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Smart Applications Uses For Algerian Students

التطبيقات الذكية واستخداماتها الإجتماعية

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Abstract:
Recent reports and statistics have confirmed a significant development in the use of mobile phones and smart apps, jumping from 03.16 billion in 2016 to 06.5 billion in 2022 and projected to reach 08 billion in 2028)Taylor, P, 2023). In this study, we look for the use of smart applications by university students in Algeria and recognize the variables that drive their relationship with this technology, like the role of gender variables, age, social status, and occupational status, as well as the range of applications consumed by this category such as recreational applications, social, educational, news, and religious. Our study relied on the analytical descriptive curriculum and interview tool distributed to 340 individuals from the Camp University of Algeria. The most important findings of the study were that the use of smart apps was almost complete. and emphasized the role of individual variables in the choice of applications. Each social group seeks to satisfy its psychological and social needs through these means.
Keywords: Smart Applications, Social Uses, Needs And Motivations, Smartphone, Application Systems.

الملخص :

أكدت التقارير و الإحصائيات في السنوات الأخيرة حدوث تطور كبير في استخدام الهواتف المحمولة والتطبيقات الذكية، حيث قفزت من 03.16 مليار في عام 2016 إلى 06.5 مليار في عام 2022 ومن المتوقع أن تصل إلى 08 مليار في عام 2028 (Taylor, P, 2023). في هذه الدراسة، نبحث عن استخدام التطبيقات الذكية من قبل طلاب الجامعة في الجزائر ونتعرف على المتغيرات التي توجه علاقتهم بهذه التكنولوجيا، مثل متغير الجندر (الجنس)، والعمر، والوضع الاجتماعي، والوضع المهني، بالإضافة إلى التعرف على نوع التطبيقات التي تستخدمها هذه الفئة. اعتمدت دراستنا على المنهج الوصفي التحليلي وأداة المقابلة الموزعة على 340 فردًا من جامعة معسكر الجزائرية، ومن أهم النتائج استخدام التطبيقات الذكية كان شبه كامل بين فئة الطلاب الجامعيين مع أهمية المتغيرات زالفروق الفردية في اختيار التطبيقات لتلبية إحتياجاتها .

الكلمات المفتاحية : التطبيقات الذكية،ا لإستخدامات الإجتماعية، الحاجات والدوافع، الهواتف الذكية، أنظمة التشغيل.

1. INTRODUCTION

Smart apps have created a surge in social life at different levels as economic, health life, education, shopping services, the news industry, and a source of finance for individuals, In other words, their importance is due to their functions in individuals' daily lives and their impact on cultural perceptions and different stereotypes. They can also be viewed as goods and products that their owners seek to promote and disseminate as widely as possible by exploiting the characteristics, motivation, and satisfaction that these applications can achieve. The subject of socially intelligent applications includes several dimensions along the following points:

•Contributing to the creation of new social classes of application manufacturers (producers), which derives their social value from applications and their importance;

•Creating new social practices that did not exist in the earlier stages such as social competition to create trends using applications that facilitated this process,

•The interrelationship between smartphones and smart apps, as smart apps are the main driver for acquiring a smartphone for individuals and vice versa, is that smartphones contribute to acquiring products like smart apps, This relationship has become a new virtual environment parallel to the real environment as everyone has become represented by at least a smartphone and practices their diaries and activities through virtual institutions represented by smart applications,

• The emergence of a digital presence parallel to a realistic presence, which is developed through these applications.

The above shows that the theme of smart applications as a modern social variable, new means of communication that contribute to changes and phenomena that require scientific understanding and interpretation, This is different from state to state and city to city with the overlap of several factors and social variables related to individuals such as the technological development of the state and political, cultural, economic, and other conditions, and their intersection with the characteristics of individuals such as age, sex, educational level, and surroundings to produce individual or social behavior different from another environment.

•Through this scientific paper, we address the topic of social uses of smart applications in young people in the city of Mascara (Algeria), to address the following problematic:

•What are the social uses of university students for smartphone applications, and what are their effects on them?

Below are sub-questions:

Q1:Do personal variables and features affect the use of smartphone applications among undergraduate students?

Q2:What are the drivers of students using smartphone apps?

To answer the problem and her questions, we have proposed the following hypotheses:

•The use of smartphone apps varies according to the variables and personal features of university students,

•The use of smartphone apps varies depending on students' needs.

• Undergraduate students use smartphone applications due to the privileges they offer, especially as they affect all fields.

2. The Methodological And Technical Framework For The Study "*Theoretical Approach"*

The theory of uses and gratification is contrary to the findings of direct influence theories and tries to bypass the theories of indirect or limited influences, as the media influence cannot be strong and direct because of obstacles and overlap, and because the influence process takes time as confirmed by the (Elihu Katz is an American sociologist), who is credited with giving the usage and gratification label in 1959.

This theory confirms that the public is not merely a negative element in the communication process, but rather that it is individuals who determine the media content they receive that meets their psycho-social needs. And therefore, members of the public are active participants in the public outreach process and use mass media and a diversity of social interaction, individuals' psycho-social needs, and individual differences, People make conscious and voluntary uses of the media to get special things advice, for example, information, assistance, entertainment, entertainment... etc. (Bensoula,N, 2020:p40) .

According to some researchers, the theory of uses and gratification came as a reaction to the concept of the power of the media. The aim of the communication study is a structured functional study. Instead of viewing the public as passive individuals, individuals are perceived as positive participants in the communication process who feel certain needs. They therefore consciously choose the means and contents that satisfy their psycho-social needs. (Alhaji K. 2020 :93.(

One of the most important drivers of theory is utilitarian motivations, achieved through self-identification and acquisition of knowledge, information, and experience and all forms of learning and ritualistic motivations are achieved through the passage of time media ", familiarity and problem escape, and the public expects the media to satisfy its needs through a guiding, social, semi-oriented and semi-social media message that helps to create a sense of stress, boredom, isolation and autism with media personalities.(Abu Jabr al-A , 2019:p 427 (

Through this theory, university youth is one of the most important members of the mass communication process. They use electronic applications on their smartphones, which are one of the most important means of communication whose content contributes to achieving their intended goals and meeting their needs for this technology according to a range of individual differences.

University students can identify the exposures and need that they seek to achieve through these applications that compete with each other to satisfy these desires, so they choose the appropriate electronic application**.**

3. Research Sample (Participants)

Our research community was represented by the students of the Faculty of Humanities

and Social Sciences who numbered: 2951 (.univ-mascara.dz, 2022), and we found the most suitable sample for our research is the keel and it is a non-probable sample. And although there are those who consider that the results of unsustainable surveys are less accurate and representative compared to probable research, the searcher in the model sample tends to choose the cases that he has. One example is that the researcher asks the 100 people he meets before others on the way (Atef Zaki. 1993:142), the use of this preview is when the researcher has no choice, as he cannot determine the beginning of the research community and not choose its elements in a random manner. The occasional preview is the withdrawal of a sample from the research community as befitting the researcher.(Bensoula,N, 2019*:* p31)

Using Steven K Thampson's equation (Thompson, S. K & John Wiley & Sons; 2012) we worked out the sample size by 340 singles.

$$n = \frac{N \times p(1-p)}{\left[\left[N-1 \times \left(d^2 \div z^2\right)\right] + p(1-p)\right]}$$

Steven K Thampson's equation

Where:

N: The size of the community, which was represented by the number of 2,951 students of the Faculty of Humanities and Social Sciences of the University of mascara,

Z: Standard grade corresponding to the indicator level (0.95) and equal (1.96(

Q: Error ratio and equal (0.05(

P: Property availability ratio, neutral and equal (0.50(

This is the size that corresponds to Krejcie and Morgan 's schedule (Krejcie & Morgan,1970: 607).

4. Study curriculum and tools

The appropriate approach to our study is descriptive because it is based on the collection, comparison, analysis, and interpretation of facts and information to obtain acceptable instructions. study, analyze, or interpret the phenomenon by identifying its characteristics and dimensions and characterizing its relationship with a view to achieving an integrated scientific description of the phenomenon. So the descriptive approach is related to the study of human and social problems, any of the different natural phenomena, such as the description of astronomical, physical, chemical, and biological phenomena. (Wael. p. Eyeliner. A.D, 2007: p 48)

The questionnaire tool was selected as being in line with the study, approach, and objectives to develop and gather information on the subject.

"The questionnaire has many names such as survey, questionnaire, and referendum, which are many words but correspond to the word questionnaire in French, which is one of the most commonly used basic research tools in the humanities (Bensoula,N, 2019:p26), where the questionnaire enables the researcher to obtain accurate information that he cannot observe in the research field. And the questionnaire is a series of questions submitted to the research according to a particular design and specific to obtain research information, In the form

of quantitative data that benefits the researcher in making digital comparisons in the form of information on how to express the positions and opinions of the investigators of a particular case "(Ahmed Ben Mursley, 2005:p220).The information was collected by questionnaire directly through face-to-face encounter with researchers and distributed electronically by preparing an electronic form, which included 14 questions between closed and open questions spread across four axes:

•Data and personal hub,

•The hub of uses of smartphone applications,

•The needs and motivations of using smartphone applications,

•The social effects of smartphone applications.

4. Field framework for the study

The study was divided into two phases, the first of which was with the determination of the title of the study and bibliographic research from a survey of relevant studies, which started from November 2021 until January 2022. The second phase was devoted to field study after we adjusted the form and experience of the form through the survey and stretched from February 2022 until March.

The study took place within the geographical boundaries of students of the University of Mascara (a city in the north-west of Algeria) The Faculty of Humanities and Social Sciences distributed a form to a sample of 340 individuals directly to students and electronically through the design of an electronic form distributed via emails to reach the required number. The Excel statistical packages program was used to unload and analyze data and data based on the number of repeats and percentages in the analysis.

Personal Data Hub

Figure 1. general data for the study sample by percentage (prepared by Authors)

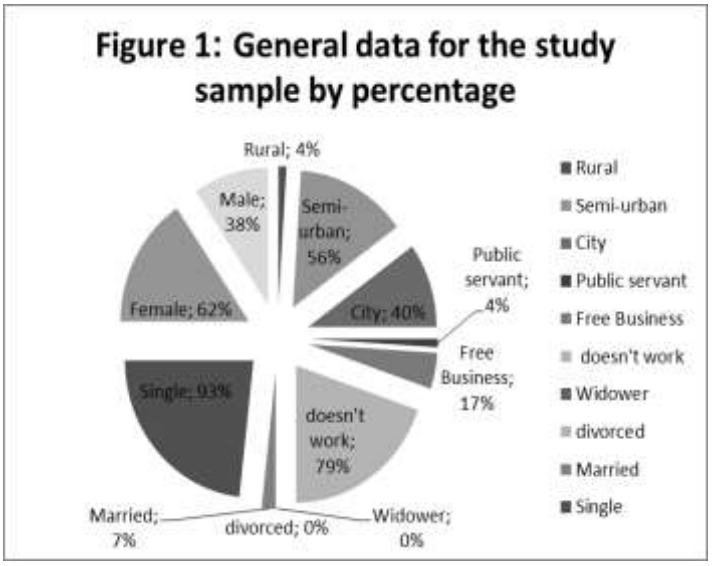


figure 1 shows the distribution of the sample by variable characters as follows:

•The presence of the female component is approximately 62%, twice as high as that of the 38% male component, which corresponds to the statistics provided by the Ministry of Higher Education (Ilham Botelja : https://www.echoroukonline.com: 2019), and confirms the representation of the selected sample.

•The social composition of the sample registered a small presence of the category of married women, 07% compared to 24 individuals, while the category of divorcees and widows did not, compared to 93% of the category of singles,

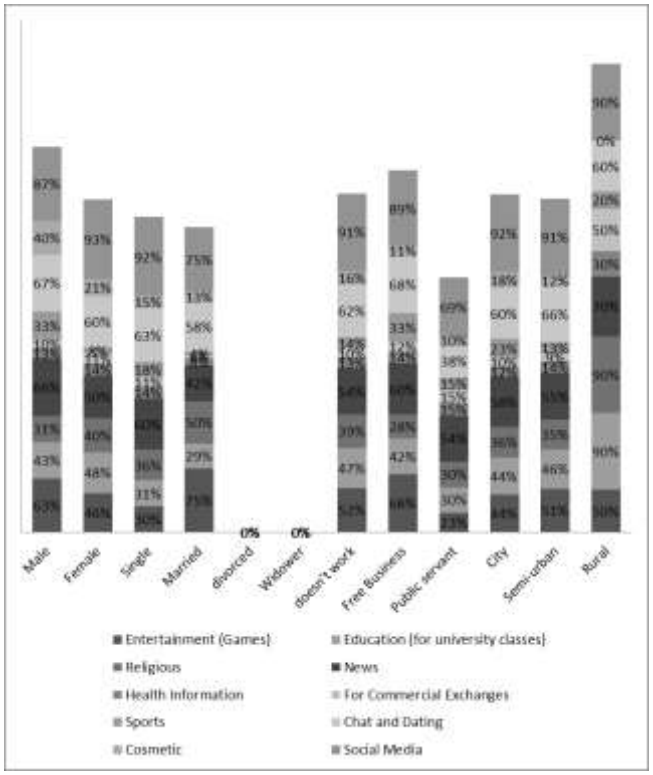
•Table III revealed that a 79% percentage of the sample's vocabulary is not engaged in any work, while 17% is engaged in self-employment, and 0.4% has the status of employee.

• The figures show that most of the sample's items reside in urban and semi-

urban areas, ranging from 40% to 56% order, while the proportion of residents in rural areas is only 04%, which can be attributed to the living conditions of students, which constitute an obstacle to the enrollment of village and rural residents in universities.

Smart Application Uses

Figure 2. smart application uses by personal variables (prepared by Authors)



Through the data shown in Figure 02 on the axis of the use of smartphone applications according to the personal variables of the search sample individuals, it is shown that social media apps in the head of uses than other applications in uses and browsing in students 87% of males and 93% for females, while 67% for males and 60% for females to provide for friendship groups and build social and other relationships is more easy and flexible in communication with friends. News apps are 66% above average for males and 50% for females. These applications provide an enormous amount of news kits and other uses.

Then followed by educational applications for university classes in the middle order by 54% for males and 48% for females for their availability for university classes and scientific research. Then came the rest of the applications in the recent arrangements used by the sample compared with previous applications, including religious applications, mathematics, health information, trade exchanges... etc.

For the use of smart apps depending on the social situation, the data further confirmed that the most used apps by single and married people are social media apps such as Facebook, which received the highest percentage through the second axis question, which relies on mentioning models about apps at 92% single and 75% married are always close to the use of media, chat and dating apps at 63% single and 58% married.

For the use of smart apps according to the occupational status variable, the data again confirmed that social media, chat, and dating apps are the first in all professional situations, whether they "Do not work", "have a freelance job" or "employee". It was leading by 91%. It is not below *a*verage, followed by news apps by 60%. Here we see a comparison between freelance business and non-work and an employee using news apps, to find out news and updates that can help him with his own work, For example: Publish his work in these applications and assist him in the University's updates and lessons, etc.

While 68% of entertainment apps came for entrepreneurship, non-work, and almost equal employees in all smartphone apps ***a***nd here we found that the free business class is more used and browsed for smartphone

apps.

For the residential variant and use of smart applications since the sample

Consists of 340 students, 193 residents of the municipality and 137 residents of the city, and 10 in the rural area. In our view, the municipality is more used to smartphone applications. Residency plays a big role in the use of applications as the municipality is the top in the use of recreational and educational applications, health information, reflected by the city in news apps, trade exchanges also sports. The city is more used to apps that care about news and communication between friends to achieve satisfaction. For a rural area with a small percentage of a sample, all apps use a percentage of 90% of social media sites, the lowest percentage of sports apps is 20%, and the use of cosmetic apps at 00%.

Focus On The Needs And Motivations Of Smart Application Uses

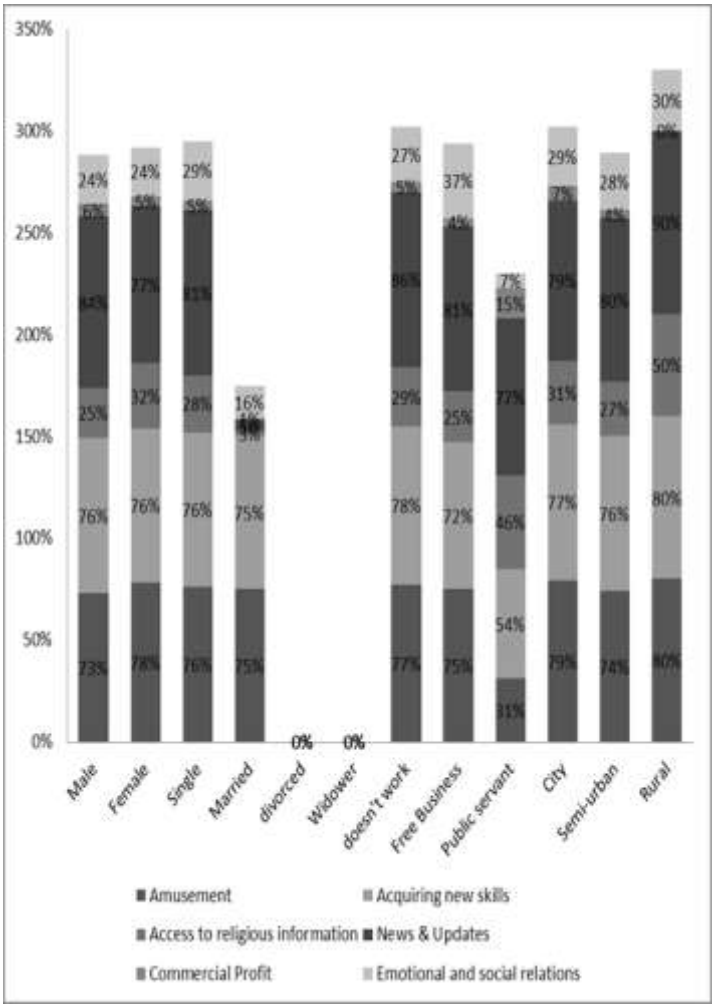


Figure 3. smart application needs and drivers depending on personal (prepared by Authors)

As shown in Figure 03 on the Needs and Motivations of Using Smartphone Apps by Sex, 73% of males and 78% of females are among students' priorities. Then the need for news and updates is 84% male and 77% female. You see here, young people are more used to news apps, which is the same proportion as the need to acquire new skills. "While obtaining religious information and emotional relations came in ratios ranging from 24% to 32% for both sexes, at the end of the arrangement, material wages were only 06% for both sexes.

For the needs and motivations of smart applications according to the social status variable, Field data indicated that the needs and motivations of using smartphone apps depending on the social status of the sample

of 316 single and 24 married people, amusement and entertainment apps received the first ranking of 75% of all single and married people with the same needs and desire to satisfy them, followed by new skills applications approximately 75% of both single and married and another social status, Young people in news and updates 81% of the wider society and follow the news and updates of everything that is going on around them and monitor the environment, differ from married people in not knowing everything that is new by only 05%. The married person does not care about news and updates. This reflects the needs of each of them.

In the case of widowed and divorced cases as mentioned above, they are not in our sample and the ratio is up to 00%.

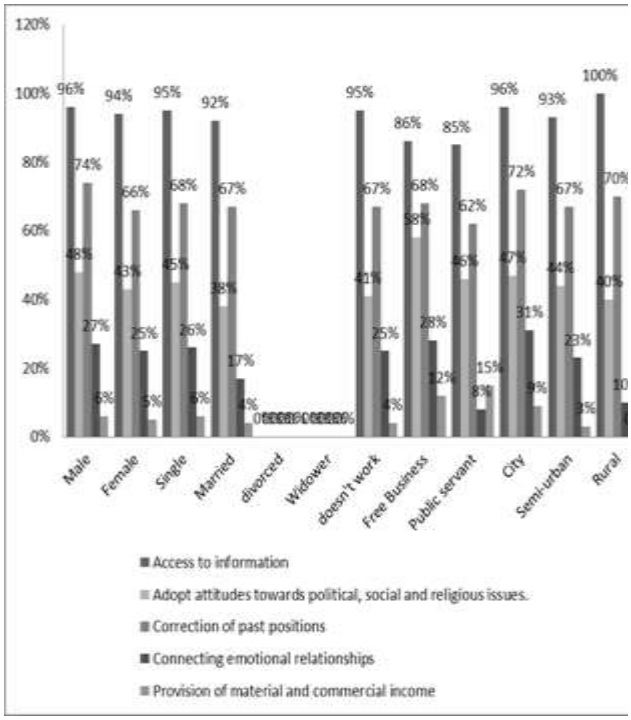
The data showed the needs and motivations for using smartphone apps depending on the occupational situation. The first ranking of students who do not engage in any activity in the need to use news apps and updates is 86%, Even in other cases, 81% entrepreneurship and rural area up to 77% in the ranking comes in new skills applications with 78% of students who do not engage in any business up to 72% and the employee up to 54%.

In the third ranking, amusement and entertainment apps who do not engage in any activities were up to 77% while entrepreneurship got 75% and employees we got 31%, outperformed by religious apps by 46%, reversal of entrepreneurship by 25%, and non-employed 29% "Emotional relations apps came in the penultimate stage at the entrepreneurial level with 37% followed by non-working students with 27% and then employees with the lowest percentage, 07% as employees and, at the same time, students who do not have time for social relations and at the end of the application of material and commercial profit need we get 37% by entrepreneurship and the latter employee we get only 01% .

For the residential variable, there is no significant difference in ratios related to the need and motivation of using applications in residency as they are found to have almost the same motivations. Amusement and entertainment apps, news, and updates came in the first order with 80% and 90% of residents in the city, municipality or rural area. In the last order, the physical and commercial profit in the city received 07%, the municipality of 04%, and the rural area of 00% was different. This can be attributed to the specificity of rural areas and their lack of interest in economic activity and digital profitability.

Social Effects Of Smart Applications

Figure 4. social effect of smart application by personal variables ((prepared by Authors)



*A*s shown in Figure 4, the social impact of smartphone applications was 96% for access to male and female information, 94% positive and high, reflecting the importance of applications in performing the news function in young males and females, followed by the previous approval correction in males, 74% and females, 66% positive, reflecting the importance of smart applications in correcting perceptions in young males and females. In the third order, adopts attitudes toward politics, social issues. Religious in males and females is at least 40%, in relation to the association of social relations in the fourth-***ranking of 27*** males and 25% females, The provision of material and commercial incomes in the last ranking of 06% male and 05% female reveals the absence of a culture of carrying out projects through modern technological media among young people in the camp area of Algeria, which requires the intensification of formative programs in this area.

The social effects of smart applications according to the social status variable:

Figures shown in Graph 4 shows that there are no differences between single and 95% access to information for single people and 92% for married couples, impact ratios are roughly equal. And the effects of adopting attitudes towards issues are political, social, and religious. more than 45% for single people, while married people reach 38%, For Effects Trend Correction of Previous Situations Also Semi-Zero Differences Married 67% and Single 68% Married couples are fewer bachelors than single couples. Married couples are 17%, while single couples are 26%, which can be traced back to the needs of each case. In the effects around the provision of commercial incomes, there are no differences between them, but the ratios are very low and only 0.02%, which is due to the absence of virtual work culture in the region. In the case of other divorced and widowed cases, as mentioned above, there is none in our sample.

Social Effects of Smart Applications According to Occupational Status Variable:

95% of students are not working on information, while employees and entrepreneurs range from 85% to 86% The effect of correcting previous attitudes for students who are entrepreneurs is 68%, followed by students who are not engaged in any activity at 67%, and then the employee comes third at 62%, which is close, reaffirming the importance of applications in influencing individuals of interest in directing individuals to correct attitudes. As well as influence in building attitudes towards political, and social issues, the religious group came first with 58%, followed by students employed with 46% and non-workers with 41%. The impact of affecting the emotional relationships of

entrepreneurs is first with 28%, followed by students who are not employed at 25%, and last with only 08%. The effects of financial and commercial incomes are seen to outperform the rest with 15% and entrepreneurship with 12% and the last with no These low ratios reaffirm the lack of culture in this area.

Social Effects of Smart Applications According to the Property Variable: There are no major differences due to their stay as mentioned above that the effects are equal between a city, municipality, or rural area, where the influence in obtaining information is 100% for the rural area and 93% for the municipality while the city is 96%. Regarding the second position correction of previous positions, the first is the city, 72%, and the rural area is second, followed by the municipality, 67%. Then the construction of attitudes comes in third place here. The city is ranked first with 47% and then the municipality with 44%, followed by the rural area with 40%. The fourth and penultimate place is connected to emotional relationships. The city is ranked first with 31%, followed by the municipality with 23%. The latter is rural areas with 10% with respect to physical and commercial incomes. The city ranks first with 9%, followed by the municipality with 3%. Rural areas are considered to be remote areas where incomes are scarce and we get 00% if we see that all serial impacts and the place of residence do not affect the use of applications and impact on them except for physical and commercial incomes do not exist within the interests of rural residents.

5. Analysis Of The Results

Through our study, we have reached a set of results that we mention in the following points:

- The social status of students has a great role in the use of apps and singles have a great desire of 93% while married 07%;
- Occupational status interferes in making differences in the use of the smartphone and this is what we get in our statistics, non-employees up to 83% reverse entrepreneurship by 16% and 04% of employee***s,***
  - Social media apps are the most widely used apps. 87% male and 93% female;
  - Chat and dating apps are second in usage with 67% male and 60% female,
  - News apps are used in third place by 66% of male students compared to 50% of female students, Educational applications are used 54% more by males than by females 48%;
- The search for news is the most motivated and needed to use smartphone apps at 84% of males and female 77%, then the second motivation for using smartphone apps is amusement and recreation, males 73% and 78% of females, as well as acquiring new skills among the most important drivers of using smart apps at a near-equal rate between females and males 76%.
- ***R***eligious and sports applications and commercial exchanges are secondary applications. We receive below average ratios for our college students, religious 23%, sports 18%, cosmetic 10% only.

In the light of the results of the study, we found that:

- First hypothesis: This study has revealed the validity of the first hypothesis that the use of smartphone apps varies according to personal features and variables as a

result of multiple communication apps and other applications.

- Second hypothesis: The study has revealed that the second hypothesis is correct: The use of smartphone apps varies according to their needs and their satisfaction with the difference in single social status has a greater desire than married couples, especially social media apps and, news apps, to know everything new and entertainment apps even professional status played a role in the difference employee uses communication and educational apps while those who do almost no activity use all apps.
- Third hypothesis: the third hypothesis is also valid as a result of our statistics that almost all of our sample uses 99% smartphone applications, affecting all areas: cultural, educational, economic and political.... etc.

6. conclusion

Smart apps have become one of the most important means of communication in usage, which makes them a means of guiding users' behavior to satisfy their psychological and social needs according to the hypotheses of usage theory and satisfaction. The study shows us the scale of the spread of smart apps among university students in a near total proportion, but they have assured us of the difference in the use of apps between social groups (Females, males, age groups, occupational status) This is also important to allow contact people to identify communications messages and objectives according to these data and changes in the framework of awareness-raising and social campaigns for young people and university students. This is why we emphasize the need to pay attention to this area in Algeria at various levels of psychological, social, and even economic, in addition to the risks arising from serious content harmful to young people's behavior

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