Social Identity and Social Media: AnAnalysis of Egyptian Facebook Users
(In Special context to Abu-Dhabi Region of UAE)

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Abstract- In the today's world of media globalization, Social networks become the part of our lives and are related to different aspects of our social presence every day. The consumers depend on certain platforms to interact with the other members of the society. The interactions are not limited to the exchange of ideas and sharing of opinion but attitudes, perceptions, behaviors and actions that people make on these platforms make use as social identities. Social networks, plays a major role in our society by faming consumers perceptions and expression. It is more important to learn and understand the design of social networking sites. In this paper, researchers tried to evaluate the use of social networking site i.e Facebook by the Egyptian users in Abu Dhabi area to understand how the facebook is used as a tool to change social identity of social capitals.

The approach adopted to analyze the social media role on social identity on the Egyptian user who are living in Abu Dhabi area of United Arab Emirates has been based on consulting, all the data are collected mainly by primary sources.

Keywords:-Facebook, Social Identity,Egyptian Users, Abu Dhabi

I.   Introduction

Social networking sites are increasingly becoming a part of our lives and are associated deeply with our social behavior. Peoples in the entire globe are using social media as a tool to represent their social expression and platform to influence other with certain way of ideology; defiantly we can say social media is changing our real lifeby changing our social identity. The attitude, perception, behavior and actions people learn from these public platforms form the "Social identity of social capitals". Due to the growing importance of social media, it becomes more important to study and understand the reason behind change in attitude and expression of social capitals. The article draws attention to this issue, focusing on the behavioral changes of Facebook users.

The main objective of social media is to support the rapid dissemination of public information and public notification. Social media like facebook are great and most popular source of social unification and valuable identity formation.The growth of the Social Media and its rapid expansion has led to extensive researches of the possible implications it might have for democracy. Social media not only a democratic tool, but also motivate people tosustain the radical democracy. Moreover, the social media is the communication tools for the healthy democratic setup.

Social media, especially facebook users discuss their ideology and social message to enhance and accelerate specific nature and values in the community to influence and unite other social groups to generate a kind of social capitals and shapes identities through a series of activities like the social message and by creating a platform for discussion. These platforms are used by variety of people to support social protest in the society; Arab springs are a great example of this. The application of social media is well stated in many of the research papers on the social media and Arab protests.

II. Review of Literature

The Internet is growing and expanding like mushroom both vertically and horizontally due to the cheapening of technology. Especially among young people, internet is as essential as education. One research indicates that use of Twitter, Facebook, YouTube, Myspace is increasingly very common among younger age groups within the Arab world, especially the 20 to 30 year old age group, which uses the net more avidly compared to the rest of the population (*Abdulla*, 2006:p.80). This can very well explain why and how new media were effectively deployed by young people in the Arab world to trigger political reform. In Egypt, for example, the 85 to 97 percent of the population who are active Internet users are mostly youth, who were the driving force behind the Egyptian revolution. (*SaharKhamis& Katherine Vaughan*,2011). Some more studies says,new media revolution erupted in the Arab world after 1990, inspired by the introduction of both satellite television channels and the Internet (Khamis&Sisler, 2010), this situation is rapidly changing, since many Arab countries are currently striving to increase Internet penetration rates.

The Internet allows for the dissemination of cultural content in the Arab world (Howard, 2011, p. 163). Much of the user-generated content is transmitted using social media, such as Facebook. These media enable peer-to-peer communication between users and can be linked to each other, allowing users to transmit their ideas and images to large numbers of people. Social media, no doubt, is a boon for information society, a pragmatic concept called communicability emphasizes that it is more likely that our social identity is formed through group membership rather than individual existence (Khamis, S. &Sisler, V.,2010). In the similar way, the identity of productivity refers to the intentional social identities "of" with a specific audience in sight, or

literally in sight. In productivity, we mean the expressions of identity of the corresponding behavior for those norms conditionally associated with a leaving social identity "(Reich, Z. 2008).

III.   Facebook as the platform for Research

Now days, Face-book is considered as a most popular tool of interaction and form valuable social group for social gathering. While the technology or interface determines how the social media accelerate social identify and shape public sentiments, such interface can reflect in the personality of the people. To study the social network and social identity, face-book is a ideal platform as today's face-book is covering around 86 % of social crowd , similarly face-book is well known for the protest in Arab spring like in Egypt, face-book was very common and widely acceptable tool for social message dissemination, that's why, I use face-book as platform for research.Facebook penetration is really very deep in the world and the statistics states that the percentage of facebook user in UAE is very high, next after UK and USA, itis at ninth facebook penetrated country of the world and above the Australia by 88% of its population, as per the report of Arab social media 2016, around 92percent of the population are using facebook as a social tool. Similarly, the Egyptian people in Abu Dhabi are also having a great penetration for the use of facebook.

In 2016, social networks are widely used in the Arab region, whether people are gathering around social causes and political campaigns, activating citizen journalism and citizen participation, creating a forum for discussion and interaction between governments and their communities and to improve innovation and collaboration within the government. These tools were also seen negatively and undermined, censored and exploited. It has been repeatedly stated that this revolution in social media "also contributes to global economic growth." Social networking companies are rapidly rising to the list of most successful companies, and these platforms and networks, which bring together more than 17 million of people around the Egypt (Data collected from Daily News,Egypt 2017), provide the infrastructure for thousands of start-up companies, social entrepreneurs and explore their creative potential and create a variety of businesses and services to a growing public (Arabic Social Networking Report 2016). Research indicates that the penetration of social networks and Web 2.0 technologies is growing at a peak in the Arab region. The Arab demographic region is young, where young people between the ages of 15 and 29 make up about a third of Due to the exponential growth of online social networks, and those demographic groups that in the coming years will be active citizens and potential entrepreneurs and the government and private sector workforce, it is argued that social networks can improve the level of citizenship participation in the region, promote social integration and the creation of employment, entrepreneurship and development opportunities.(Arab Social Networks Report, 2016)

IV. Objective of Study

a. To review the significance of Facebook in framing of social identity of Egyptian users.

b. To understand the level of Facebook penetration in Middle East

V. The Research Approach

The approach adopted to analyze the social media role on social identity on the Egyptian user who are living in Abu Dhabi reason of United Arab Emirates has been based on consulting (most of the result are based on the primary data). For this research, I conducted various interview with around fifty people here in UAE, including teachers and business professional of Egypt origin. After the short listing of potential areas, field studies would be conducted for a thorough as is analyzed. The survey was conducted by an online questionnaire, and also in some cases by observing and counting some characteristics. The research population is clearly the Egyptian Facebook users within the official borders of the region (United Arab Emirates). However, due to the natural restriction of access and processing of the entire population, researcher conducted a deliberate sampling method.

VI. Discussion and Conclusion

The penetration of Face book in Egyptian community in Abu Dhabiis very significant, around 92% (as indicated in figure 2) of the internet users prefer to use Face-book for the message and for dissemination of certain ideology, image and frame for the masses. Of course, the main reason for this high penetration is most of the people are very frequent user of face book as a social network due to accessibility of public sphere to discuss cultural and political problems, another reason may be as it is very reliable social networks. As per the observation and discussion with the Egyptian community, it is very clear and confirmed that the people using face-book as one of the authentic social media for the propagation and promotion of issues for social benefit. Around 80 percent of the people said that they are very much satisfied and confident on the face-book as the way it send and receive message portably and efficiently is amazing as a result of which people can discuss it effectively anywhere, anytime and for any purpose. Thus, it is popularly used by the people to shape attitude and to frame new thinking in the mind of other people and results identity change in the social capitals. Based on the observation that many Egyptian face-book users use it as a perfect tool for the propagation of new message for social change and for protest with some specific ideology and concepts and it also help to make a community of same thinking and revolution sometime which defiantly help in framing new identity and behavior in the social capital with new format of mindset.

Figure.1-Social Media user in UAE
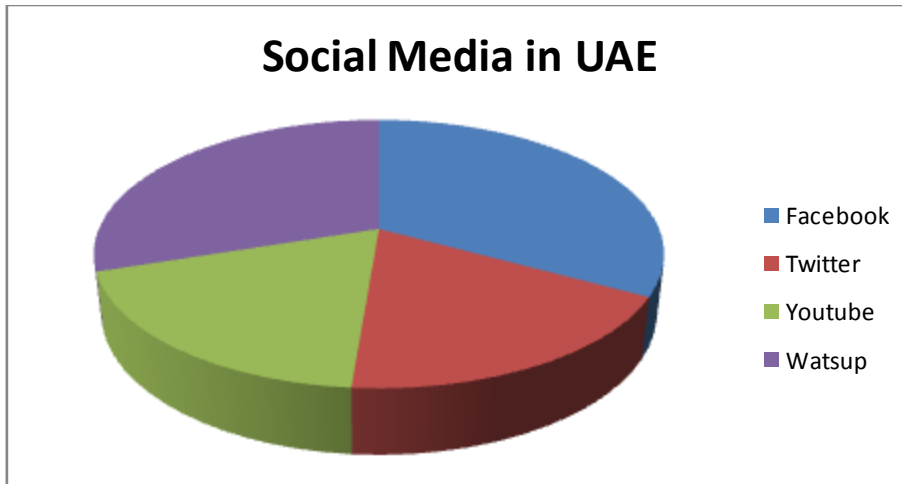
Figure 2.-Percentage Of total users who prefer Face book per UAE
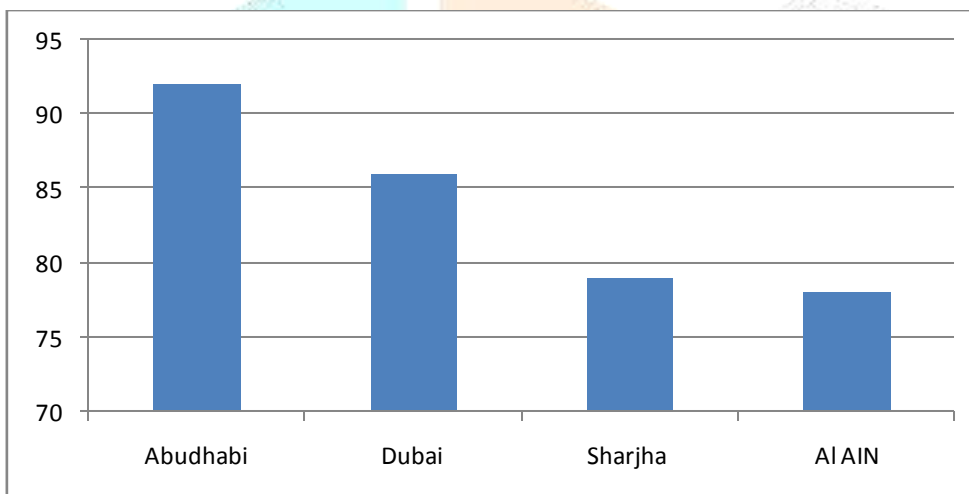
Source –Arab Social Media Report 2016

Besides, social media introduced speed and high degree of interactivity that were lacking in other media. Facebook activist used cyberspace to disseminate information about the latest events related to the information and ideologies. Some of the respondent states that facebook were very beneficial in detailing of government act on certain issues at the time of various revolutions in Egypt. 86% of the respondent says that facebook used as a tool of international attention. As minute to minute information, image and frames are being posted by the people had been used by others to save several lives. New social media i.e. facebook offered powerful tools to propagate new thinking and attitude in the social capitals. Its right to say that social media is adequate to hold large number of people with same thinking and behavior. The respondent usually gives so many examples like use of facebook during crisis situation in Egypt. 98 % respondent consider facebook as a medium which frame public opinion, the attitude and expression are

also depends on the message and picture displayed on facebook. Around 90 % People also consider it as tool for public protest and aggression as people can openly discuss and motivate other mass unification, thus it is certainly influence social identity of peoples. The entire discussion and observation shows that facebook not only connect deprived groups in society but also provide power to shape the social identityin a way that is relevant to their people's lives, the power to organize in scale and to provide the power to speak and impart specific message and information for constructive behavioral change and provide flow to the message to penetrate the mental mapping of social elements.In this study the power of social media especially facebook and power topenetrate the society were actively discussed and finally we can conclude that a as per the result of this study on Egyptian users of Abu Dhabi region, facebook has a powerful degree of social penetration and have effective capability to influence social expression and identity of social capitals influencing their social nature, behavior and by shaping public opinion.

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