The reality of using social networking sites in North African countries an analytical study.

واقع إستخدام مواقع التواصل الإجتماعي في دول شمال إفريقيا ـدراسة تحليليةـ

Bennaceur Loueil[1,*], **Mhamdi Walid** [2]

[1] **Mohamed khider Biskra University, Algeria, loueil.bennaceur@univ-biskra.dz**

[2] **Sfax University, Tunisia, mhamadiwalid@gmail.com**

Abstract:

 This study aims to shed light on the reality of the use of social networking sites in North African countries, given that these sites or applications contribute to updating, improving and activating communication, especially after the emergence of electronic management and the use of digital and technological techniques. Their thinking.

The study found that the number of users of social media applications in North African countries is constantly increasing, as the rate of users of social media applications during the past four years reached about 49% of the total population of these countries, and this is due to the fact that these countries have a large percentage of young people. Sites are the only outlet for this category, especially in light of the turmoil and instability in these countries.

Keywords: *electronic management; networking sites Social; the Internet; North African countries; Facebook; Twitter.*

الملخص:

تهدف هـذه الدراسـة إلى تسـليط الضـوء على واقع اسـتخدام مواقع التواصـل على الإجتماعي في دول شمال إفريقيا، باعتبار أن هذه المواقع أو التطبيقات تساهم في تحديث وتحسين وتفعيل الاتصال، خاصة بعد ظهـور الإدارة الإلكترونيـة واسـتخدام التقنيـات الرقميـة والتكنولوجيـة، فهـذه المواقـع اسـتقطبت الفئـات الإجتماعية المختلفة وأثرت على طريقة تفكيرهم.

توصـلت الدراسـة أن عـدد مسـتخدمي تطبيقـات التواصـل الاجتماعي في دول شـمال إفريقيا في تزايـد مستمر، حيث بلغ معدل مستخدمي تطبيقات التواصل الاجتماعي خلال السنوات الأربع الماضية نحو 49٪ من إجمالي سكان هذه الدول، وهذا راجع لكون هذه الدول بها نسبة كبيرة من الشـباب، حيث تعد هذه المواقع المتنفس الوحيد لهذه الفئة، خاصة في ظل الاضطرابات وعدم الاستقرار التي تشهدها هذه الدول.

كلمات مفتاحية: الإدارة الإلكترونية، مواقع التواصل الإجتماعي؛ الأنترنت؛ دول شمال إفريقيا؛ الفيسبوك؛ تويتر.

---

[*]Loueil Benameur

I. INTRODUCTION

Social media, or what is known as the new social media, is one of the best ways for people to communicate with each other, especially in light of the tremendous developments the world is witnessing in the field of new digital media. More than half of the world's population has been used worldwide and allowed people to stay in touch. Permanent across continents and all over the world, social media sites and applications that introduced many terms to our culture and became part of our lifestyle were at first nothing but a virtual community on a narrow and limited scale, to transform over time from a written text media tool to an audio-visual media tool .

Social networking sites, regardless of their orientations and the outlook of their founders and goals, have been able to bring individuals together with each other regardless of their educational stages, social level and capabilities, while the countries of North Africa (Algeria, Tunisia, Libya, Morocco) have not forgotten to take their share of these sites, due to the continuous increase in The number of subscribers in these countries every year, and in view of the international trends towards institutional digitization, modernization of management and the orientation towards electronic marketing, it has become necessary to keep abreast of global developments in the field of new media technology, and to be more familiar with the subject, we ask the following main question:

What is the reality of using social media in North African countries?

The main question includes the following sub-questions:
a. What is the concept of social networks?
b. What is the extent of use of the Internet and social networking sites in the world?
c. What is the reality of using social networking sites in North African countries?
d. What are the motives for using social networking sites in North African countries?

Objectives of the study:

This study sought to identify:
a. Knowing the types and names of some of the social media sites most influencing society;
b. Standing on the reality of using the Internet and social networking sites in North African countries.
c. Identify the reasons that led to the association of societies with these sites;
d. Highlighting the most important statistics and indicators on the use of social networking sites in North African countries.
e. Knowing the location of Algeria among North African countries (Tunisia، Libya، Morocco) in terms of using social networking sites;
f. What are the most prominent social networks that the people of these countries are keen to use;
g. Presenting some recommendations that may contribute to developing a solution to the problem of addiction to social networking sites in the lives of peoples and societies.

The Importance of studying:

This study derives its importance from the importance of the topic itself, as it paves the way for conducting a number of studies that deal with the use of social media sites and their satisfactions in a scientific way, and what contributes to the achievement of knowledge and research accumulation, and a recent study of this type of Arab library.

Study hypotheses:

Based on the main question and its objectives, the researcher put forward the following hypotheses:

The first hypothesis:

The causes and motives of North African public exposure to social media are varied and varied.

The second hypothesis:

There is an impact of social networking sites on the audience of North African countries.

Research Methodology:

The researcher relied on the descriptive analytical approach. For being the most suitable for the nature of the subject of study and being more flexible in analyzing and interpreting various scientific phenomena, and identifying the causes and factors that contributed to the occurrence of the phenomenon.

In accordance with the requirements of the research and the goals that it aims to achieve, the researcher resorted to the descriptive study, which aims to determine the characteristics of a particular phenomenon or a situation, which is dominated by the characteristic of determination, and the descriptive study describes what is an object by collecting data and information about the phenomenon, scheduling and classifying it, and then interpreting those Data, generalizations and conclusions, while trying to reach conclusions that contribute to solving the problem **(mohamed, 2011)**.

1. THE SOCIAL NETWORKING SITIES

The topic includes an introduction that deals with the points that are presented within it according to the division into Requirement.

1.1 DEFINITION OF SOCIAL NETWORKING SITES

1.1.1 "It is a system of electronic networks that allow the subscriber to create his own website, and then link it through an electronic social system with other members who have the same interests and hobbies or combine it with friends of the university or high school. (**Radi , 2003**).

1.1.2 (Kietz Mann: 2011, p200) defines social media sites as a term given to the global Internet that allows communication between individuals in a virtual community environment that brings them interest or affiliation to a country, school, or a specific class, in a global system. To transfer information. (**Iman, 2018**)

1.1.3 Al-Otaibi (2012) definition of social networking sites: "As those sites that are classified within the second generation web sites (web2.0) and allow their users to communicate at any time they want and anywhere in the world, whether they are friends on the ground or they are friends in the virtual world. There are many: but the most famous are (Facebook, Facebook), (Twitter, Twitter) and (YouTube, You tube. (**Hanan abdo, 2018**)

1.1.4 The social network sites as web-based services that allow individuals to construct a public or semi-public profile within a bounded system, articulate a list of other users with whom they share a connection, and view and traverse their list of connections and those made by others within the system. The nature and nomenclature of these connections may vary from site to site. **(danah m. boyd, 2008)**

1.1.5 Fayez Al-Shehri defined it: "A system of electronic networks via the Internet that allows the subscriber to create his own website, and then link it through an electronic social system with other members who have the same interests and hobbies, or combine it with university and high school friends or otherwise (**Laila , 2012**).

1.1.6 Procedural definition: Social networking sites "are a group of applications across the website through which individuals can exchange information and ideas and establish friendship relations, through electronic means and systems."

1.2 Types of social networks

Due to the wide spread of social networking sites, it is difficult to enumerate all the sites, but we can list the most prominent sites in various fields, since the first appearance of social networking sites, these sites have varied between personal and public sites with specific goals, and with the development of these sites, their classification comes in view of the rule. The mass media for each site, and we can mention the most important types of social networking sites as follows:

1.2.1 **The blog**: Although the first blog on the Internet dates back to October 07, 1997 and is attributed to David Winner, the programmer of one of the most popular electronic programs developed under the name "Manila", and although the term blog was coined in 1997, the blogging phenomenon It did not spread on the Internet until after 1999, when hosting services began to allow beneficiaries to create private blogs quickly and relatively easily, and the war on Iraq in 2003 was one of the reasons for the popularity of blogs as a general phenomenon with the joining of many beneficiaries of the Internet to the ranks of bloggers And its readers, and the matter evolved until 2005 became the year of blogging. (**Abu Eisha, 2009**)

1.2.2   **Facebook:** The name of the site came from the term Facebook (which refers to a paper notebook that carries pictures and information for university students, and this method is considered common in foreign universities for students to get to know each other. Facebook is a social networking site that can be accessed for free and is managed by a Facebook limited liability company. As a private property, users can join the networks organized by the city, workplace, school, or region, in order to communicate with others and interact with them.

It is defined as: a social networking website, which is a personal blog or a personal page on the Internet so that each person registered on the social site has one page, communicates with all subscribing individuals from all over the world who are registered on the site, to give individuals subscribing to the site the ability to exchange their opinions And their suggestions and discussion, and they can download photos, videos and other services available on the site. (**Lamia , 2015)**

1.2.3   **YouTube:** Although there are some differences of opinion about YouTube being a social networking site or a site for uploading video files, there is an opinion saying that it is a site that combines the two activities, which distinguishes it from others, as a result of the tremendous pressure to watch the videos published through it, which prompts some subscribers to participate By giving their opinions and making comments on the posted video, which opens the way for social communication with other followers of the same video. (**yahab, 2016**)

1.2.4   **Twitter:** Twitter is a social network that millions of people around the world use to keep in touch with their friends, relatives and co-workers through their computers and mobile phones. The Twitter interface allows posting short messages of up to 140 characters, and this can be read by Site users, and the user can announce that he has followed one of the characters, and in this case, this person will be notified in the event that these characters have posted a new post.

From the point of view of Laurent Flores, author of the book "Measuring the Effectiveness of Digital Marketing", economic enterprises can use "Twitter" as part of their marketing strategies because it allows:

h. Disseminating information;

i. Republish information (via the Ret-weet feature);

j. Knowing what is published about the mark, whether they are messages indicating satisfaction or complaining about a service or product.

Twitter has been used by institutions and brands since its inception on the Internet, but it comes in second place after the Facebook network. This is what institutions must integrate with their strategic goals. **(Issa , 2016**)

1.2.5   **Instagram**: Launched by Mike Krieger and Kevin Sisteron in 2010, featuring more than 300 million subscribers. It is a site to share images and videos via mobile phone or computer. And it allows the user to link their account to any other account that has such as Facebook, and that choice as soon as he can publish a picture of him on the Instagram also posted on the rest of the sites that have been linked in the same time. With the advent of Instagram, many features appeared, foremost of which was the selfie.

1.2.6   **Linkedin:** Founded in 2002, LinkedIn is a professional networking website with over 500 million members. Members post resumes and job listings and build professional "connections" with other members. LinkedIn specifically disclaims ownership of the information users post to their personal profiles: according to LinkedIn's User Agreement, members own the content and information they submit or post to LinkedIn and grant LinkedIn only a non-exclusive license to "use, copy, modify, distribute, publish, and process" that information.

Unlike on Facebook and other social media sites, LinkedIn users can feel comfortable linking to people who are casual acquaintances or new contacts and not worry about people viewing personal information or personal pictures, aside from a profile picture, since these are not the

type of content users post on the site. From a branding perspective, LinkedIn offers users the opportunity to create a professional profile and sculpt it in a manner that is attractive to employers and also take advantage of endorsements and recommendations by colleagues, professors and supervisors. Unlike a resume, formatting is never an issue because LinkedIn uses forms that the user can fill out and then post to one's profile with a standard format. **(Brett Cooper, 2014)**

2. Motives For Using Social Networks
Social networks have become a phenomenon that is growing significantly and part of the fabric of the Internet itself, and perhaps the great drive towards the use of social networks is due to several reasons, including the following **(Janan , 2017):**

2.1 **Family Problems:** The family forms a protective shield for the individual as it provides security, protection, stability and reference, but in the event that the individual lacks this integrated environment, he has a kind of social unrest that makes him look for an alternative to compensate for the deprivation that may appear, for example, in the absence of the role of parents or one of them due to life concerns or family disintegration;

2.2 **Void:** The vacuum that results from poor time management or proper use of it that makes the individual worth his value and looking for a way to occupy this time, including social media sites, as the number of endless applications that Facebook produces, for example, for its users, and the sharing of each group of friends with pictures and audio files makes Facebook special and networks Social communication in general is one of the means to fill the void and thus becomes a means of entertainment and a waste of time for some of them

2.3 **The Unemployment:** It is about the process of discontinuation and lack of professional integration that leads to support for social and psychological integration and from it to social exclusion, which is the result of the accumulation of obstacles and the gradual interruption of social relations, and it is one of the most important social problems that the individual suffers from and that push him to create solutions to get out of this situation in which he lives even if this is The solutions are hypothetical, there are those who make him unemployment and its continuity a person who is indignant about the society in which he lives, considering that he did not provide an opportunity to work and express his capabilities and ideologies, such as linking relationships with virtual people for the sake of fraud and fraud.

2.4 **Curiosity:** Social networking sites constitute a virtual world full of innovative ideas and technologies that appeal to the individual to try and use them, whether in his scientific, practical or personal life.

2.5 **Dating and making friends:** Social networking sites have facilitated the formation of friendships, as these networks combine real friendships with virtual friendships, as they provide an opportunity to link relationships with individuals from the same community or from other societies that are different between the sexes or between members of the same sex

2.6 **Marketing or job search:** In fact, social networking sites are no longer just because they have become a powerful and very effective marketing tool for business owners, as they are low-cost and ensure easy contact inside and outside the workplace in addition to the ease of joining and subscribing to them, as well as the ability to design and develop, and to classify subscribers according to age, gender, interests and identities. Ease of linking business with clients, and also linking employers with their applicants.

3. The reality of using the Internet and social networking sites in the world
The daily browsing rate of social media has become a topic of great importance, as the time that people spend on these sites every day is one of the most important means of measuring this activity. Social media users 4.14 billion users, an estimated rate of 53, that is, more than half of the world's population, and this according to the statistics of October 2020, this means that more than 14 people on average use social media, which is the highest rate compared to the same statistics presented in 2019, and I use more than 180 million people through social media between July and September compared to the previous three months, which is equivalent to an average increase of about two million daily users. The Kurna pandemic contributed a large part to the increase in the use of social media as a result of the new habits that people adopted during the quarantine. The exceptional circumstances that the world is witnessing, it is not expected

that the number of users will decrease again once people return to normal during the coming months, in particular **(Kemp, 2020)**

3.1 **The Most Popular Social Media Platforms in the World for 2020.**

Table No. (01) :Shows the most important social media platforms with the highest use for the year 2019.

Web site name	Year Founded	Monthly use	Daily use	Mobile use	Average daily activity
Facebook	2004	2.4 billion	1.6 billion	81%	58 Minutes
The YouTube	2005	1.9 billion	149 billion	5 billion	40 Minutes
What's Up	2009	1.5 billion	1 billion	1 Million	60 billion Message
Instagram	2010	1 billion	600 Million	500 Million	95 Million Insertion
Reddit	2005	330 Million	14 billion	138	25 Million Voice
Twitter	2006	330 Million	134 Million	460	140 billion Tweet
snap chat	2011	301 Million	109 Million	10 billion	3 billion snap
LinkedIn	2002	300 Million	30 Million	5.3 Million	10 Minutes

Source: Prepared by the researcher based on the site.
https://www.maisabusalah.com/2019/07/SMStats2019.html.

Through the above table, we note that Facebook, YouTube and WhatsApp are the largest sites used. Facebook came in first place, with monthly use reaching 2.4 billion and daily use of 1.6 billion, with an average daily activity estimated at 58 minutes per day, and YouTube, the monthly use amounting to 1.9 billion and daily use of 149 billion at a rate. Daily activity estimated at 40 minutes and WhatsApp reached 1.5 billion monthly users and 1 billion daily users, and Instagram came in fourth place with 1 billion monthly users and 600 million daily users. As for Twitter, the monthly usage rate reached 330 million and daily use 134 million. Linkedin is in the last four ranks, with a monthly usage rate of between 330 and 300 million, and a daily use of between 14 billion and 30 million, with a preference for the number of daily users for Reddit.

3.2 **The number of Internet users in North African countries**

Table No (02): shows the number of internet users in North African countries
(to January 2020 2017)

Unit: million

Year Country	2017	2018	2019	2020
Algeria	18	21	24.48	22.71
Tunisia	6.4	7.89	7.90	7.55
Morocco	20.21	22.56	22.57	25.32
Libya	3.2	3.8	4.5	5.10

Source: Prepared by the researcher based on the website
.https://datareportal.com/library

We note from the above table that the number of Internet users in Algeria reached 18 million in 2017, at a rate of 44% compared to the number of the population, to reach 24.48 million users in 2019 at a rate of 58%, which is the highest rate, falling to 22.71 million users in January 2020 at a rate of 52%. Tunisia reached 6.4 million users in 2017 at a rate of 52%, rising to about 7.90 in the year 2019, at a rate of 67%, to decline to 7.55 million users in January 2020, i.e. a rate of 64%. As for Morocco, the number of Internet users reached 20.21 million in 2017 at a rate of 58%. Compared to the population, to reach 25.32 million users in January 2020, i.e. an average of 69%, while in the State of Libya, the number of Internet users was 3.20 million users in 2017, thus increasing the number as it reached 5.10 million users in the month of January 2020, or 75%, which is the highest percentage compared to all From Algeria, Tunisia and Morocco.

3.3 **The most used social media platforms in North Africa for the year 2020.**

Table No (03): shows the most important social media platforms with the highest usage for the first semester of 2020.

Website name Country	Facebook	Instagram	Twitter	Linked in	Snap chat
Algeria	20 Million	4.8 Million	846.5 Thausand	2.3 Million	3.65 Million
Tunisia	6.9 Million	1.9 Million	272.5 Thausand	1.2 Million	765 Thausand
Morocco	16 Million	4.9 Million	669 Thausand	2.7 Million	3.75 Million
Libya	4.8 Million	1.1 Million	601 Thausand	260 Thausand	/

Source: Prepared by the researcher, depending on the site

.https://datareportal.com/reports/?tag=Northern+Africa

We note from the above table that the most important sites used in North African countries is the Facebook application with an estimated rate of 11.93 million users, Instagram application came in second place, and Snapchat came in third place with a rate of 2.04 million users, while the LinkedIn application ranked fourth at a rate. It is estimated at 1.62 million users, and the last place was the share of Twitter with a rate of 597.25 thousand users, and this is according to the statistics of January 2020.

Conclusion:

The number of social media users in the world has exceeded the threshold of 3.5 billion, as social media platforms have dominated the whole world over the past years, and North African countries like other countries in the world have not forgotten their share of these sites, as the number of users in these countries is constantly growing. After a day with the continuing technological development in the world of communication, about 50% of North Africans have accounts on various social networking sites, and the most important applications used are the Facebook application, as well as the Instagram and LinkedIn application, and Facebook Messenger is the most used messaging application in North Africa.

These means, as recognized by the Arab countries, played a pivotal role in the Arab Spring revolutions and still have a tremendous and escalating impact on large sectors of the Arab people, especially the youth. Any person or group can create for themselves a private media and an information system that is not concerned. With the tools and means of governments, what caused conflict between some peoples and their governments, especially in countries that are known to be closed countries that are resisting development.

Recommendations and suggestions

a. The need to raise awareness of the positives and negatives of social media sites and through seminars, lectures and the media of all forms;

b. The need to clarify the seriousness of social media, in light of the high rates of illiteracy within Arab societies, especially that colonialism left the land, but it did not leave the goal, and the divisions witnessed by Arab countries are the best proof of this, pointing out that the Arab world will continue to be penetrated, and under the ambitions of countries Western;

c. Conducting studies to track the spread of this technology, to identify the groups of society most affected by it and to clarify the aspects of the impact.

d. You should not publish any information that might threaten the privacy of the user, as social media has made people more open and inclined to talk about their needs and details related to their adopt educational platforms through various social media sites;

e. Conducting intensive training courses and introductory workshops on the Internet, to train young people, children, and exhausted people to make the best use of it, and this through training them on how to select information and choose the appropriate ones in research and scientific studies that serve their scientific career;

f. The necessity for cooperation between the concerned international institutions to exchange regulations and legislations that determine the best use of social networks;

g. Utilizing social media networks to learn and benefit from their applications, and the need to

REFERRALS AND REFERENCES:
Books:
1. Abu Eisha, F. (2009). Electronic Media. Dar Osama for Publishing and Distribution, Amman, Jordan.
2. yahab, k. (2016). Social Networking Sites "Modern Tools for Change via the Internet. In Social Networking Sites "Modern Tools for Change via the Internet (1st edition, ed.). The Arab Group for Training and Publishing, Cairo, egypt.
3. Laila , A. J. (2012). Facebook and the Arab Youth, Al Falah Library for Publishing and Distribution, amman, jordan.
4. mohamed, h. i. (2011). using social networking sites in the arab world, Arab Thought House, cairo, egypt.
Journal article:
5. Radi , Z. (2003). Using Social Networking Sites in the Arab World,. Education Magazine,(15).
6. Lamia , S. A.-H. (2015). The level of Mutah University students' use of the WhatsApp and Facebook networks and its relationship to value-building and academic self-efficacy,. Journal of the College of Education,(164 Part One).
7. Janan , S. A. (2017). Motives for using social networking sites and their impact on family problems,. Ishraqat Development magazine,(9).
8. Brett Cooper, m. K. (2014). Linkedin As A Learning Tool In Business Education. American Journal Of Business Education – Fourth Quarter, 7(4).
9. danah m. boyd, N. (2008). Social Network Sites: Definition, History, and Scholarship. Journal of Computer-Mediated Communication(13).
10. Hanan abdo, f. s. (2018). The Reality of Students of the College of Education at the International Islamic University in Malaysia using the social network Facebook and their attitudes towards it,. Al-Quds Open University Journal of Educational and Psychological research and staudies, 09(26).
11. Iman, j. a. (2018). The Role of Social Media in Defining Tourist Destinations in Tartous Governorate,. University Journal for Research and Scientific Studies, Literature and Human Sciences Series, 2(3).
Theses:
12. Issa , S. A. (2016). The impact of social networks on changing the purchasing behavior of the Algerian consumer-A case study of the products of the Omar bin Omar Complex,. Ammar Thaleji Universit, algerie.
Internet websites:
13. Kemp, S. (2020, 10 20). DIGITAL 2020: OCTOBER GLOBAL STATSHOT. Retrieved from data reportal.: https://datareportal.com/reports/digital-2020-october-global-statshot