



***The Role of Social Networking Sites in Spreading
Green Economy Culture***

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Abstract

The study at hand is an analytical endeavor that contends to highlight and emphasize the vital role played by social networking sites, mainly Facebook, in developing and spreading a prominent Green Economy culture that opts for guarantying a radical shift in individuals' environmental attitudes and behaviors. The advent of SNSs constituted the hallmark of a communicational revolution that brought into existence one of the greatest human achievements of the contemporary age: The Internet. This extraordinarily far-reaching web managed to joint world nations under a virtual dome that has proffered an unprecedent opportunity for boundless interaction and socialization; the thing that paved the way for a novel trend as part of which former passive information and content receivers became media content creators and promoters, and thus they were recognized as the fundamental productive asset of these virtual platformers by virtue of the plethora of media contents they manufactured themselves. Facebook, being the largest SNSs platform, has been one of the major driving engines of this new wave of environmental culture and activism through its permanent availability and accessibility to broader, highly diverse audiences. Consequently, this article selected a number of Facebook pages, created by environmental protection advocates and activists, for the purpose of disseminating didactic and sensitizing messages and campaigns that aim to raise awareness about the ongoing global environmental crisis and accentuate the importance of a broad

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mobilization of human and material resources so as to strengthen and boost the persistent efforts of saving our environment and its natural resources from ultimate demolition.

Key words: Facebook, social Networking sites, environment, environmental protection, Green Economy culture.

1. INTRODUCTION

Human beings were innately bound to interact with the environment and its foundational elements. Concomitantly, the quality of their standard of living hinges principally on their ability to develop a rather rationalized investment tendency towards its vital constituents and resources; knowing that the stability of the global environmental condition is directly linked to mankind's conscience, informed attitudes, and appropriate behaviors vis- a- vis this delicate entity. In short, human beings' sincere willingness to restrict and mitigate their destructive impact on the environments' depletable resources can be deemed the sole catalyst for an efficient resuscitation of the ecosystem constitutes elements as well as the adequate securing and provision of humans' indispensable needs. However, human beings' inordinate desire for economic and social well-being resulted in the greedy exploitation of the environment and as a result of which natural resources were exhausted at record rates, tons of waste and debris were produced, and many ecosystems were destroyed which urged environmental researchers and specialists to sound the emergency alarm and call on international civil society to act urgently in order to halt environmental damage and repair what can be repaired.

These endeavors culminated in the holding of the first international conference on the environment. The Stockholm 1972 conference, which bore the title: "the United Nations Conference on Human Environment", recognized through its attendant delegates the seriousness of the global environmental crisis that was provoked by the great industrial developments in various regions of the world. Moreover, the 1977 intergovernmental conference on environmental education was held in Tbilisi city, Georgia, where participants stressed the need for nurturing a global environmental

conscience and intensifying efforts to prepare strategies and plans of action that are centered around sustaining environmental awareness and sensitizing local and international public opinion.

Furthermore, the 1992 Rio de Janeiro summit's participants called for working strenuously in order to interweave constructing environmental cognition and behavioral trends with supporting citizens' practical and field commitment towards the environment. They emphasized in the same context that individuals' negative behaviors vis-à-vis the environment are incited by the absence of positive environmental orientation among them as they happen to be themselves the generators of their distinct patterns of environmental behavior, this resulted in launching special programs for environmental education and environmental awareness campaigns targeting different social groups. The conference also focused on the use of mass media, including press, radio and television, to encourage the spread of environmental culture, and organizing training sessions for editors to fulfill this purpose based on the pioneering role played by media in constructing and raise awareness among members of society about various urgent and serious issues, including environmental dilemmas.

Furthermore, new terms have emerged in parallel with the blossoming of mass media and prior to the remarkable media and communication technology's revolution, that was globally witnessed and did simultaneously coincide with the immense and accelerating progress in communication via internet that has altered the patterns of producing information and hastened its transmission pace. These emerging terms encompass: 'new media' and 'electronic media' which exclusively refer to the abundance of social networking sites. SNSs are challenging traditional mass media, and increasingly becoming omnipresent and influential amongst members of various social groups due to their defining characteristics comprising: synchrony, communication speed, and interactivity; the thing that has established a new form of journalism labelled: 'citizen journalism', being a freshly devised concept, it did transform the regular visitor of these websites into an active individual who not solely receives media contents, but rather creates these contents, and sustains them with

instantaneous photos and videos; a quality that traditional mass media failed to provide. Consequently, SNSs succeeded in attracting record numbers of users especially youth as it was rendered their favorite medium of communication and interactivity across actual, realistic events and social issues comprising the environmental ones. Building on the aforesaid, this study intends to highlight the role SNSs, particularly Facebook, in disseminating environmental culture.

Statement of the Problem

The dynamic realm of media has been recently swept by a colossal wave of conspicuous advancements that were elicited by the revolutionization of media and communication technologies as well as the immense and rapid evolution in communication via internet. Thereupon, this has led to the advent of the so-termed citizen journalism resulting from the emergence of social networking sites. SNSs engendered an abundance of changes in the patterns of producing and transmitting information. These latter ones posed a serious challenge to traditional mass media outlets and eventually became more popular and influential among all different social groups by virtue of their distinguishing features comprising: prompt connectivity and interactivity which are proffered to the public by these platforms. SNSs', thus, managed to attract millions of subscribers and consequently devolved into momentous web-based spaces principally devoted to exchanging ideas, forging discussions and garnering support, particularly, among youth. The afore-stated continuum is deliberately realized through introducing current issues as well as matters of shared interest and debating them. Environmental issues reside at the center of these contemplated themes as environmental media contents of various types and forms comprising photo reports, volunteer campaigns' appeals, and instantaneous individual or communal media coverage of environmental events are incessantly expanding on social networking sites. These kaleidoscopic environmental media contents are purposed for raising environmental awareness and promulgating a sustainable green economy culture.

Based on the forgoing, this research revolves around the following fundamental question: what role do social networking sites play in disseminating green economy culture?

Significance of the Study

This issued study was incited by the proliferating interest in local, regional and international environmental issues and the call for deploying new media, particularly SNSs, in favor of the efforts directed to the protection of the environment by virtue of their prevalence among social groups and youth in particular. Henceforward, the paper at hand contends to investigate social networking sites' eccentric mechanisms of influence on both the level of cognition and environmental ethics and orientations. Moreover, it aims at scrutinizing the role they play in the concretization of these theoretical notions through daily environmental behavior. And therefore, the significance of this study stems from the fundamental need for extrapolating the impact of social networking sites, specifically Facebook that ranks at the zenith of the most used social networking site by young people, in spreading green economy culture and inculcating the knowledge and skills required for dealing with the environment as well as constructing enlightened and well- informed opinions towards the various environmental issues currently raised.

Study Objectives:

The herein presented study aims to further understand and determine the underpinning dynamics of mankind's relationship with the environment. Furthermore, it seeks to identify the crucial role performed by Facebook in sculpting and disseminating environmental culture among its users who belong to different social categories, especially youth, through its electronic pages that have emerged as an open space for interaction and exchange of views as well as various environmental media contents that have become widely circulated.

On the other hand, it endeavors to accentuate the vitality of scientific research in the field of the environment and the advantage of modern means of communication, including social networking sites, with the intention of crafting the demanded

environmental knowledge on various local and global environmental issues among with encouraging constant consideration of the environmental situation and adopting rational and responsible environmental behaviors, which represent the essence of environmental culture.

Key Concepts of the Study:

1- Social Networking Sites

“We define social network sites as web-based services that allow individuals to (1) construct a public or semi-public profile within a bounded system, (2) articulate a list of other users with whom they share a connection, and (3) 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” (Boyd & Ellison, 2007, p. 211). In addition to that, “a social networking site (SNS) connects and presents people based on information gathered about them, as stored in their user profiles. These user profiles determine the way in which users are able to present themselves to others. The most important distinguishing factor between the various sites is the range of profile information that they store and can perform operations on” (Cruz-Cunha, Gonçalves, Lopes, Miranda, Putnik, 2012, p. xviii). Likewise, SNSs are said to denote “an established set of computerized networks that enable subscribers to form their private virtual websites and further connects them to other likeminded social partners via a collective web-based structure” (Radi, 2013, p. 23).

With regard to the research in hand, SNSs denote the various web applications available on the internet comprising: Twitter, Facebook, Snapchat, YouTube...etc. that attracts large numbers of youth.

These proposed definitions, when thoroughly discerned, delineate the fundamental services proffered by social network sites (SNSs). The pivotal and most recurrent of which, according to the herein stated denotations, is the ability to connect to wider, more colorful communities where subscribers, through their cybernetic reflections, are provided with a facilitated opportunity to socialize and exchange information. Therefore, SNSs have established an abundance of virtual communities as part of

which individuals devise their own desired identities and disseminate these representative, electronic IDs, principally termed profiles, by virtue of the multidimensional threads of personalized and communal connections engineered by these practical platforms. With respect to the crux purpose of this pursued research, the afore-scrutinized SNSs definitions would unequivocally set the grounds for substantiating the decisively effective role performed by these computer-generated worlds in constructing and buttressing a preponderant environmental culture through the maximized employment of these socially forged connections for the sake of cultivating and inculcating an efficient cultural mindset that is premised on treasuring, protecting and revitalizing the environment and its natural resources.

2- The Environment

“ ‘Environment’ in the modern context of sustainable development encompasses the physical and social factors of the surroundings of human beings and includes land, water, atmosphere, climate, sound, odour, taste, energy, water management, coastal and marine pollution, the biological factors of animals and plants, as well as cultural values, historical sites, and monuments and aesthetics” (*Training Manual on International Environmental Law*, 2006, p. 15). Furthermore, Philippe Sands, director of the Centre on International Courts and Tribunals at University College London and a Laws Professor, additionally highlights the blurring line between environment, nature and ecology as he assumes the following:

Dictionaries define ‘environment’ as ‘the objects or the region surrounding anything’ Accordingly, the term encompasses both the features and the products of the natural world and those of human civilization. On this definition the environment is broader than, but includes, ‘nature’ which concerned only with features of the world itself. Ecology, on the other hand, is a science related to the environment and to nature which is concerned with animals and plants... (2003, p. 15).

Correspondingly, Philip W. Sutton brings to the fore the concept ‘natural environment’ as he avers that “the term ‘natural environment’ is chosen to avoid some of the possible misunderstandings when using ‘environment’ or ‘nature’ separately. The natural

environment refers to the nonhuman world within which human societies and their products exist” (2013, para 1).

The environment connotes, in due accordance with the preset objectives of this study, the entourage in which human beings live and out of which they secure the basic needs for their survival. Mankind reciprocally affects the environment and is affected by it. This wrapping entourage is divided into :a natural environment that includes all the elements created by the Almighty God from water, air and soil, and an artificial or built environment that includes all the manufactured products of mankind which were integrated as part of their interaction with its natural components and social surroundings.

The environment is recognized, with due accordance to these selected definitions, as the enveloping miscellaneous entourage that was carefully sculpted in order to entrench a harmonious equilibrium between its natural, renewable and depletable, resources and the welfare of the living creatures whose existence depends exclusively on the system’s proper functionality. This biodiverse ecosystem is further dispersed into a plethora of complex intertwined subsystems that are connected through a genuine thread of producers and consumers. This certainly delicate amalgamating thread is both governed by and managed through a spontaneous automatic set of mechanisms without which the precariousness of ultimate bankruptcy becomes inevitable. This doleful looming calamity of imminent rupture and dissolution is the foreseeable consequence of mankind’s subversive endeavors of repainting a rather lucrative portrait of an environmental system that targets the establishment of a sustainable life continuum and not a ruthless economic cycle.

3- Environmental Culture:

“Environmental culture indicates a non-standardized form of educational input that intends to implant environmental protection values by means of emphasizing the vitality of acknowledging the environment as an element that is inexorable from mankind and their culture” (Samir, 2011,p. 96).Similarly, Dr Thomas Heyd defines environmental culture stating the following: “environmental culture, by which I mean

beliefs, values, habits, and practices supportive of a kind of human livelihood that is attentive to the flourishing and character of the natural environmental in which we are embedded” (2007, p. 181). Moreover, environmental culture stands for “a set of programs or activities targeting the general public, or a specific social group, and that aim to clarify and define a particular concept, or problem so as to create a sense of responsibility, thereby changing their attitudes, perspectives and involvement in finding appropriate solutions”(Mohsen, 2009, p. 29). Last but not least, the General Multilingual Environment Thesaurus explains environmental culture as “the total of learned behavior, attitudes, practices and knowledge that a society has with respect to maintaining or protecting its natural resources, the ecosystem and all other external conditions affecting human life” (“General Multilingual Environment Thesaurus”, 2020).

Environmental culture portrays the founding of a salient ideal infrastructure that intends to construct and inculcate a considerably sentient and empathetic sense of responsibility towards the green vivacious biosphere to which human beings are deeply indebted and without which their future would irreversibly be unrealizable. This binding infrastructural design merges two fundamental driving forces under the insightful umbrella of nurturing generations of youngsters who are both intellectually and emotionally capable of weighting the burden of a rapidly aging world. These driving forces, which happen to be culture and environment, are unequivocally interdependent, for any human honed culture cannot be fully pieced together without integrating an environmental agenda that is premised on an inextricable and unshakable momentum of environmental awareness, social activism and a dual, individual and communal, responsibility. As humanity reaches a steep hazardous verge in its increasingly frail relationship with its cracked natural abode, a pressing call for action has been elicited by the proliferating predicaments and side effects of a rogue exploitive mentality, thus engendering unredeemable fissures and sinister wounds that deformed the environment’s formerly neat and impeccable complexion. Henceforward and since every purportedly reformative set of behaviors and attitudes or crisis management and

resolution initiatives must undoubtedly be steeped from a rationally empathetic mental framework, human beings are no longer allowed to discard or bypass the inevitability of instigating a practical continuum that coalesces a solid theoretical scheme and an optimal action plan that intends to spark the revolutionary reclamation of a sane human-nature ballad of mutual beneficialness.

4- Social Networking Sites: a Communication Revolution Par Excellence:

Melissa A. Purcell, a media specialist at Glynn Academy, Brunswick, GA, recognize that “ networking is a modern phenomenon and a mainstay of modern communication. The explosion of networking sites has changed the way we function on a daily basis.... We are in the midst of a communication revolution as phone calls, emails, and even texts are becoming passé.” She furthermore posited that “lowered production costs, better and faster distribution of information, and less wasted natural resources make online options better than print.... Networking media permeates all aspects of our lives- affecting how we get information, how we learn, how we look for love and employment, how we shop, and how we socialize” (Purcell, 2012, p.12).

Correspondingly, it is further assumed that

At the forefront of the web 2.0 revolution are social network sites (SNSs) such as MySpace, and Facebook. The sites realize, create, and exhibit connections among people...., Facebook describes itself as ‘ a social utility that connects you with the people around you.’ Due to their phenomenal popularity, especially among youth, these sites have garnered a great deal of media attention and political and legislative scrutiny as well as increasingly large sums of corporate capital (Hammer &Kellner, 2009, p. 602)

4.1 Technological Development and the Advent of Social Networking Sites:

“The origins of using the internet as a place for social activity can be traced back to the bulletin board systems of 1970s. Social networking sites, as we understand them today, trace their origins back to the mid-to late- 1990s.... However, it was not until the advent of My space in 2003, and subsequently Facebook in 2006, that these sites became a major feature in people’s internet use.” Consequently, “online social networking sites

reproduce and mediate community by reinventing aspects of the local village in this global environment. They facilitate the extension of social relationships through the medium of the internet and provide a convenient way for people to maintain an awareness of the activities of a potentially large number of people.” (Ellis & Kent, 2011, p. 96). Furthermore,

During this period, the Internet industry, which is based on providing its users with the content they are searching for through a broadcasting network that is composed of websites and a large number, millions, of internet browsers around the world that receive this broadcasting and then gradually internet developers were able to use internet browsers to send and receive data simultaneously instead of its original role as data receiver. Beginning with more modern and revolutionary e-mail applications such as Wikipedia. This phase of altering the way internet browsers were managed is the actual advent of what is known as web applications. (Saddik, 2008,p. 151)

4.2 Characteristics of Social Networking Sites:

According to (Boyd, 2007), the four principal distinguishing features of SNSs are:

- Persistence: unlike the ephemeral quality of speech in unmediated publics, networked communications are recorded for posterity. This enables asynchronous communication but it also extends the period of existence of any speech act.
- Searchability: because expressions are recorded and identities are established through text, search and discovery help people find like minds. While people cannot currently acquire the geographical coordinates of any person in unmediated spaces, finding one’s digital body online is just a matter of keystrokes.
- Replicability: hearsay can be deflected as misinterpretation, but networked public expressions can be copied from one place to another verbatim such that there is no way to distinguish the ‘original’ from the ‘copy’.
- Invisible audience: while we can visually detect most people, who can overhear our speech in unmediated spaces, it is virtually impossible to ascertain all those who might run across our expressions in networked publics. This is further complicated by the

other three properties, since our expressions may be heard at different times and places from when and where we originally spoke (p. 9)

5. Facebook

“Facebook was started in February 2004 using a network model. Facebook was originally designed to help students on college/university campuses network so members had to have a valid educational- institution email address to register. It expanded to high schools and in 2006, opened registration up so anyone could join” (Dasgupta, 2009, p. 250). Moreover, “Facebook is considered one of the most important social networking sites, and it is, not solely, a social forum, but it rather became an accessible technological base through which anyone can do whatever they want” (Saddik, 2008, p 21). Last but not least, “Facebook is the biggest social network in the world, with 2.27 billion active users, nearly 1.5 billion of whom are active every day. From a puny startup with Ivy League college kids share photos, it’s now become a major player in industries like media, marketing, and technology” (Ciel, 2020, p. 4).

Facebook is, with due accordance to the study at hand, the blue space that includes millions of subscribers and gives them the opportunity to create their personal profiles and share them with other individuals, and to interact with the various contents and messages circulating in this space.

Facebook resides at the zenith of all eminent social networking sites, for it constitutes a quintessential illustration of the underpinning conceptual efficacy of these abstract commonly shared spaces. The palpable realistic hegemony of Facebook and its proliferating impact stem from the undeniable utility and accessibility of the website’s available services. These services are outlined in the definitions afore-presented and of which the following are accentuated: communicating with other individuals within fairly unbridled communities, establishing new friendships in addition to sending and receiving different media contents, information, updates and news. Moreover, Facebook is structured in a peculiar manner that permits regrouping and joining people who display conjoint interests, objectives, aspirations and even those who happen to occupy a common physical space regardless of its measurable surface. These extended

virtual gatherings rendered the formerly intricate mission of transferring vital information, launching sensitizing initiatives, and mobilizing larger numbers of people much easier than ever before due to the website's strong and considerable web of direct and indirect relationships thus enhancing individuals' chances of disseminating their messages or calls for action faster and on larger scales. The practicality and optimality of this socialization mechanism paved the way for change makers and opinion shapers to solidify their mobilization momentum as they could save the time, effort and money they used to spend on the traditional methods of reaching out to significant diverse audiences especially that Facebook users belong to all possible age, gender, racial, ethnic, cultural, social, political...etc., groups.

6. Environmental Culture and its Role in Building Environmental Citizenship:

Environmental culture can seemingly be deemed an indispensable building bloc in the process of establishing a new citizenship philosophy at the core of which a rationalized environmental enculturation is found and sustained. Henceforward, constructing and solidifying environmental citizenship are considered to be the crux objectives of environmental culture.

6.1 Green Economy Culture Goals:

- “Adjustment of people's attitudes toward the environment and the development of a desire for public action and volunteering to protect the local environment and improve the relationship between mankind and the environment” (Mohamed, 1998, p. 95)
- “The formation of knowledge, attitudes and values and an understanding of the complex relationships between human beings and their cultural and natural environment in their different dimensions, thus enabling themselves to take the right environmental decisions so as to achieve the goals of sustainable development in order to improve the quality of life” (Jibor, 2010, p. 113).
- “Support effective participation in environmental protection and urge others to make concrete efforts and not just verbal statements to address various environmental problems” (Ibtisam, 2003, p. 60).

- “The ability to communicate with society’s decision makers, inform them about environmental problems, and join efforts between leaders and members of society to address them” (Ibtisam, 2003, p. 60).
- “Caring about the current and future environmental conditions and ensuring that this attention is constant, daily and incorporates the different human age groups” (Ibtisam, 2003, p. 60).
- “Search for the contribution of all non-governmental organizations, institutions and associations to the preservation of the environment as it is a community issue” (Ibtisam, 2003, p. 60).

7. Green Economy Culture Components:

Environmental culture, as a complex entity, encompasses the following subparts:

A. Environmental knowledge:

It is defined as the “facts, concepts and information that individuals know about the environment and topics of related interest” (Sabarini, 2012, p. 16). Likewise, environmental knowledge stands for “a collection of meanings, concepts, judgments, beliefs and intellectual perceptions of the environment, its problems and the institutions concerned with its matters, knowing that the individual who is better educated is more familiar with environmental information and knowledge” (Abid, 2014, p. 86).

B. Environmental trends:

Environmental Orientations are “the positive or negative attitude of an individual toward an environmental topic or issue, also known as the individual's relatively stable general feeling that determines their response to a scientific topic or issue in terms of acceptance or rejection” (Sabarini, 2012, p. 16). Similarly, “environmental trends are the attitudes assumed by individuals toward their environment, their sense of problems, their (lack of) readiness to contribute to solving these problems and the development of environmental conditions for the best, and their attitude toward rational or excessive exploitation of natural resources, as well as their attitude toward the prevailing beliefs through satisfaction or acceptance, be it negative or positive”(2014, p. 87).

C. Environmental behavior:

Environmental behavior is understood as “the effective and meaningful participation in solving various environmental problems and issues” (Sabarini, 2012, p. 17).

D. Environmental values:

Environmental values are believed to be “the outcome of environmental trends that gather within a specific coordinated framework that an individual takes during his or her social interaction with others, and that act as a guide to their behavior toward the environment, its components and problems” (Sabarini, 2012, p. 17).

8. The Importance of Green Culture in Building Environmental Citizenship:

Environmental culture is said to be functioning in favor of constructing and forming positive environmental attitudes by means of teaching environmental values and correcting misconceptions and flawed information that individuals formulate about the environment. This would result in nurturing their interest in local and global environmental issues in addition to boasting their ability and inclination towards embracing proper and rationale daily behaviors which would therefore transform them into responsible and effective citizen. The afore-established momentum is encompassed within a broader set of social and official efforts that target environmental protection. Furthermore, environmental culture endeavors to sculpt individuals' environmental awareness with regard to their environmental rights and duties as part of the so labelled environmental citizenship comprising the entirety of its constituents and dimensions. In addition, it provides them with the legal tools permitted by the law that enables them to enjoy these rights and commit to their duties within a constitutional framework. Also, it offers them the opportunity of becoming environmental activists by virtue of engaging with civil society associations. This objective is attained through promoting these associations and enculturating individuals about the different mechanism of efficient engagement and the horizons of positive participation expected from the environmental activities framed by these associations and proffers them the chance to become active members in society through their contribution in managing the local environmental matters, and their partaking in the different voluntary

environmental initiatives that aim to protect the environment comprising the variety of its components and elements (Djabour, 2010).

9. The Role of Social Networking Sites in Inculcating Green economy Culture:

The role that SNSs presumably play in sowing the seeds of a new preponderant cultural paradigm that cherishes the indispensable value of protecting humans' natural environment so as to ensure the survival of its biodiverse vital species and therefore offer humanity's future generations a sustainable opportunity to further exist can be discerned through the emergence of web pages that are peculiarly dedicated to posting and sharing environmental contents. SNSs, as has been previously indicated, shaped the world of communication by means of creating large virtual communities and connecting people from all over the globe within a single gigantic network. This unique feature did enable SNSs to contribute greatly to disseminating, promoting and implanting environmental culture due to the speedy and wide transmission of knowledge, information and media contents at a supra-national level.

9.1 Examples of Eco-Friendly Facebook pages: following are instances of Facebook pages that operate in favor of inculcating proper environmental concepts and ethics in order to raise environmental awareness and induce pro-environment behaviors.

A. Algerieproper: is an Algerian national eco-friendly page that was created by a group of environmental volunteers. It is considered to be a prominent media platform through which environmental activists endeavor to highlight pivotal environmental issues, celebrate successful environmental experiments and projects in addition to launching calls for environmental volunteering initiatives and sensitization campaigns.

B. Tebessa Lovers for Environmental Improvement: is the official page of a local environmental association that operates at the level of Tebessa city. This association was founded by volunteering environmental activists whose principal objective comprise spreading environmental awareness among local citizens in addition to urging them to participate positively in preserving the natural entourage and protecting the environment comprising the variety of its components. The page's guided content varies between publishing environment-oriented scientific articles, calling for raising

awareness and sensitization campaigns as well as environmental volunteering campaign, and providing media coverages of the association's various activities and initiatives.

C. Greenpeace: is the official Facebook page of the international nongovernmental organization 'Green Peace'. This organization is concerned with environmental issues, and thus its page represents the organization's electronic outlet which is deployed to publish scientific environmental reports, specialized scientific articles along with promoting the variety of volunteering campaigns it organizes.

D. Environment & Development: is the official page of the sole available Arab environmental magazine. This magazine is labelled: 'Environment & Development' and it was established by the Lebanese environmental activist Nadjib Saab. The magazine's page publishes, in addition to the electronic version of the magazine, scientific articles, environmental statistics, topics related to environmental issues in the Arab world, as well as making citizens-oriented initiatives concerning various environmental subject matters.

10. The Importance of green economy Culture

- Rationalizing human beings' behavior with regard to establishing an environmentally comprehensive and conscientious behavioral code.
- Urging them to contribute positively to the management of local environmental matters through partaking in the different official activities and social initiatives peculiar to environmental protection.
- Working towards sculpting environmental awareness and prompting citizens to effectively contribute to resolving environmental problems.
- Presenting environmental issues in a clear and inclusive manner to the public in order to raise awareness about the precariousness of these issues and provide them with meticulous data concerning the local and global environmental situation.
- Offering every individual an opportunity to acquire the necessary competence, values, individual skills and the spirit of commitment required for the protection of the environment.

- Promoting the various environmental initiatives comprising both volunteering and tree-planting campaigns along with awareness and sensitization campaigns for the sake of preserving the environment.
- Consolidating environmental values amongst society members and working on teaching them the skills needed for protecting the environment and transforming these skills into a daily behavioral pattern.

Conclusion

In a nutshell, this proposed research paper aims to accentuate the vitality and practicality of social networking sites, encompassing the abundance of virtual web communities they offer to a boundless range of users, as extended communicative mediums that serve to facilitate the process of connecting people together which automatically renders the task of sharing and transmitting informative and sensitizing messages unchallenging and fairly effortless. These crucial messages, which are usually labelled: calls for action and/or awareness campaigns, have been recently dominated by a tendency for redirecting mankind's attention and active efforts towards constructing and spreading a new cultural indoctrination that is fundamentally environmental. This new form of cultural reasoning, mainly termed green economy culture, has as its crux foundational objective the intriguing mission of unifying human beings around a single urgent cause which revolves around flattening the curve of environmental degeneracy and mitigating the ramifications of pollution and natural resources depletion among others. This rather intricate stratagem required a reliable instantaneous access to enormously wide and diverse audiences, who constitute the sole vigorous asset of this global humanitarian project, and henceforward, the international environmental protection task force resorted to social networking sites. The latter performed a crucial role in inculcating and consolidating an environmental culture that is premised on a set of environmentally sound attitudes and practices in addition to nurturing the proper skills necessary for securing safer and healthier behaviors. The afore-stated goals were made feasible through deploying social networking sites in mobilizing individuals and organizations across borders and

communities to partake in a globally organized web of change makers who not only target altering the present environmental behaviors and practices, but further dive into a deeper level of the human consciousness that is responsible for shaping individuals' thoughtfulness and awareness capacities so as to sow the seeds of a genuine cultural mindset that is engrained in a sense of commitment for protecting the environment and preserving its resources.

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