



UPM STUDENTS' PERCEPTION ON THE INFLUENCE OF THE SNAPCHAT ON THEIR SOCIAL VALUES

The Author;

TALEB FALAH ALSHARARI

Abstract

This study employed a questionnaire adapted from Hussein, which contains items that are considered as indicators to the effects of using "Snapchat" on the "social hatred". With the aim of investigating the impact of Snapchat on social malice level, this study collected 20 UPM students' point of views on the use of Snapchat. The findings show that the majority of respondents agreed that Snapchat's social media has a significant impact on the emergence of (social hate) values. An average of 27.3% of respondents felt neutral about the research question, and 9.6% felt that Snapchat social media has no effect on the emergence of social hatred values.

INTRODUCTION

1.0 Background

The Internet has become a tool in many respects to extend our social networks. One good example of such a position is social networking services (SNSs). SNSs affords users with that private space and resources to communicate with other users over the Internet. SNSs enable users locate someone with similar interest, set up a conversation group, share images and private update and much more. Cyworld, South Korea's biggest SNS, already had 10 million users 2 years ago, one-fourth of South Korea's entire population. Related social networking sites, MySpace and Orkut both have over 10 million users each. The number of MySpace users recently reached 80 million, with an increasing average of more than one hundred thousand people every day. This SNSs are estimated to "attract nearly half of all web-users"(Ahn et al. 2007). A social networks like Facebook, Google+, and MySpace include group of nodes that share a common interest or intent (e.g. individuals or organizations) (He et al. 2019). The

primary aim of these services is to assistance individuals develop their online presence and create social networks; ultimately to leverage the user base for commercial interest (Ahn et al. 2007).

The social network is a powerful communication tool for sharing, exchanging and circulating information, and distribution influence beyond the conventional social interactions. They have widely expanded our social circles since the introduction of social networks and now serve as a bridge connecting peoples' everyday physical life and virtual webspace. There was significant interest on the way social networks may be utilized used efficiently to disseminate ideas or information within communities based on the introduction of web applications (such as Flickr, Wikis, Netflix and Twitter, etc.) (He et al. 2019; Kempe, Kleinberg, and Tardos 2003). Catching the changing aspects of a social network is a intricate topic, thus, it requires an methodology to analyzing the dynamics of positive and negative social effects resulting from interactions between people and individuals and between groups. In a social network, individuals may exhibit both positive and negative influences (He et al. 2019). The primary focus of the present class project is centered on the negative social values.

1.1 Definition of Snapchat

Snapchat is a mobile application for social media that allows consumers to send and receive time-sensitive images and videos that expire after viewing. In recent years, the amount of Snapchat users has increased considerably due to its affordability and ease of use. The recording capability permits consumers to post photos, videos, and text messages that will vanish following 24 hours (Alhabash and Ma, 2017). With regard to the affordance feature of the Snapchat modality, users connect with others the images and video clips (up to 10 s in length), while at the same time applying screens to their pictures and videos (Waddell 2016). The capability of persons to pick the audience that consumes their content is a special feature of Snapchat and has now recently been adopted by Instagram. Users are able to send personal images or video snaps on personal pages, public pages or privately direct them to additional consumers (such as direct Facebook and Twitter messaging). The most recent estimates show that Snapchat has more than 100 million users globally (Piwek and Joinson, 2016). With about a quarter of young grown-ups (18–29 years of age) using Snapchat, after Facebook and Instagram, this site was named the third most successful social media network (Duggan 2013; Utz, Muscanell, and Khalid 2015). However, research has shown that there has been emergence of Social hatred as a result of abuse of use of snapchat.

1.3.1 Definition of Social Hatred

Hatred is a feeling that cause emotions of annoyance, or hatred, which is able to be used against certain people, or ideas. Hatred is also associated with unpleasant emotions, repulsion and a tendency toward the source of hostility. Based on the definition of social hatred, it has become clear that the structural factors connected with internal and external technology embodied in the technological and science

transition and its process, especially social media, have influenced young individuals particularly and social values in overall, and has led to creation of behavioral disorder (Hussein 2016). According to Hussein (2016), a recent study has shown that for the reason of the use of social media, numerous people may feel resentful and spiteful, which in effect result in making numerous individuals suffer from unhappiness. The study posited that posting photographs of new cars and homes or expensive social media trips could cause other jealousies, contributing to depression.

1.3.2 Negative Social effects Caused by Social Media Platforms (Snapchat)

With regards to Sanpchat, Hussein et al (2016) wrote that the study which has been conducted by Jean kinenmount claims that the most negative social effects on the Gulf communities are as follows:

- 1) 1) Having adverse social effects on public relations and the development of individual knowledge. The younger generation has misused social networks in a way that lets them escape and counteract what they have lost in their real lives, which undermines family unity and cohesion.
- 2) An Arab study shows that addiction to the excessive use of networks by young people has resulted in the loss of the skills needed to develop social relationships within the real world and to reverse personal contact in favor of networking.
- 3) Psychologists correlated the compulsion of some Saudis to access these platforms with the introduction of modern behaviors focused on the use of social networks, top-down socialization with friends and follow-up of the latest developments through the sharing of videos and the showing of confidential information about their everyday lives to the media.
- 4) The benefit of inconspicuousness has resulted in ignoring that which is normal or to breaching the boundaries of wrongdoing and rudeness without exposing people's identity or having the real name known to anyone and hiding behind impossible names or images. In addition to seeking revenge from others, a psychologist has claimed that some young people enjoy lying to others during the sharing of videos and images. It seems that Snapchat's most important risks to young people are moral ones. Some perverts have found Snapchat as a motive for spreading moral crimes and abusive exchanges. This is a form of social hatred

1.4 Problem of Statement

Literature has shown that the impact of Snapchat that has contributed to the emergence of social hatred on society (Alhabash and Ma, 2017). According to Hussein (2016) findings in Saudi Arabia study, Snapchat was found to have contributed to the emergence of social hatred. Therefore, for lack of a similar study in the context of UPM students, this project seeks to fill this gap by conducting this mini research.

1.4.1 Research Question

The key issue about this paper is:

What is Snapchat's impact on the emergence of (social hate) values based on the perspectives of UPM students?

1.5 Significance of Study

The subject is significant because of the focus population on the youth because it is a very significant age in a financial, mental and social building. This paper will contribute to educate and increase collective consciousness about something that undermines financial, family and educational stability and leads to society cohesion.

1.6 Research Objective

The aim of the inquiry is:

- A) Surveying the use of Snapchat among UPM students represented by the population of the study.
Investigating the impact of Snapchat on social malice level according to the sample views.
- B) Investigating the impact of Snapchat on social malice level according to the sample views.

2.2 Methodology

The study used a survey method/ approach (quantitative) to answer the questions of the study since it is the appropriate method to analyze statistical data for such kind of research. Therefore an on line questionnaire was sent to participants

2.2.1 Population

The inquiry sampled 20 students at UPM.

3.0 Instrumentation (Questionnaire)

Questionnaire involves two dimensions:

This questionnaire was adapted from (Hussein 2016). The questionnaire was sent to participants through Google Form survey (Link to the questionnaire: https://docs.google.com/forms/d/e/1FAIpQLSezi7UFa6C7jnONHbFKxgfdKCSiXek1c3XN0UGJzZ__QhBsrA/viewform)

The questionnaire includes items that are considered as indicators of the effects of using "Snapchat" on the emergence of values of "social hatred". This dimension consists of (7) items. The researchers have exploited three responses of Likert scale - Agree, neutral, disagree- to identify the student's evaluation of the effect of "Snapchat" on the emergence of values of "social hatred", these degrees corresponding with the degrees (1,2,3), respectively.

Table 1.0: Questionnaire

No.	Items	Agree (1)	Neutral (2)	Disagree (3)
1	Video segments posted by girls showing off via Snapchat bother me			
2	Students misuse of Snapchat			
3	Posted details of our life lead to the prominence of hatred and envy feelings among families			
4	Snapchat has a negative effect on social relations between relatives			
5	Sending video segments for trips via Snapchat provokes the jealousy of others			
6	Posting details of private life converts blessing to a curse			
A	Some people use Snapchat to set others up			

Source: (Hussein 2016)

4.0 Findings

Although 20 samples of the population of UPM student was initially targeted for this inquiry, 21 responded. The survey obtained a 100% success (respondent) rate. To answer the research question: What is Snapchat's impact on the emergence of (social hate) values based on the perspectives of UPM students? The analysis of the findings is shown in the pie chart obtained from Google forms automatic data analysis for respective items.

For item 1: The findings shows that in response to item one: *Video segments posted by girls showing off via Snapchat bother me*, 61.9% of respondents agreed that in their perspective Snapchat social media impact on the emergence of social hatred is significant. 33% of the respondents felt neutral in their perspective that Snapchat had neither positive or negative effect on emergence of social hatred. Only 4.8 % disagreed.

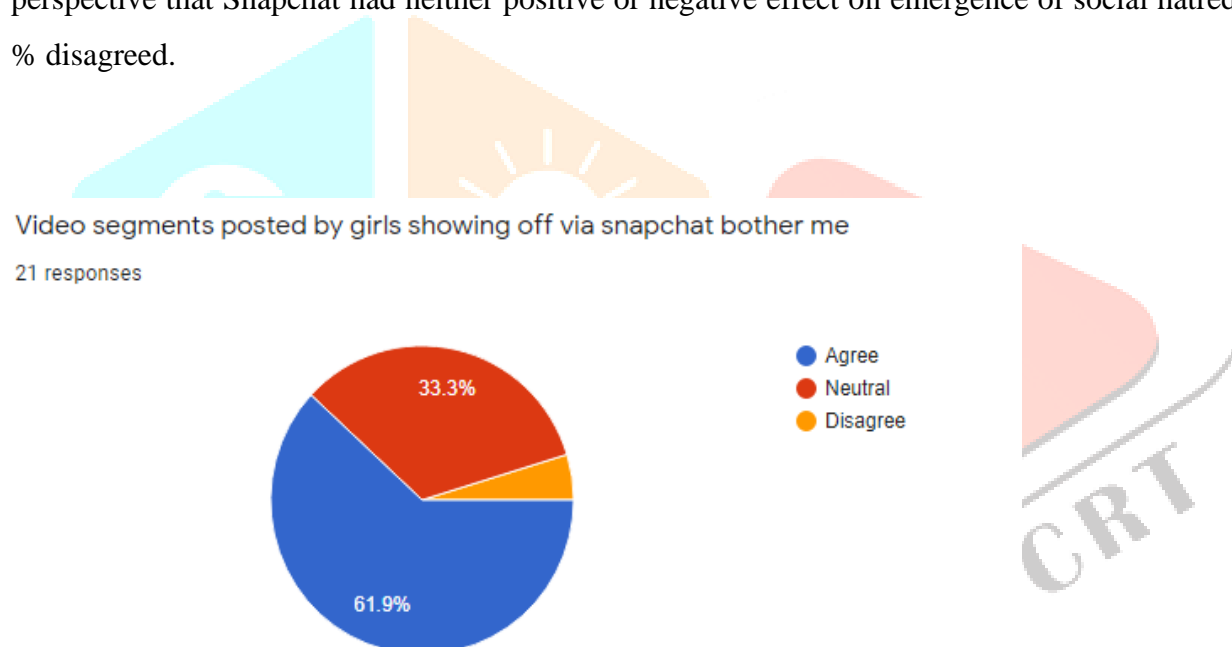


Figure 1. Statistics of findings

For item 2: The findings shows that in response to item one: *Students misuse of Snapchat* 33.3% of respondents agreed that in their perspective Snapchat social media impact on the emergence of social hatred is mildly significant. 57.1% of the respondents felt neutral in their perspective that Snapchat had neither positive or negative effect on emergence of social hatred. Only 9.5 % disagreed.

Students misuse of snapchat

21 responses

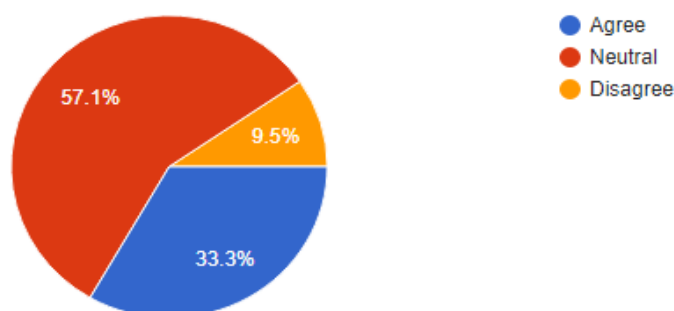


Figure 2: Statistics of findings

For item 3, The findings shows that in response to item one: *Posted details of our life leads to the prominence of hatred and envy feelings among familiesapchat has a negative effect on social relations between relatives*, 66.7% of respondents agreed that in their perspective Snapchat social midea impact on the emergence of social hatred is significant. 14.3% of the respondents felt neutral in their perspective that Snapchat had neither positive or negative effect on emergence of social hatred. 19 % disagreed.

Posted details of our life leads to the prominence of hatred and envy feelings among families

21 responses

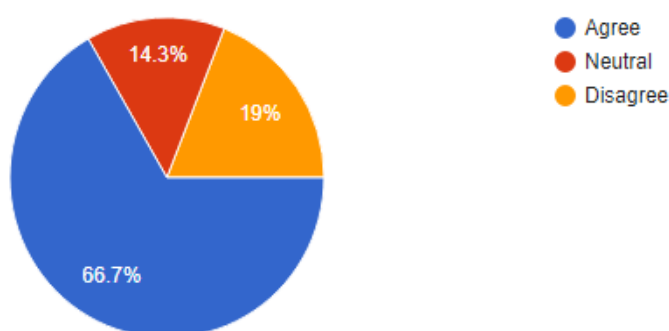


Figure 3: Statistics of findings

For item 4, The findings shows that in response to item one: *Snapchat has negative effect on social relations between relativesbetween relatives* 81% of respondents agreed that in their perspective Snapchat social midea impact on the emergence of social hatred is significant. 14.3% of the respondents felt neutral in their perspective that Snapchat had neither positive or negative effect on emergence of social hatred. 4.7 % disagreed.

Snapchat has negative effect on social relations between relatives

21 responses

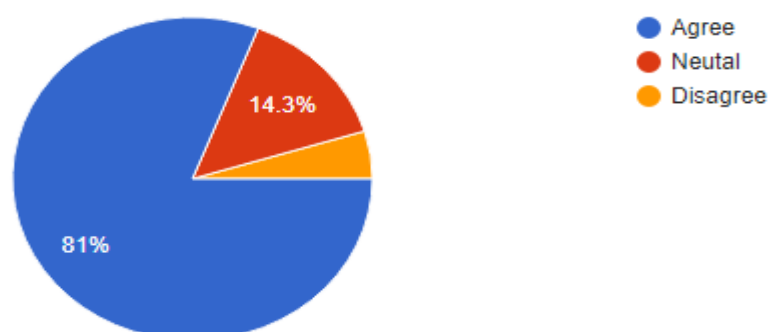


Figure 4: Statistics of findings

For item 5, The findings shows that in response to item one: *Sending video segments for trips via Snapchat provokes jealousy of others* 66.7% of respondents agreed that in their perspective Snapchat social media impact on the emergence of social hatred is significant. 23.8% of the respondents felt neutral in their perspective that Snapchat had neither positive or negative effect on emergence of social hatred. 9.5 % disagreed.

Sending video segments for trips via Snapchat provokes jealousy of others

21 responses

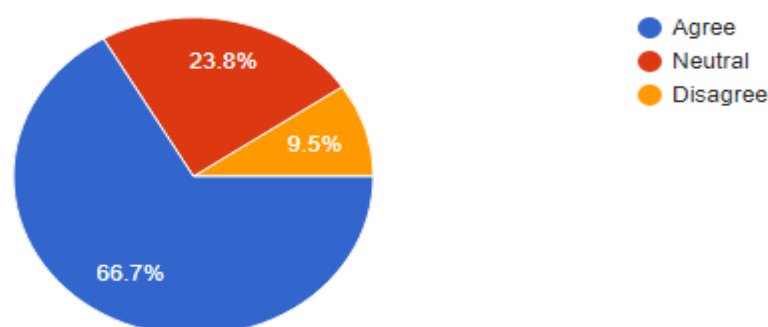


Figure 5: Statistics of findings

For item 6, The findings shows that in response to item one: *Posting details of private life converts blessing to a curse* 66.7% of respondents agreed that in their perspective Snapchat social media impact on the emergence of social hatred is significant. 26.6% of the respondents felt neutral in their perspective that Snapchat had neither positive or negative effect on emergence of social hatred. 4.7 % disagreed.

Posting details of private life converts blessing to a curse

21 responses

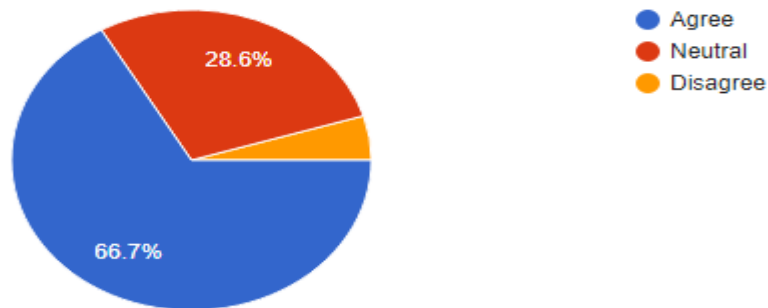


Figure 6: Statistics of findings

For item 7, The findings shows that in response to item one: *Posting details of private life converts blessing to a curse* 65% of respondents agreed that in their perspective Snapchat social media impact on the emergence of social hatred is significant. 20% of the respondents felt neutral in their perspective that Snapchat had neither positive or negative effect on emergence of social hatred. 15 % disagreed.

Some people use Snapchat to set others up

20 responses

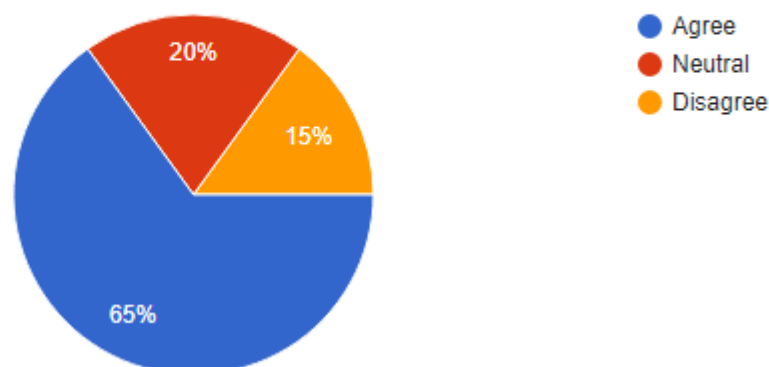


Figure 7: Statistics of findings

Summary of findings bar chart

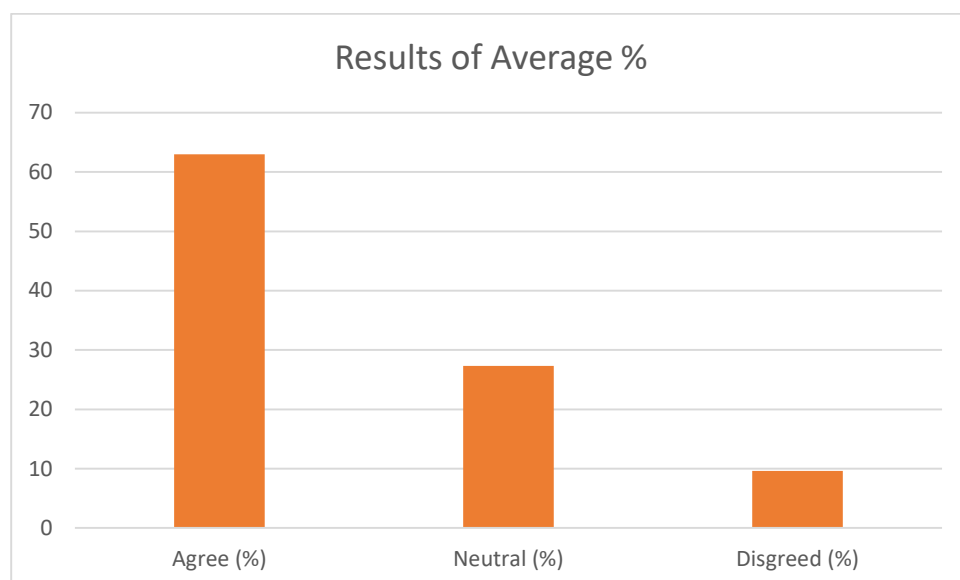


Figure 8. Average of findings

5.0 Conclusion

Based on the cumulative statistical findings, an average of 63% of respondents, a significant majority of respondents (UPM students) agreed that in their perspective, Snapchat's social media has a significant impact on the emergence of (social hate) values. An average of 27.3% of respondents felt neutral about the research question, and 9.6% felt that Snapchat social media has no effect on the emergence of social hatred values. These findings are similar to the findings by Hassanain et al. (2017) who conducted a similar research in the context of Saudi Arabia female students. Consequently, this findings are in line with majority of similar research. Figure 8 above indicates the average of those who agree, were neutral and disagreed with the research question.

References

- Ahn, Yong-Yeol, Seungyeop Han, Haewoon Kwak, Sue Moon, and Hawoong Jeong. 2007. "Analysis of Topological Characteristics of Huge Online Social Networking Services." In *Proceedings of the 16th International Conference on World Wide Web*, 835–44.
- Duggan, Maeve. 2013. "Additional Analysis. Pew Research Center." 2013. <https://www.pewresearch.org/internet/2013/10/28/additional-analysis/>.
- Hassanain, Mazen, Mohammed Zamakhshary, Ghada Farhat, and Ahmed Al-Badr. 2017. "Use of Lean Methodology to Improve Operating Room Efficiency in Hospitals across the Kingdom of Saudi Arabia." *The International Journal of Health Planning and Management* 32 (2): 133–46.
- He, Jing S, Meng Han, Shouling Ji, Tianyu Du, and Zhao Li. 2019. "Spreading Social Influence with Both Positive and Negative Opinions in Online Networks." *Big Data Mining and Analytics* 2 (2): 100–117.
- Hussein, I M T. 2016. "The Effect of Social Network" Snapchat" on the Emergence of Some Negative Social Values (Social Hatred) Based on the Perspectives of Qassim Female Students: A Survey Study." *Journal of Education and Practice* 7 (24): 86–98.
- Kempe, David, Jon Kleinberg, and Éva Tardos. 2003. "Maximizing the Spread of Influence through a Social Network." In *Proceedings of the Ninth ACM SIGKDD International Conference on Knowledge Discovery and Data Mining*, 137–46.
- Utz, Sonja, Nicole Muscanell, and Cameran Khalid. 2015. "Snapchat Elicits More Jealousy than Facebook: A Comparison of Snapchat and Facebook Use." *Cyberpsychology, Behavior, and Social Networking* 18 (3): 141–46.