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The Role of Modern Means of Communication in Bringing about Social Change for Rural Youth in the Village of AI-Houd Al-Fawqani of the Qayara sub-district / Nineveh / Iraq

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Abstract— *The research aims to identify the role of social media in bringing about social change among rural youth in the village of Al-Houd Al-Fawqani, which belongs to the Al-Qayyarah sub-district, in general; to rank the domains of social change according to their priority; to rank each item within each domain of social media according to its relative importance; and to find the correlation between the level of the role of social media in bringing about social change and some independent variables, namely (age, educational attainment, occupation, income level, duration of internet use, and the type of communication medium most used). To obtain the research data, a questionnaire consisting of two parts was adopted: the first part concerns the respondents' personal information, and the second part comprises a scale of the role of social media in bringing about social change among rural youth in the village of Al-Houd Al-Fawqani of the Al-Qayyarah sub-district, which included (60) items distributed over six domains with (10) items in each domain. The response alternatives were (strongly agree, agree, neutral, disagree, strongly disagree), which were assigned the numerical codes (5, 4, 3, 2, 1) respectively. After confirming the face validity of the questionnaire, reliability was measured using Cronbach's alpha, and the reliability coefficient reached (0.96). The research covered the rural youth in the village of Al-Houd Al-Fawqani of the Al-Qayyarah sub-district in Nineveh Governorate, who numbered (394) persons; a simple random sample of (197) respondents, about (50%), was drawn. The data were analyzed, after being coded and tabulated, using SPSS.*

The results showed that the level of the role of social media in bringing about social change was medium tending toward high, which means that rural youth have realized the importance of social media in bringing about social change, in a way that contributes to developing their knowledge, experience and skills and achieving their desired goals. The results also showed that the economic and occupational domain ranked first with an arithmetic mean of (40.48). The items (Modern means of communication contribute to increasing my acceptance of modern ideas that suit the needs of the rural community), (Modern means of communication help me form new social relationships with people from different communities), (Modern means of communication help me distinguish between useful social customs and customs that need development), (Modern means of communication contribute to increasing my knowledge of job opportunities available inside and outside the village), (Modern means of communication help me recognize the importance of keeping the rural environment clean), and (Modern means of communication contribute to increasing my interest in preserving public property and facilities in the village) occupied the first ranks in all research domains. The results also showed no significant correlation between the role of modern means of communication and the variables (age, educational attainment, and income level), whereas a significant correlation appeared between the role of modern means of communication and the variables (occupation at the 0.01 significance level, duration of internet use at the 0.05 significance level, and the type of communication medium most used at the 0.05 significance level).

Based on the research results, the researcher recommended that the Ministry of Agriculture increase its use of social media to spread social, cultural and economic awareness among rural youth in the research area, and that the Directorate of

Agriculture organize awareness campaigns through social media aimed at developing the cultural knowledge and skills of rural youth, so as to benefit from digital educational resources in raising the cognitive and cultural awareness of rural youth.

Keywords— role, social media, rural youth, social change.

I. INTRODUCTION

Social change is one of the fundamental scientific phenomena that accompany the development of human societies as a whole, as it encompasses all the transformations that occur in the social structure and in the patterns of relationships, values, attitudes and behaviors prevailing among rural people, especially rural youth, as a result of the continuous interaction between the economic, cultural, technological and environmental factors facing rural youth (Tarrad, 2024, 26). Means of communication are among the influential factors in transmitting information, ideas and experiences between individuals and groups, in addition to contributing to the formation of social attitudes and to changing their ideas, in developing patterns of thinking and interacting with all developments in social change (Al-Daqs, 2019). The importance of this role has grown with the rapid developments in information and communication technology related to social change, which have given rural youth wider opportunities to communicate, exchange knowledge and take part in various social, economic and cultural activities (Rogers, 2003).

The great development in modern communication technology, especially with the spread of the internet, has led to the emergence of a new reality worldwide. As a result, a search began for means of communication among members of the rural community, especially the youth, which led to the rise of social networking sites, through which individuals interact in a virtual world that influences human, social and cultural reality. Social networking sites have imposed themselves on every rural family as a means of communication at low cost and in less time (Sadiq, 2018). Over recent decades, means of communication have undergone qualitative developments represented by the wide spread of smartphones, internet networks, social networking sites and digital applications, which has contributed to changing the nature of human communication from traditional communication, limited by time and place, to interactive communication that allows information to be exchanged quickly and continuously (Al-Mansour, 2023). The influence of these means has not been limited to facilitating communication; it has extended to the various spheres of social life by providing new opportunities for learning, work, social interaction, and access to services and information. In this context, digital technologies hold important potential for expanding economic and social opportunities and improving service delivery, although realizing their development benefits depends on the availability of the skills, institutions and conditions suitable for using them effectively (Khalifa, 2016).

Modern means of communication acquire special importance in rural communities because of the role they can play in reducing informational and social isolation, widening the scope of communication between rural residents and other communities, and providing opportunities to learn about modern experiences and practices in the fields of education, health, work, production and local development (Ayesh, 2017). They can also contribute to developing knowledge and positive attitudes, strengthening community participation and exchanging experiences, which makes them one of the means that help bring about social change and rural development. Nevertheless, the benefit from these potentials is not realized to the same degree among all members of the rural community, as it is affected by several factors, including educational level, standard of living, digital skills and the availability of telecommunications infrastructure (Al-Barq, 2024, 159).

Rural communities in Nineveh Governorate are important environments for the process of development that rests on the link between communication and social change, given that rural life is characterized by close ties with family relationships, social bonds and local customs and traditions, alongside the agricultural and economic activities that form part of the residents' daily lives (Al-Jabri, 2019). In light of the spread of modern means of communication and the diversity of their uses, there is a need to identify the nature of the role these means can play in bringing about social change within rural communities, especially among rural youth, whether in terms of developing social knowledge and culture or developing social relationships and interaction, in addition to the changes associated with the economic and educational aspects and their community participation (Al-Zain, 2017).

Given the growing use of modern communication technologies in modern societies, a new generation has emerged that no longer interacts with traditional media as much as it interacts with electronic media, called the network generation or the internet generation. From this standpoint, the role of modern means of communication in influencing family, social and cultural values comes into play (Al-Rawi, 2023, 95). Despite the many benefits that social media provide, they carry with them various challenges related to the spread of modern means capable of influencing the social relationships of rural youth: it has become easy to publish information without verifying its accuracy, which may greatly affect public opinion and negatively affect social

life, as some prefer digital interaction to direct communication, which may lead to a decline in interpersonal communication skills (Istaita, 2018). Despite the potential that modern means of communication offer in expanding opportunities for knowledge, learning, communication and community participation, the nature and levels of their effects may differ according to the type of medium used, and some patterns of use may be associated with undesirable social effects and with being influenced by certain behaviors that may not suit the nature of the local community (Al-Gharabi, 2020, 215).

In view of the possible disparity among rural youth in their opportunities to access modern means of communication, their ability to use them, and their ability to benefit from their content, the International Telecommunication Union (ITU, 2024) pointed to the continuing digital divide between urban and rural areas, which calls for studying the reality of the use of these means and their social role in rural environments through fieldwork, taking into account the local characteristics of the population. The problem also lies in the need to know whether modern means of communication contribute, from the point of view of rural youth, to developing their knowledge and social culture and to developing their relationships and interactions with others, as well as to influencing their values, customs and traditions and increasing their interest in education, awareness and participation in community and development activities, given that their role is still limited in some of these domains.

Accordingly, the absence of sufficient field information on the nature and level of this role makes it necessary to conduct a scientific study based on the opinions of the village residents, in order to diagnose the reality of the use of modern means of communication, reveal their relationship to the manifestations of social change, and identify the domains in which their use can be enhanced in the service of the local community. In addition, many modern scientific and social activities on communication media are still of limited use despite the scientific development in the field of communication, which weakens the orientation toward these means and thus weakens their adoption for developing the youth's knowledge and skills in a way that achieves their goals and suits the current labor market.

II. RESEARCH OBJECTIVES

1) To identify the role of social media in bringing about social change among rural youth in the village of Al-Houd Al-Fawqani, Al-Qayyarah sub-district, in general.
2) To rank the domains of the role of social media in bringing about social change according to their priority.
3) To rank each item within each domain of social media in bringing about social change according to its relative importance.
4) To find the correlation between the level of the role of social media in bringing about social change and some independent variables, namely (age, educational attainment, occupation, income level, duration of internet use, and the type of communication medium most used).

III. MATERIALS AND METHODS

The research was conducted in Nineveh Governorate, Iraq. The research population comprised rural youth aged between (18–25) years in the village of Al-Houd Al-Fawqani, which belongs to the Al-Qayyarah sub-district in Nineveh Governorate, with a total population size of (394). A simple random sample of (197) young people, a percentage of about (50%), was selected. To collect the data, a questionnaire consisting of two parts was prepared. The first part concerns the respondents' personal information, represented by (age, educational attainment, occupation, income level, duration of internet use, and the type of communication medium most used). The second part comprised a set of (60) items measuring the role of social media in bringing about social change, distributed over six domains with (10) items in each domain, namely: the cognitive and cultural domain; the relationships and social interaction domain; the social values, customs and traditions domain; the economic and occupational domain; the educational and awareness domain; and the community participation and rural development domain. The response alternatives were (strongly agree, agree, neutral, disagree, strongly disagree), assigned the numerical codes (5, 4, 3, 2, 1) respectively.

These items were prepared after reviewing previous research and literature on the subject. Face validity and content validity were established by presenting the questionnaire to a group of experts, referees and specialists in educational and psychological sciences at the College of Education for Human Sciences at the University of Mosul, a group of faculty members of the Department of Agricultural Extension and Technology Transfer at the College of Agriculture at the University of Mosul, and a specialist in agricultural engineering sciences at the University of Baghdad, in order to learn their observations and suggestions concerning the type of questions and to ensure the soundness of their wording and their clarity and suitability for

the level of the respondents. Their observations were taken into consideration by making some modifications to the items, rewording some of them and deleting others, and a threshold of 70% of the items, according to the experts' opinions, was adopted. To establish the reliability of the items, a sample of (30) respondents from the target population was taken as a reliability sample and excluded from the total population, and Cronbach's alpha was used to find the reliability of the scale; the reliability coefficient reached (0.96), which is an excellent value for the reliability of the scale. The most important statistical tools used in the research were obtained using SPSS version 26.

IV. RESULTS AND DISCUSSION

4.1 First: Identifying the Role of Social Media in Bringing about Social Change among Rural Youth in the Village of Al-Houd Al-Fawqani, Al-Qayyarah Sub-district, in General

To achieve this objective, the respondents were distributed into three categories using the range and the category length. The lowest value expressing the role of social media in bringing about social change was (169) and the highest value was (295). The arithmetic mean and standard deviation were also calculated, as shown in Table (1).

TABLE 1
THE ROLE OF SOCIAL MEDIA IN BRINGING ABOUT SOCIAL CHANGE IN GENERAL

Categories	Number	Percentage	Arithmetic mean	Standard deviation
Low role (169–210)	35	17.77	238.7	26.25
Medium role (211–252)	96	48.73		
High role (253–295)	66	33.5		
Total	197	100		

The results showed that the role of social media in bringing about social change was medium tending toward high. This means that social media have become an important part of daily life because of the opportunities they provide for communication and for exchanging information, ideas and experiences and learning about lifestyles, which has contributed to relative changes in some attitudes, behaviors and social relationships. Rural youth have also increasingly used social media to access information and interact with others outside the local social environment, which helped increase rural youth's awareness and perception of their openness to modern social ideas and practices.

4.2 Second: Ranking the Domains of the Role of Social Media in Bringing About Social Change According to Their Priority

To achieve this objective, the arithmetic mean and standard deviation were calculated for each domain of the role of social media in bringing about social change, and the domains were ranked according to their importance, as shown in Table (2).

TABLE 2
RANKING OF THE DOMAINS OF THE ROLE OF SOCIAL MEDIA ACCORDING TO THEIR IMPORTANCE

No.	Domain	Arithmetic mean	Standard deviation	Rank
1	Cognitive and cultural domain	34.83	6.01	6
2	Relationships and social interaction domain	39.69	6.18	4
3	Social values, customs and traditions domain	39.31	5.91	5
4	Economic and occupational domain	40.48	6.3	1
5	Educational and awareness domain	40.36	6.23	2
6	Community participation and rural development domain	40.08	6.52	3

The results showed that the economic and occupational domain ranked first among the other domains, with an arithmetic mean of (40.48) and a standard deviation of (6.30). This means that the economic and occupational aspects are directly linked to the daily life of rural youth and their livelihood needs, which makes them more interested in using social media to obtain information on job opportunities, improve income levels and learn about various economic activities and projects. Accordingly, the precedence of this domain over the others may indicate that the respondents view social media as a means that can be used to improve their economic conditions and develop their occupational activities, and not merely as a means of communication and entertainment. The cognitive and cultural domain, by contrast, ranked last with an arithmetic mean of (34.83) and a standard deviation of (6.01). This means that the nature of rural youth's use of social media may be dominated by communicating with others, following news and daily activities, and entertainment, more than by using them for learning, education and developing cognitive abilities. In addition, the differing educational and cultural levels among the respondents may be reflected in the nature of the content they follow and the extent of their benefit from it in developing their knowledge and changing their cultural attitudes. Moreover, rural youth's adherence to inherited customs, traditions and values may make change in cultural aspects slower than change in economic and occupational aspects.

4.3 Third: Ranking Each Item Within Each Domain of Social Media in Bringing About Social Change According to Its Relative Importance

To achieve this objective, the arithmetic mean and the percentage weight were calculated for each item in each domain and the items were ranked according to their importance, as shown in Table (3).

TABLE 3
RANKING OF EACH ITEM WITHIN EACH DOMAIN OF SOCIAL MEDIA

No.	Items	Arithmetic mean	Percentage weight	Rank
First: The cognitive and cultural domain				
1	Modern means of communication contribute to increasing my knowledge of social issues	3.91	78.27	5
2	Means of communication help me learn about new ideas and experiences that contribute to developing their daily lives	3.85	77.06	6
3	Modern means of communication contribute to increasing my awareness of the importance of bringing about change in the rural community	3.63	72.79	10
4	Modern means of communication help me learn about the cultures of other communities and benefit from their experiences	4.04	80.91	2
5	Modern means of communication contribute to developing my ability to distinguish between correct information and unreliable information	3.74	74.92	8
6	Modern means of communication help me acquire new knowledge related to solving the social problems that I face	3.93	78.68	4
7	Modern means of communication contribute to increasing my interest in following scientific and cultural developments in society	3.94	78.88	3
8	Modern means of communication help me form new opinions about some social issues	3.84	76.95	7
9	Modern means of communication contribute to increasing my acceptance of modern ideas that suit the needs of the rural community	4.08	81.62	1
10	Modern means of communication help me exchange cultural and cognitive information and experiences with others	3.74	74.92	9
Second: The relationships and social interaction domain				
1	Modern means of communication contribute to increasing my communication with relatives and friends inside and outside the village	3.78	75.74	10
2	Modern means of communication help me form new social relationships with people from different communities	4.17	83.45	1
3	Modern means of communication contribute to strengthening cooperation and mutual assistance among members of the local community	4.03	80.71	3
4	Modern means of communication help me take part in discussing social issues with others	3.92	78.58	7

5	Modern means of communication contribute to facilitating communication among family members when they are in different places	3.94	78.98	6
6	Modern means of communication help me exchange social experiences with residents of neighboring villages	3.88	77.77	8
7	Modern means of communication contribute to increasing the speed of communication with others when social problems occur	4.1	82.03	2
8	Modern means of communication help me learn about different points of view on social issues	3.97	79.49	5
9	Modern means of communication contribute to strengthening the sense of belonging to the local community through continuous communication with its members	3.99	79.9	4
10	Modern means of communication help me take part in online groups concerned with the village's affairs and problems	3.86	77.26	9
Third: The social values, customs and traditions domain				
1	Modern means of communication contribute to increasing my acceptance of some positive changes in social customs and traditions	3.87	77.56	9
2	Modern means of communication help me distinguish between useful social customs and customs that need development	4.04	80.81	1
3	Modern means of communication contribute to increasing my awareness of the importance of respecting the opinions of others despite their differences	3.93	78.68	6
4	Modern means of communication help me reconsider some traditional social practices	3.96	79.39	4
5	Modern means of communication contribute to strengthening the values of tolerance and understanding among members of society	3.94	78.98	5
6	Modern means of communication help me learn about modern methods of dealing with family and social problems	3.89	77.87	8
7	Modern means of communication contribute to increasing my interest in equality of educational and work opportunities among members of society	3.98	79.7	3
8	Modern means of communication help me accept youth participation in making decisions concerning the local community	3.98	79.8	2
9	Modern means of communication contribute to strengthening positive social values, such as cooperation, solidarity and respect for others	3.92	78.48	7
10	Modern means of communication help me achieve a balance between preserving authentic social traditions and benefiting from modern ideas	3.75	75.13	10
Fourth: The economic and occupational domain				
1	Modern means of communication contribute to increasing my knowledge of job opportunities available inside and outside the village	4.24	84.97	1
2	Modern means of communication help me learn about new ways to improve the family's income level	4.12	82.54	2
3	Modern means of communication contribute to increasing my interest in small income-generating projects	3.97	79.59	8
4	Modern means of communication help me follow the prices of products and goods in local markets	4.02	80.41	5
5	Modern means of communication contribute to developing my knowledge of modern methods of work and production	4.01	80.2	6
6	Modern means of communication help me learn about electronic marketing opportunities for local products	4.12	82.54	3
7	Modern means of communication contribute to increasing my interest in acquiring new professional skills	4	80	7

8	Modern means of communication help me benefit from the experiences of others in establishing small economic projects	4.06	81.32	4
9	Modern means of communication contribute to increasing my awareness of the importance of saving and organizing family spending	3.92	78.58	10
10	Modern means of communication help me learn about modern technologies that contribute to improving agricultural production and rural economic activities	3.97	79.59	9
Fifth: The educational and awareness domain				
1	Modern means of communication contribute to increasing my interest in learning and acquiring new knowledge	4.14	82.94	2
2	Modern means of communication help me access educational resources that are difficult to obtain by traditional means	3.85	77.06	10
3	Modern means of communication contribute to increasing my awareness of the importance of children continuing their education	3.98	79.8	8
4	Modern means of communication help me learn about modern methods in the teaching process and follow study programs	3.89	77.97	9
5	Modern means of communication contribute to increasing my knowledge of sound health practices and disease prevention	4.07	81.52	5
6	Modern means of communication help me recognize the importance of keeping the rural environment clean	4.16	83.25	1
7	Modern means of communication contribute to increasing my interest in participating in electronic educational programs and courses	4.08	81.73	4
8	Modern means of communication help me develop my skills in using digital applications and services	4.01	80.2	6
9	Modern means of communication contribute to increasing my awareness of the social and health risks associated with improper use of technology	4	80.1	7
10	Modern means of communication help me spread useful educational and awareness information among family members and the local community	4.13	82.64	3
Sixth: The community participation and rural development domain				
1	Modern means of communication contribute to increasing my knowledge of the problems and needs facing the village residents	4.12	82.44	3
2	Modern means of communication help me take part in discussing issues related to the development of local services	3.95	79.19	6
3	Modern means of communication contribute to increasing my interest in participating in volunteer initiatives inside the village	3.77	75.53	10
4	Modern means of communication help me communicate with the relevant authorities to present the problems facing the local community	4.17	83.55	2
5	Modern means of communication contribute to increasing my awareness of the importance of collective participation in implementing development projects	3.93	78.78	7
6	Modern means of communication help me learn about successful development initiatives in other rural communities	4.04	80.91	5
7	Modern means of communication contribute to encouraging me to cooperate with others in addressing social problems in the village	4.07	81.42	4
8	Modern means of communication help me follow the activities and programs implemented by service and development institutions	3.93	78.68	8
9	Modern means of communication contribute to increasing my interest in preserving public property and facilities in the village	4.18	83.65	1
10	Modern means of communication help me take part in proposing solutions and initiatives that contribute to improving the social and economic conditions of the village residents	3.87	77.56	9

The results showed the following:

1) **The cognitive and cultural domain:** The item (Modern means of communication contribute to increasing my acceptance of modern ideas that suit the needs of the rural community) ranked first with an arithmetic mean of (4.08) and a percentage weight of (81%). This means that social media play an important role in adopting modern ideas, since the ease of access to information and the diversity of its sources may enhance rural youth's acceptance of change, especially when these ideas are applicable and testable and are consistent with the values and actual needs of the rural community, which reflects the positive role of modern means of communication in preparing attitudes toward social change. In contrast, the item (Modern means of communication contribute to increasing my awareness of the importance of bringing about change in the rural community) ranked last with an arithmetic mean of (3.63) and a percentage weight of (72%). This means that, despite their role in spreading new information and ideas, modern means of communication may have a relatively limited effect in strengthening rural community members' awareness of the importance of bringing about social change, which may reduce their perception of the importance and necessity of change in developing their social reality.

2) **The relationships and social interaction domain:** The item (Modern means of communication help me form new social relationships with people from different communities) ranked first with an arithmetic mean of (4.17) and a percentage weight of (83%). This means that modern means of communication have become an important means of expanding the network of social relationships in the rural community by providing opportunities to communicate and interact with individuals from different social and cultural environments, and it also indicates that forming new social relationships is among the most prominent manifestations of social change associated with the use of modern means of communication. In contrast, the item (Modern means of communication contribute to increasing my communication with relatives and friends inside and outside the village) ranked last with an arithmetic mean of (3.78) and a percentage weight of (75%). This means that the nature of the rural community, which is characterized by strong family and social ties and continued direct contact between relatives and friends, reduces reliance on modern means of communication to maintain these relationships.

3) **The social values, customs and traditions domain:** The item (Modern means of communication help me distinguish between useful social customs and customs that need development) ranked first with an arithmetic mean of (4.04) and a percentage weight of (80%). This means the importance of modern means of communication in strengthening cultural and social awareness among rural community members and their potential to contribute to gradual social change while preserving positive values and customs, from the point of view of rural youth. In contrast, the item (Modern means of communication help me achieve a balance between preserving authentic social traditions and benefiting from modern ideas) ranked last with an arithmetic mean of (3.75) and a percentage weight of (75%). This means that the diversity of the content presented through modern means of communication may make it difficult for some individuals to reconcile preserving the social heritage with adopting new ideas, which indicates that bringing about social change in the rural community requires achieving harmony between development and modernization.

4) **The economic and occupational domain:** The item (Modern means of communication contribute to increasing my knowledge of job opportunities available inside and outside the village) ranked first with an arithmetic mean of (4.24) and a percentage weight of (84%). This means the ease of access to information related to job opportunities, economic projects and occupational activities inside and outside the rural community, in addition to the role of these means in exchanging occupational information and experiences among individuals, which helps them identify new opportunities to improve their standard of living and diversify their sources of income. In contrast, the item (Modern means of communication contribute to increasing my awareness of the importance of saving and organizing family spending) ranked last with an arithmetic mean of (3.92) and a percentage weight of (78%). This means that the contribution of modern means of communication to strengthening awareness of saving and organizing family spending was relatively the lowest from the point of view of the research sample.

5) **The educational and awareness domain:** The item (Modern means of communication help me recognize the importance of keeping the rural environment clean) ranked first with an arithmetic mean of (4.16) and a percentage weight of (83%). This means the role of these means in spreading information and guidance related to environmental cleanliness, proper waste disposal and pollution reduction, in addition to the ease of circulating awareness images and clips that show the importance of preserving the rural environment; moreover, the link between environmental cleanliness and individuals' health and community safety may increase the respondents' interest in this aspect. In

contrast, the item (Modern means of communication help me access educational resources that are difficult to obtain by traditional means) ranked last with an arithmetic mean of (3.85) and a percentage weight of (77%). This means that the use of these means in the rural community may be concentrated on social communication, entertainment and following the news more than on searching for specialized educational and cognitive resources, in addition to the disparity in digital skills and educational levels among individuals, which may limit their ability to benefit from the educational content available electronically.

6) **The community participation and rural development domain:** The item (Modern means of communication contribute to increasing my interest in preserving public property and facilities in the village) ranked first with an arithmetic mean of (4.18) and a percentage weight of (83%). This means the respondents' increased awareness of the importance of public facilities as shared resources directly linked to their daily lives and to the level of services provided within the village. Moreover, circulating issues and problems related to public facilities through modern means of communication may contribute to developing a sense of belonging to the local community, strengthening informal social oversight, and encouraging individuals to adopt positive attitudes toward protecting public property. In contrast, the item (Modern means of communication contribute to increasing my interest in participating in volunteer initiatives inside the village) ranked last with an arithmetic mean of (3.77) and a percentage weight of (75%). This means that the scarcity of organized volunteer initiatives inside the village, or the weak use of modern means of communication in bringing about social change, in addition to economic and social conditions, limited time and preoccupation with agricultural and occupational activities, limits rural youth's readiness to engage in volunteer work.

4.4 Fourth: Finding the Correlation between the Level of the Role of Social Media in Bringing About Social Change and Some Independent Variables

To achieve this objective, the correlation was found using Pearson's correlation coefficient (r) for the quantitative variables and Spearman's correlation coefficient (rs) for the qualitative variables, for each of the research variables, as follows:

4.4.1 Age:

The age variable was divided into three categories; the lowest age group of the rural youth was (15) years, while the highest age group was (35) years. The frequencies and percentages of the age groups were also calculated, and Pearson's correlation coefficient (r) was used for the correlation, as shown in Table (4).

TABLE 4
THE CORRELATION BETWEEN THE ROLE OF SOCIAL MEDIA AND AGE

Age	Frequency	Percentage	Pearson's correlation coefficient (r)	Sig	Significance
(15–21) years	33	16.76	0.087	0.22	Not significant
(22–28) years	47	23.85			
(29–35) years	117	59.39			
Total	197	100			

The results showed that the largest age group was that aged (29–35) years, at a percentage of (59%), while the age group (22–28) years accounted for (23%), and the age group (15–21) years accounted for about (16%). The results also showed that the value of Pearson's correlation coefficient was about (0.087), which is less than the (sig) value of about (0.220), indicating no significant correlation between the role of social media in bringing about social change and age. This means that the effectiveness of social media in bringing about social change may not be substantially related to the respondents' age groups, but may instead be affected by other factors such as the level of use of these means, the nature of the content to which they are exposed, and the extent of their interaction with other sites.

4.4.2 Educational attainment:

The educational attainment of the rural youth was divided into seven categories, and the frequencies and percentages were calculated; Spearman's correlation coefficient (rs) was used for the correlation, as shown in Table (5).

TABLE 5
THE CORRELATION BETWEEN THE ROLE OF SOCIAL MEDIA AND EDUCATIONAL ATTAINMENT

Educational attainment	Frequency	Percentage	Spearman's correlation coefficient (rs)	Sig	Significance
Illiterate	10	5.07	0.099	0.16	Not significant
Can read and write	12	6.09			
Primary	41	20.83			
Intermediate	40	20.3			
Preparatory (secondary)	28	14.21			
Diploma	32	16.24			
Bachelor's	34	17.26			
Total	197	100			

The results showed that the largest group of rural youth, about (40%), were graduates of the primary and intermediate stages, while the group with the lowest educational attainment was the illiterates, at (5%). The results also showed that the value of Spearman's correlation coefficient (rs) was about (0.099), which is less than the (sig) value of about (0.164), indicating no significant correlation between the role of social media in bringing about social change and educational attainment. This means that educational attainment may not be a decisive factor in determining the extent to which the respondents perceive the role of social media in bringing about social change, since these means have become an available source of information, ideas and social experiences for all educational levels, and benefiting from their content is no longer limited to individuals with high educational attainment.

4.4.3 Occupation:

The respondents were divided into several occupations practiced by the rural youth, and the frequencies and percentages were calculated; Spearman's correlation coefficient (rs) was used for the correlation, as shown in Table (6).

TABLE 6
THE CORRELATION BETWEEN THE ROLE OF SOCIAL MEDIA AND OCCUPATION

Occupation	Frequency	Percentage	Spearman's correlation coefficient (rs)	Sig	Significance
Agriculture	17	8.63	0.403**	0.12	Significant
Employee	51	25.88			
Self-employed	121	61.43			
Housework	8	4.06			
Total	197	100			

(**) Significant at the 0.01 level.

The results showed that most of the rural youth work in self-employment, at a percentage of (61%). The results also showed that the value of Spearman's correlation coefficient (rs) was about (0.403**), which is greater than the (sig) value of about (0.124), indicating a significant correlation at the (0.01) level between the role of social media and occupation. This means that the nature of the occupation may play an important role in determining the extent to which rural youth use social media and benefit from their various sources, particularly those in self-employment, whose type of work requires continuous communication with others, searching for job opportunities, marketing, and exchanging information and experiences, which may make them more exposed to digital content and more interactive with modern social ideas and trends compared with some other occupational groups.

4.4.4 Income level:

The respondents were divided into three categories, and the frequencies and percentages were calculated; Spearman's correlation coefficient (rs) was used for the correlation, as shown in Table (7).

TABLE 7
THE CORRELATION BETWEEN THE ROLE OF SOCIAL MEDIA AND INCOME LEVEL

Income level	Frequency	Percentage	Spearman's correlation coefficient (rs)	Sig	Significance
Low	30	15.23	0.073	0.41	Not significant
Medium	94	47.72			
Good	73	37.05			
Total	197	100			

The results showed that most of the rural youth had a medium income level, at a percentage of (47%); respondents with a good income level accounted for (37%), and those with a low income level accounted for about (15%). The results also showed that the value of Spearman's correlation coefficient (rs) was about (0.073), which is less than the (sig) value of about (0.406), indicating no significant correlation between the role of social media and income level. This means that income level may not be a basic factor in determining the extent to which the respondents perceive the role of social media in bringing about social change, owing to the rapid spread of smartphones and the availability of social media applications within the reach of the various respondents, which may reduce the effect of differences in income level on the possibility of accessing modern social information, ideas and trends.

4.4.5 Duration of internet use:

The respondents were divided into four categories, and the frequencies and percentages were calculated; Spearman's correlation coefficient (rs) was used for the correlation, as shown in Table (8).

TABLE 8
THE CORRELATION BETWEEN THE ROLE OF SOCIAL MEDIA AND DURATION OF INTERNET USE

Duration of internet use	Frequency	Percentage	Spearman's correlation coefficient (rs)	Sig	Significance
Always	45	22.85	0.212*	0.1	Significant
Sometimes	79	40.1			
Often	65	32.99			
Rarely	8	4.06			
Total	197	100			

(*) Significant at the 0.05 level.

The results showed that respondents who use the internet at varying levels accounted for about (40%). The results also showed that the value of Spearman's correlation coefficient (rs) was about (0.212*), which is greater than the (sig) value of about (0.102), indicating a significant correlation at the (0.05) level between the role of social media and the duration of internet use. This means that respondents who spend different amounts of time using the internet may differ in their levels of interaction with digital content, which may be related to differences in their perception of the role of social media in bringing about social change.

4.4.6 Type of communication medium most used:

A group of the most used social networking sites, from the respondents' point of view, was selected, and the frequencies and percentages were calculated; Spearman's correlation coefficient (rs) was used for the correlation, as shown in Table (9).

TABLE 9
THE CORRELATION BETWEEN THE ROLE OF SOCIAL MEDIA AND THE TYPE OF COMMUNICATION MEDIUM MOST USED

Type of communication medium most used	Frequency	Percentage	Spearman's correlation coefficient (rs)	Sig	Significance
Facebook	10	5.08	0.422*	0.18	Significant
YouTube	9	4.57			
Viber	39	19.79			
Instagram	74	37.56			
WhatsApp	49	24.88			
Snapchat	16	8.12			
Total	197	100			

(*) Significant at the 0.05 level.

The results showed that the communication medium most used by the respondents was (Instagram), while the least used was (YouTube). The results also showed that the value of Spearman's correlation coefficient (rs) was about (0.422*), which is greater than the (sig) value of about (0.182), indicating a significant correlation at the (0.05) level between the role of social media and the type of communication medium most used. This means that the nature of the social medium used may be related to the extent of rural youth's exposure to social networking sites, since Instagram is distinguished by its reliance on visual content represented by photos, short videos and interactive stories, which allow users to view lifestyles, social practices and modern ideas in a simplified manner. This may contribute to increasing their interest in social issues and strengthening their openness to experiences and expertise beyond their local community.

V. CONCLUSIONS

Based on the research results, we conclude the following:

1) The role of rural youth in using modern social networking sites to bring about social change was medium tending toward high, owing to the importance of these means in changing their social, economic and cultural lifestyle.
2) The economic and occupational aspects play an effective role in obtaining information related to improving the income level of rural youth.
3) Modern means of communication contribute to increasing rural youth's acceptance of modern ideas that suit their needs, help form new social relationships, help distinguish between social customs that need development of knowledge and experience, and help recognize the importance of keeping the rural environment clean.
4) The age of rural youth, their educational attainment and their income level do not have a basic role in the importance of the role of modern social networking sites in bringing about social change directly.
5) Occupation and duration of internet use have an effective role in rural youth's use of modern means of communication, and Instagram is also the communication medium most used by the respondents.

VI. RECOMMENDATIONS AND SUGGESTIONS

1) The Ministry of Agriculture should increase its use of social media to spread social, cultural and economic awareness among rural youth in the research area.
2) The Directorate of Agriculture should organize awareness campaigns through social media aimed at developing the cultural knowledge and skills of rural youth, so as to benefit from digital educational resources in raising the cognitive and cultural awareness of rural youth.
3) Civil society organizations should organize volunteer initiatives and announce them through social media platforms, while encouraging young people to take actual part in activities that serve the village and contribute to developing its public facilities.
4) Conducting a field study on the same variables and the same domains but in different villages, to learn the role of social media in bringing about social change among them.

5) Conducting a study on the relationship between the intensity of social media use and the level of social change among rural youth.

6) Conducting a study on the social and technical obstacles that limit the benefit from social media in rural development.

CONFLICT OF INTEREST

The authors declare no conflict of interest.

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