



*Cultural alienation of social network users - Facebook as a model - A
field study for the students of the University of Djilali Bounaama, Khemis
Miliana.*

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Received: 15 /01 / 2022 Accepted: 01 /10 / 2023 Published: 31 /10 / 2023

Abstract:

This study aimed to shed light on the use of social networks and their impact on cultural alienation among university students, focusing on Facebook, and 70 students from the University of Khemis Miliana participated in the study. Finally, we found that there is a difference between those with high cultural alienation and those with low cultural alienation in the use of Facebook, while we did not find differences in the degrees of its use between male and female students, and there were no significant differences attributed to the variable of specialization

Keywords: Alienation; Cultural Alienation; Social Networks; facebook.

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I. INTRODUCTION

Since the dawn of history, mankind has known several social developments and transformations, the most prominent of which was the development and transformation taking place in societies, due to a group of scientific inventions and discoveries, which changed almost all aspects of life and affected most of its activities. Perhaps the most prominent of them is the Internet, with its multiple applications and distinguished services, and thus penetrated all areas of life, which led to dealing with it as a necessary reality in order to keep pace with the digital age. (Marrakchi, 2013), and perhaps we find the service of communication through social networks among the most important services provided by the internet.

The emergence of this service and its widespread use led to a radical transformation in the functions of the Internet and its applications. After the Internet was seen as a tool for preserving and retrieving information, it has turned into an important and main means of communication between people in different parts of the world, and the number of users has increased to attract different categories of people (Al-Barji, 2015, p. 2), and one of the most prominent social networking sites that appeared and spread in an amazing way is the Facebook network.

There are those who believe that the virtual community created by social networking sites such as Facebook represents a negative community that a person loses the ability to interact and deal with the reality of social life and with the people around him (Al-Maybe, 2012).

1. Study problem

As a result of the rapid changes that the world is going through, our youth fell into a clear dispersion in goals and objectives, as the rapid global changes led to the inability of young people to clearly distinguish between what is right and what is wrong, which led to an intellectual crisis that had a significant impact in pushing young people to revolt. The revolution is against the values of society, and their almost complete alienation from the values brought about by the scientific and technological revolution (Ibrahim and Musa, 2003, p. 52) from (Al-Ashram, 2015, pg. 4), and if we are talking about alienation as a psychological phenomenon that spread among individuals and made them feel relatively separate from themselves or their societies more than ever before, this is due to “the increasing industrial growth, vital economic strength and impressive individual success that was the beginning of a new era and an explosion of knowledge that extended to accommodate all activities of modern man in agriculture, industry, commerce, transportation and means of communication”. <https://fr.scribd.com/document/60970316>.

University students are the most vulnerable segments of society that are exposed to internet addiction for several reasons, including that they are going through an important psychological development stage, in which identity is formed and intimate personal and social relationships are established. (82%) of university students use the Internet. From (Ibraim, 2015).

Based on all of the above, we will try in this research paper to answer the following questions:

Are there differences between students in the degrees of addiction to Facebook due to the variable of cultural alienation?

Is Facebook addiction different between male and female students?

Are there differences in Facebook addiction between students with a scientific major and students with a literary major?

2. Study hypotheses:

First hypothesis: There are differences in students' addiction to Facebook according to the different degrees of their cultural alienation.

The second hypothesis: There are differences in students' addiction to Facebook according to the gender variable.

The third hypothesis: There are differences in students' addiction to Facebook according to the academic specialization (scientific/literary).

3. Objectives of the study:

The study aims to know the relationship of addiction to Facebook and cultural alienation among the Algerian university student.

The importance of the study:

The importance of the study stems from the importance of the variables that it deals with. Psychological alienation is a very vital concept, while social networking sites are a recent topic that many researchers in various disciplines have been interested in.

II. Study Concepts:

1- Social networks:

It is a term given to a group of websites on the Internet that emerged with the second generation or what is known as Web 2 that allows communication between individuals in a virtual community environment that brings them together according to interest groups or networks of affiliation (country, university, school, company etc.) This is done through direct communication services such as sending messages or viewing the personal files of others and knowing their news and information that they make available for display. (Al-Darb, 2009) on (Al-Shehri, 1434, p. 7) and Facebook is one of these sites, and it is known as a social networking website, meaning that it allows ordinary and legal persons (companies) to highlight themselves and enhance their position through the site's tools to communicate with other people within the scope of that site or by communicating with other communication sites, and establishing communication links with others (Abdul Moneim and others, 2015, p. 294)

As for the current study, we chose the social network "Facebook", which is considered a means with a wide spread among all segments of Algerian society, including Algerian students.

2- Cultural Alienation:

Cultural alienation can happen to anyone because every person can identify with at least one culture. (Timothea, 2021, p160)

(Noy, p. 123) mentions that the Encyclopedic Dictionary of Sociology sees alienation as the individual's feeling of detachment from society and the environment, and his sense of alienation towards it, and it also includes a feeling of alienation from oneself.

As for the Dictionary of Social Work and Social Services, it indicates that alienation is the individual's feeling that he is separated from others or suffering from alienation in cultural areas, which seems unacceptable.

As for cultural alienation, it is that alienation felt by the members of society or the owners of a certain civilizational reference, as they feel that they exist and live with values and do not unite with them, which makes them feel in the depths of their souls that they are separated from these new civilizational values and references, and at the same time we find them fascinated by all What is strange and foreign from the elements of culture, especially the lifestyle of the western group and its preference over what is local (Noui, 2012, p. 135) HazemKhairy defines cultural alienation as “any waiver of the natural right of man to possess a free, developed culture for self-comfort and satisfaction for society.” As for Fatima Darwish, she sees it as a phenomenon that emerges as a result of the contradiction between social ideals and social reality. About (Salataniya and Noy 2013)

III.Theoretical frame work:

1.Social Networks:

Social networking is defined as: “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 tendencies or gather it with his friends.” (Al-Shehri, 2008, p. 12 Statistics about Facebook) According to the third quarter of 2013)

Through the statistics published by Facebook in the third quarter of 2013, the following information was recorded:

- The number of Facebook users so far has reached 1.6 billion users, including 728 million daily active users.
- The number of Facebook users in China has reached 87 million.
- The number of mobile users reaches 469 million per day, or 69% of the users.
- The total data stored on Facebook is about 300 petabytes.
- The number of things shared on Facebook is 4.75 billion times daily, while the number of daily likes to 6.75 billion times.
- The number of sites that use Facebook buttons has reached 7.5 million, the number of times the Like or Share button is used to 22 billion times.
- The number of photos uploaded to Facebook has reached 250 billion.
- The number of friends on Facebook is about 150 billion times, with an average of 150 billion times, with an average of 150 friends per user +.
- The number of messages that are sent 10 billion messages per day.

-The total time that Facebook is visited daily is 22 billion minutes, an average of 20 minutes per user. About (Ben Bel Abbas, 2015) through the previous statistics, it becomes clear to us the extent of the massive spread of Facebook among all circles, and thus we can accept that this social network is also widespread among the student community.

2. Facebook uses:

There is no doubt that the rapid growth of Facebook and its increasing popularity did not come from nothing, but rather as a result of the multiple uses it provides to the member, and of great importance, and among the most important of these uses are the following:

- Connecting with people, connecting with friends, connecting with family, connecting with old friends and family members spread all over the world.
- Make new friends who share your interests.
- Follow your friends' activities.
- Share in messages, links, and photo albums.
- Blogging with Facebook's diary feature.
- Invite friends to parties, evenings and all kinds of gatherings.
- Become a fan of a famous person, politician, orchestra...
- Have fun with friends.
- Send virtual gifts, birthday congratulations and other things.
- Business deals and trade.
- Share a summary of finding a job or employee.
- Marketing your product, your organization (Ramadan, 2012, 105-106) on (Bouamra, 2014)

3. Cultural Alienation:

Despite the recentness of the study of alienation as a psychological phenomenon that expresses human suffering and conflict with his society, the concept itself is not new. (Nabil Iskandar 1988) The emergence and development of the concept of alienation, and they concluded that it is as old as man himself, as it has been associated with it in all ages and times. (Al-Quraiti and the Person, 2011, p. 55) <https://fr.scribd.com/document/57219272>

The concept of alienation has developed, and the fields of its use have increased as the talk ended about it as a phenomenon that spreads among individuals with relative separation from themselves and their societies, since no matter how much a person acquires knowledge, growth and strength, there remains something to worry about, and perhaps this thing will remain forever, because it enters into the fabric of his existence, as the Man in our time lives a little or a lot of alienation. The existence of alienation is linked with the existence of man, and therefore he touched all aspects of his life, whether social, economic, philosophical or political, as well as intellectual, literary, artistic, and cultural (Mahmoud, 1984, p. 78) about (Al-Qiq, 2015). p. 9.

2.1. Dimensions of cultural alienation:

(Saltaniya and Noui, 2013) summarize the dimensions of cultural alienation as follows:

Non-normality: Durkheim sees it as the loss of social norms as a result of rapid changes.

Social Isolation: According to de Jong-GerfeldonvanNelleuring, social isolation is the extent to which the individual feels lonely, isolated from others, distance from them, avoidance of them, low rate of communication with them, disorder of his relationship with them, lack of people around him, and the absence of intimate friends.

Egocentrism: The concept of individuality that we mean in this study in the sense of egocentrism or subjectivity, which is the moment when the individual sees that he is the center of existence and the center of the universe in the course of his social life and that he understands things through his self-interest.

Non-goal: the individual's lack of clarity of goals, and his inability to set goals for his life, while not knowing the purpose of his existence, and therefore the reason for this may be the incompatibility of the values, controls and goals of the society for his life with the individual's orientations, goals and values, meaning that the goal towards which the individual's work is directed is not desirable, or that the society in which he lives does not give him the attention he deserves. (Saltaniya and Noui, 2013, p. 22)

IV. Previous studies:

A- Studies on alienation among university students:

Al-Qiq (2015), in his study on alienation and its relationship to the ability to creative production, cited a set of studies conducted on alienation among university students, among which we mention the following:

The study of Ahmed Khairy Hafez (1980), he conducted a field study on the psychology of alienation among university students, and the sample consisted of (520) male and female students. He concluded that male and female university students generally mean feelings of alienation in all its forms, such as feelings of loss of meaning, feelings of self-centeredness, feelings of indifference, feelings of social isolation, lack of belonging, feelings of aggression, anxiety, and discontent. The study also found differences in alienation due to the variable of age, while there are no differences due to the variable of economic and social level, as well as the variable of gender, educational level and religion variable.

The study of Abdel-Sami' Sayed Ahmed (1981) on the phenomenon of alienation among university students in Egypt, where the study consisted of 334 students, and the results indicated that alienation in its three dimensions, social and psychological, and alienation from the university is a widespread phenomenon among students.

The study of Talaat Mansour (1983), he studied the sense of cultural identity versus the sense of cultural alienation, the sample consisted of 150 male and 125 female students, and the results indicated the orientation of the sample members towards cultural identity, and this indicates that alienation does not spread among them in a large proportion.

The study of Zainab Al-Najjar (1988) which examined alienation among university youth. The study sample consisted of (200) students from Al-Azhar University.

B- Studies on the use of social networks among university students:

The study of Saudi Abdel Karim (2014), Facebook addiction and its relationship to the family adjustment of the university student - a study on a sample of Bashar University students - and it found a clear relationship between these two variables, while it found no differences between male and female students in Internet addiction.

BouamraSuhaila's study (2014), the psychological and social attitudes of university students towards the social network "Facebook" - a field study on a sample of students at the University of Mohamed Khider in Biskra-. It also found differences in these trends due to gender and in favor of females.

C- Studies on the relationship of communication networks with alienation among university students:

A study (Masoudan and Warem, 2012), entitled "The relationship between social networking and cultural alienation for young people, a field study on a sample of students of the University of Al Bachir Al Ibrahim - BordjBouArrairej - 2012, where this study aimed to know the importance of using social networks by university youth and looking at the extent of their use of social network and the degree of its impact on their cultural alienation, and it concluded that the most used social network is Facebook and that there is a relationship between social networking and cultural alienation.

A study (Zamil, 2006) entitled the relationship between Internet addiction and alienation among university students, this study aimed to identify the relationship between Internet addiction and alienation among students of Al-Azhar University in Cairo in Egypt, and the study sample amounted to (120) male and female students, and the results showed the presence of Differences in alienation between male and female Internet addicts and non-addicts, and there are no differences between males and females in the degree of Internet addiction and the existence of a correlation between Internet addiction and alienation among the sample members. From (Ibraim, 2015).

V. Field study

1.Research Methodology

In this study, we relied on the descriptive and analytical approaches, as they are appropriate to the nature of the subject being studied.

2.The research sample

The study was applied to a sample of students from the University of DjilaliBounaama, KhemisMiliana, and it was estimated at 70 male and female students, 21 male and 49 female. Of them, 34 are literary and 36 are scientific.

3. Statistical methods

In this study, we used the following statistical methods: SMA, Standard deviation, (T-test) for two independent samples in order to measure the differences between the high and low of cultural alienation, it should be noted that we relied on the SPSS program to calculate these methods.

4. Measurement tools

1. Facebook Addiction Scale: In this study we used the Facebook Addiction Scale by Abdul Aziz Imam (2010) and we changed the word "Internet" in Facebook to fit the current study, as it consists of 25 items. It is also worth noting that we took the scale from a note (NouiIman, 2012).

2. The scale of cultural alienation: The scale of cultural alienation was used by the researcher (Noui, 2012), and the researcher indicated that she relied on the construction of her scale from the researcher Samira Hassan Abkar.

VI. View and discuss search results

1- Presenting and discussing the results of the first hypothesis

The first hypothesis states: There are differences in students' addiction to Facebook according to the different degrees of their cultural alienation.

Table(1): shows the differences between students with high cultural alienation and students with low alienation in addiction to Facebook.

	Arithmetic mean	standard deviation	t-test for significance of differences
High cultural alienation	80.8	3.30	18.42 significant when 0.000
Low cultural alienation	57.05	4.79	

We note from Table No. (1) That there are statistically significant differences between students with high cultural alienation and students with low cultural alienation in the degrees of addiction to Facebook, where we obtained the value of the scale (t) = 18.42, which is significant at 0.01.

We may refer this result to the fact that there are students whose cultural identity has been affected by Facebook, and we do not say all students because we also note that there are students who have high scores on the alienation scale and others have low scores on the same scale.

The result of this study agrees with the study (Masoudan and Warm, 2012), which aimed to study the relationship between social networking and cultural alienation for

young people - a field study on a sample of students of Al-Bashir Al-Ibrahimi University - where they found that the most used social network is Facebook and that there is a relationship between networking and cultural alienation.

While it differs from the findings (Noui, 2015) in its study on the impact of the Internet on cultural alienation among university students, where it did not find a relationship between these two variables, as it stated that it agrees with the findings of Dr. Nasr El-Din Layadi, who concluded that the use of the Internet and the increase in the sites were not made at the expense of the classical means of communication, in the sense that the Internet did not lead to a violent tremor in the cultural habits of the students.

2- Presenting and discussing the results of the second hypothesis:

The second hypothesis states: There are differences in students' addiction to Facebook according to the gender variable.

Table (2): shows the differences between male and female students in Facebook addiction.

	Number	Arithmetic mean	standard deviation	t-test for significance of differences
Male students	21	47.04	7.75	0.848 non-significant
Female students	49	46.63	7.93	

The above table shows us the differences between females and males in addiction to Facebook. The arithmetic averages of the degrees of addiction are close as shown in the table, and there are no significant differences in addiction due to the gender variable. We may attribute this to the fact that male and female students have an equal level of influence on this network and their tendencies towards it, as well as their use of it for the same purpose.

This result is consistent with the findings of the study (Marrakchi,), which concluded that there are no differences in the degrees of students' use of Facebook according to the gender variable. Marrakchi Maryam, The use of social networks and its relationship to the feeling of psychological loneliness among university students (Facebook as a model) - a field study on a sample of Biskra University students, MSc Social Psychology. What differs from the study (Boamra, 2014), where it found that there are differences in the psychological and social trends of students due to the gender variable in favor of females.

3- Presenting and discussing the results of the third hypothesis:

The third hypothesis states: There are differences in students' addiction to Facebook according to the academic specialization (scientific/literary).

Table (3): shows the differences between students with a scientific specialization and students with literary specialization in addiction to Facebook.

	Number	Arithmetic mean	Standard deviation	t-test for significance of differences
Literary branches	34	47.61	7.99	0.877 non-significant
Scientific branches	36	45.97	7.69	

The third table shows that there are no significant differences in Facebook addiction for literary and scientific disciplines, and this may be due to the fact that both are in the same age group, and both use Facebook for similar purposes, which is to have fun and spend time, as the study (Ramadan, 2012) concluded that entertainment and obtaining information and knowledge is the most important motive that makes university youth accept the use of social networks.

VII. Conclusion

This study aimed to identify the impact of Facebook on cultural alienation among university students, where we found in the end that there are differences between those with high and low cultural alienation in the use of this network to communicate, and accordingly, we sound the alarm with this result and call on those interested in this subject to conduct further studies in this regard and knowing the negative effects of these sites, let us take the necessary measures, such as holding seminars and study days to educate young people and students about the dangers of this network and how they can preserve their values and principles in the midst of all these multifaceted influences.

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