire the interpersonal communication of the students with others.

Key words: Facebook; Interpersonal communication of the students; University College Irbid girls

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1. INTRODUCTION

The present age is featured as the era of information and communication revolution. All of the globe becomes a single electronic village as a result to the World Wide Web, which effectively contributed with the interaction between people of different cultures. In addition, it is noticeable that the community group that uses the social networking more than others is the youth. That would be attributed to cultural, scientific, social, political, and entertaining purposes among others. However, it seems striking that the extensive use of the social networks by these young people reduces their personal interaction with other members of the community. In addition, the interpersonal communication is one of the most important types of communication that are held between the sender and receiver with a face-to-face meeting such as: lectures, interviews, and seminars. Further, the interpersonal communication is regarded as the most common type of the influential and persuasive contact because it moves in two directions from the sender to the receiver and vice versa. It has an immediate response. It is also characterized by the presence of the human senses. It is a necessary and essential process to strengthen the human relations between people, individuals, groups, institutions and peoples, taking into account that no nation can live without it with no regard to information technology (Abu Arqoub, 2011, pp.121-125).

1.1 The Problem of the Study

The problem of the study is determined in that the social networking sites have positive and negative effects. This study, therefore, is interested in determining whether “Facebook” as a social networking site has a positive or negative impact on the interaction of students University College Irbid girls with friends and others.

1.2 The Significance of the Study

This study is of paramount importance because it is one of

the first studies that shed light on the impact of “Facebook” on the interpersonal communication of students University College Irbid girls so as to determine the patterns of the interpersonal communication between the college students and others.

1.3 Objectives of the Study

The aim of this study was to identify the following:

- The social and economic characteristics of the study sample.
- The impact of the use of Facebook on the interpersonal communication of students University College Irbid girls.
- The existence of statistically significant differences to the effects of Facebook on the interpersonal communication with other members of society due to the variables of monthly household income, college and school level, and place of residence.

1.4 Hypotheses

A. There is statistically significant effect of the use of Facebook and interpersonal communication with others

B. There are no statistically significant effects between the number of hours of using Facebook and interpersonal communication with others.

C. There are no statistically significant effects between the study variables monthly income, college and school level, place of residence of the Facebook users and interpersonal communication with others.

1.5 A Review of Related Literature

There are several studies that have addressed the impact of social networking sites such as Facebook on the interpersonal communication of youth and on their academic achievement including the following:

Aren Karbnsky (2010) aims at identifying the impact of the use of Facebook on the academic achievement among the students of universities. This study has been applied on 219 university students. The results showed that the grades obtained by students who are addicted to the Internet and Facebook use is much lower than those grades gained by their counterparts who do not use this site. The results also showed that the more time spent by the university student to browse this website affects negatively the students' grades in exams. In addition, the results show that people who spend more time on the Internet devote less time to study; pointing out that each generation has its unique concerns. The study indicates that this site allows the user to “chat”, solve puzzles, and express his/her opinion on a lot of things in addition to finding new or old friends. The results show that (79%) of college students surveyed admitted that their addiction on Facebook has a negative impact on the academic achievement.

Mecheel (2010) identifies the impact of the social networking on the social relations. It has been applied on the total sample of (1600) young users of social networks in Britain, The results showed that more than half of

the adults who use the sites, including (Facebook and Youtube) admit that they spend more time on the internet more than on the real friends or with family members. The study also undertakes that they do not talk much by phone, do not watch TV a lot, and do not play many computer games. The study showed that about 53% of those who participated in the survey state that the social networks of Internet change their lifestyles. The study revealed that half of Internet users in the UK are members of social networking sites, as compared to (27%) only in France, 33% in Japan, and (40%) in America.

Eversave (2009) shows that 85% of women are subjected to harassment on Facebook. The results also show that 80% of women are affected by habits employed on Facebook. In addition, (85%) of women of the study sample express their upset because of their boyfriends and friends on Facebook. The aspects which upset them vary. Complaints have always been one of the most things that annoy these women with (63%), followed by the exchange of political views by (42%), and bragging and claiming a better life by (32%). The study also reveal that 91% of the women express their appreciation for the great role of Facebook in their lives due to the possibility of exchanging and sharing videos and pictures of their friends. Further, (67%) of these women express their appreciation for the admirable ability of Facebook to reunite friends especially those who have not ever met.

Shim, Young Soo (2007) identifies the impact of the Internet on the face to face communication of teenagers. The study aimed to determine the relationship between high school students' use of Internet and face-to-face communication with family members and their friends at Carpnadel school in the state of Illinois, USA. (405) questionnaires have been distributed to a sample of students. The study found out that the Internet influences the behavior of students because it reduced the desire to connect personal, face-to-face communication with their families and friends.

Kandari and Al Qasha'an (2001) determines the relationship of Internet with the social isolation of students at Kuwait University. The study aimed to determine the relationship of the Internet with the social isolation among the students of the University of Kuwait. This study tried to focus on the main aspects and the social impacts of the use of the Internet among a (597)-student sample of students from the University of Kuwait. It aims at laying down the impact of the use of this technology on the social isolation because it is considered a dimension of the social alienation. The study found out that (47%) of the study sample of Internet users have been taught on their own without any help. Yet, (25%) of them have been taught by the friends. In addition, there are some gender differences in the average number of hours using the Internet in favor of males. The study also found out a positive correlation between the length of time for the use of the Internet and the social isolation.

Otaibi (2008) aimed to identify the impact of Facebook on the universities students of Saudi Arabia. The prevalence of the use of Facebook among the universities students of Saudi Arabia amounted to 77%. The study concluded that Facebook has achieved what other media have not done and that the use of Facebook has had a personal impact on more than other media.

This study is distinguished from other previous studies in that it is one of the first studies conducted on the students of Irbid university College to determine how the impact of social networks is on their behavior in terms of interpersonal communication with others.

2. CONCEPTS OF THE STUDY

- Social networking sites: A system of electronic networks that allow the participant to create a site of his own and then get it linked through a social and electronic system with other members of same interests and hobbies (Radi, 2003, p.23).

- FaceBook: is one of the most famous sites of online social founded by a student at Harvard University in 2004. The number of its users is more than (75) million users, valued (159 billion dollars (Abdullah, 2007, p.6).

2.1 Study Methodology and Procedures

A. Methodology: The study used a descriptive analytical approach that reflects the phenomenon under study quantitatively and qualitatively, which “is restricted only with the described phenomenon but goes beyond that to analyze and detect relationships between different dimensions for interpretation and access to general conclusions contributing to improve and develop it” (Abu Fotouh, 1996, p.54).

B. Population of the study: The study population consists of all students of Irbid University College, enrolling in the first semester of the academic year 2012/2013. Their number is (3000) undergraduate students according to the statistics and the Admission and Registration Unit in the college.

C. The study sample: The sample was selected intentionally and composed of (300) students at the beginning of the study, out of (3000) representing (10%) of the study of various disciplines in the College, enrolling in the first semester of the academic year 2012/2013. After checking questionnaires, the researcher found out that 296 questionnaires are suitable for statistical analysis out of 300. The final sample was (296) college students. The sample was selected of the students who use social networks, particularly Facebook.

D. the study tool: the questionnaire has been designed for the purposes of the study consisting of two parts: the first part includes the independent variables such as age, specialty, place of residence and income. The second part includes the effects of social networks on the students, containing 69 items.

E. Validity and Reliability: the questionnaire in its initial stages was presented to a group of arbitrators and specialists from different Jordanian universities who are interested in the subject of study so as to ensure the validity and reliability of each item and to determine how they relate to the objectives of the study and hypotheses. The items with less than 80% have been deleted, and some were amended. In terms of the reliability of the questionnaire, the equity way was used. In detail, 25 questionnaires were distributed and redistributed after two weeks from the date of the first distribution on the same group. The computer was used to determine the correlation coefficient of the results by Pearson equation. The value of consistency was 85%, which means that this questionnaire is suitable for the purposes of this study.

F. limitations of the study

- The Spatial domain: Irbid University College for girls which is a branch of the university of Balqa was used as a place to conduct the study, and the reason for this is that the researcher is working as a faculty member at Balqaa Applied University. This facilitates the process of collecting data and selects college students from different urban, desert, and rural environments. The college also includes a variety of disciplines (scientific and human). The human domain: the study sample consisted of three hundred students, which stands for (10%) of the total number of female students in the college.

- The time domain: This study was carried out during the first semester of the academic year 2012/2013.

- The Statistical methods used in the study: data were collected for this study out of the target sample, encoded, entered into a computer and processed using Statistical Program for Social Sciences (SPSS). To answer the study questions and hypotheses, the descriptive statistics has been used to determine the percentages, averages and standard deviations of each item related to the impact of Facebook on interpersonal communication and face-to-face interaction with others. The study used test chi square (χ^2) to find the level of significance or moral relationship and to analyze the relationship between the use of Facebook and interpersonal contact and between Facebook and subjects. In addition, Pearson correlation was used between the number of hours in the use of Facebook and interpersonal contact with others face-to-face with friends outside the university. The level of statistical significance (0.05) was adopted as the maximum. Thus, if the level of significance is (0.05) or less, there are statistically significant differences, but when the level of significance is greater than (0.05), there are not any statistical differences.

3. RESULTS OF THE FIELD STUDY

3.1 First: The Characteristics of the Study Sample

Table 1
The Relative Distribution of the Sample Subjects on the Variables of the Study

The variable	Categories	Repetition	%
Family monthly income	100: less than 200	81	27.3
	200: less than 400	161	54.0
	More than 400	55	18.7
	Sum	296	100
Faculty	Scientific	148	50.0
	Human	148	50.0
	Sum	296	100
Academic level	first	66	22.3
	Second	74	25.0
	Third	93	31.3
	Fourth	63	21.3
	Sum	296	100
Residence place	Village	181	61.0
	City	111	37.3
	Badia	4	1.7
	Sum	296	100

Table 1 shows that (27.3%) of the subjects indicated that their family's monthly income is from 100—less than 200 dinars, and (54%) from 200—less than 400, and (18.7%) from 400 or above. The table shows that 50% of subjects are from scientific majors and 50% are from human majors. As for the study level, the number of students the first year is (66) by (22.3%) of the total overall sample, and the second year (74) by (25%), third year (93) by (31.3%), and fourth year (63) by (21.3%) of the total sample.

Table 2
Distribution of the Sample According to Place of Using Facebook

Place of using internet	No	%
Home	220	74.3
College	66	22.3
Neighboring home	2	0.65
Friend's home	6	2.1
Internet café	2	0.65
Sum	296	100

Table 2 indicates that (74.3%) of the subjects using Facebook at home, (22.3%) in college, (0.65%) in neighboring home, (2.1%) in friends' home and (0.65%) in Internet cafes.

Table 3
Distribution of the Sample According to the Number of Times of Using Facebook

Times of using Facebook	Nno	%
Many times per day	165	55.7
One time per day	66	22.3
3-4 times per day	65	22.0
Sum	296	100

Table 3 indicates that (55.7%) of the subjects use Facebook several times a day, (22.3%) uses it once a day, and (22.0%) uses it 3-4 times a day.

Table 4
Averages and Standard Deviations of the Qualitative Characteristics of the Sample in Terms of Age and the Length of Time of Spending in the Use of Facebook

Item	Average	Standard deviation
Age	21	1.71
How long have you used facebook?	3	2.15
How many hours have you used facebook?	2	2.34
How many hours have you contact face-to face with family members?	4	4.54
How many hours have you contact with friends?	2	2.49

Table 4 shows that the average age of the target sample is (21) years, and they are using Facebook for a 3-year period. They use it three times a day. The personal contact with the family face-to-face is (4) hours, while contacting friends outside of the university is (2) hours. This may reduce personal contact with family and friends, and thus the use weakens the social relations with others.

Table 5
Distribution of the Sample According to the Importance of the Topics that They Deal with When the Use Facebook in a Descending Order

No	Item	Average	Standard deviation	The importance of the subject involved
15	Finding teaching information sent to me by friends and help me make research	3.93	1.73	Big
16	Finding scientific information sent to me by friends	3.89	1.76	Big
13	Following my hobbies	3.57	1.88	Big
9	Reassuring news of girlfriends through chatting	3.55	1.77	Big
14	Searching various news	3.55	1.77	Big
7	Listening to news	3.41	1.96	Low
6	Using games	3.24	1.79	Low
8	Downloading dongs	3.04	1.90	Low
1	Sending and receiving Emails and messages	2.95	2.04	Low
5	Following medical news	2.95	1.62	Low
3	Sending messages	2.79	1.82	Low
4	Following sporting news	2.09	1.44	Low

Table 5 shows that the most important topics that students deal with when using Facebook are represented in items (15:16:13. 9) with averages higher than (3.5), respectively. Conversely, the rest of the items of the questionnaire are with averages less than (3.5) which means that they are not important from the viewpoint of the study sample subjects.

Table 6
Percentages of Increase or Decrease of Using Facebook When the Subjects Conduct the Following Activities

No	Item	The activity increases the use	Not changed	The activity reduces the use
1	Face to face contact	12.1	35.6	52.3
2	Personal contact with friends	17.7	28.9	53.4
3	Telephone contact with family members	37.2	50.5	12.3
4	Watching TV	14.7	33.8	51.1
5	Reading newspaper	22.1	33.4	44.4
6	Reading magazines	22.6	33.7	43.8
7	Listening to radio	22.0	36.6	41.4
8	Doing exercises	21.1	32.1	46.8
9	Listening to cassettes	25.7	32.8	41.5
10	Doing university homework	32.7	37.9	29.4

Table 6 shows the effects of Facebook on the behavior of the sample subjects as it has reduced the contact of the sample subjects with others face-to-face, as well as their contact with friends face-to-face, which means that the Internet has a major role in influencing the pattern of interpersonal contact in terms of reducing the social relations, both with friends or with family members.

Table 7
Averages and Standard Deviations of the Degrees of Agreement of the Study Sample on the Expression of the Question Item About The Effects of Facebook in a Descending Order

No	Item	Average	Standard deviation	Agreement degree
1	Facebook helps me to socialize more	3.61	1.10	Big
2	Facebook helps me take part in local community activities	3.49	1.10	Big
3	Facebook helps me have more friends	3.38	1.20	Big
4	Facebook enables me contact my friends	3.12	1.19	Big
5	Facebook helps me contact with family members	2.69	1.05	Big

Table 7 shows that the effects of Facebook on the study sample. It was found out that the first four paragraphs respectively are with an average higher than (3), which means that Facebook has a significant positive impact in their lives. In contrast, Facebook had a negative impact on the subjects in item (5). This means that Facebook has in general an impact on the study sample.

3.2 Second: Testing Hypothesis

Table 8
The Relationship Between the Motives of Using Facebook and Communicating With Others

Item	Chi square	Freedom degrees	Statistical significance
Facebook helps me contact with others	**33.4	6	0.001
Facebook helps me be away from family members	**30.1	6	0.001
Facebook is used because it is easy to contact with others	**31.2	6	0.001

• Statistically significant at the level of less than 0.01

A. The first hypothesis “There is a statistically significant relationship between the use of Facebook in general and interpersonal contact with the family members and others”.

To ensure the validity of the hypothesis, Chi square (χ^2) was used to find out the level of significance between the use of Facebook and communication with others. The results showed that there is a statistically significant relationship between the use of Facebook and communication with others, which confirms the validity of the first hypothesis.

Table 9
The Relationship Between the Use of Facebook and Communication With Others

Item	Correlation coefficient	Statistical significance
Personal contact with family members face to face	0.118-	0.067
Contacting friends outside the university	**0.230	0.001

* Statistically significant at the level of less than 0.01

B. The second hypothesis “there is a significant statistical relationship between the number of hours of using Facebook and the personal contact with friends outside the university.”

To make sure of the validity of the hypothesis, Pearson correlation coefficients were used between the number of hours of using Facebook and family and personal contact face-to-face and contact with friends from outside the university. The results showed that there is a statistically significant relationship between the number of hours of using Facebook and family and personal contact face-to-face and contact with friends from outside the university, which, in turn, confirms the validity of the second hypothesis.

Table 10
The Relationship Between the Variables of the Study and Interpersonal Contact With the Family Members and Others

Variable	Chi value	Freedom degrees	Significance level	Significance nature
Monthly income	30.61	21	0.080	Insignificant
College	22.63	15	0.092	Insignificant
Academic level	11.78	9	0.227	Insignificant
Residence place	27.32	9	**0.001	Significant

* Statistically significant at the level of less than 0.01

C. Third hypothesis: There is a statistically significant relationship between the variables of the study (monthly income, college, academic level, and place of residence) for Facebook users and personal contact with the family members and others.

To verify the third hypothesis, chi square (χ^2) results indicated that there is no statistically significant relationship between the variables of monthly income, college, academic level for Facebook users and personal contact with the family members and others at the significance level (0.01). Yet, the results showed a statistically significant relationship between the variable of the place of residence for Facebook users and the interpersonal contact with the family and others at the significance level (0.01).

3.3 Third: The Discussion of the Results

The results are discussed in light of the study objectives and hypotheses. The results of the study showed the following:

There are statistically significant relationships between the use of Facebook and interpersonal contact with the family and others and the number of hours of using Facebook and interpersonal contact with the family members and others, which confirms the validity of first and second hypotheses. The views of the study sample towards the effects of Facebook on the personal contact were positive, meaning that the results of the statistical analysis showed that the use of Facebook makes it easier for the subjects to communicate with others. However, Facebook affects the interpersonal contact with the family in that it helps to reduce the interaction of the sample families. This is a logical and acceptable result due to the researcher, given that the subjects live in a social environment in which there are some requirements of modern life such as technology and Internet. This result agrees with the actual reality of the young university as the follower of this life finds that it is full of problems and psychological distress which get these young use the Facebook to spend their leisure time with those they love or escape from family control and restriction:

A. There is no statistically significant relationship between the variables of monthly income, college and academic level to Facebook users and personal contact with the family members and others at the significance level (0.01). This is a logical consequence to some extent because Facebook has become accessible to all people at any time with no regard to the income, the college, majors. All disciplines students can use it with no regard to academic level.

B. There is a statistically significant relationship between the variable of place of residence to users of Facebook and personal contact with the family and others at the significance level (0.01). This result is also logical because the geographic area of the subjects has an impact on their use of Facebook. For example, girls from Badia have no internet service although there are a few. And vice versa for the students of urban areas where the service is available, which means the possibility of their use of Facebook in any time they want.

3.4 Fourth: Recommendations

A. Young people should be warned against the use of Facebook in the negative issues that may affect family relationships between students and members of their families, so it must be emphasized on the preventive side and awareness of the importance of Facebook and its effects on social relationships for young people.

B. The work of future studies for different age groups to determine the extent of the impact of Facebook on young people to develop the right policies to use Facebook.

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