Research Article

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The Impact of Social Media on the Islamic value System of Young People in Arab Society

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Abstract

This study seeks to examine the impact of social media on the Islamic value system of young people in Arab society. Islamic Values serve as the moral foundation of Arab societies; they have been defined, and their key aspects highlighted, making them one of the most influential tools shaping patterns of social interaction and the exchange of ideas. The study identifies the sources of societal values and how they are formed.

The study revealed that social media platforms are a primary source for shaping awareness, transmitting culture, and influencing various behaviors and attitudes—both positively and negatively—as well as moral and social values in Arab society. These platforms have two distinct sides: on the one hand, they help promote communication, openness, and the exchange of knowledge; on the other hand, they may undermine certain traditional values due to misuse and a lack of awareness, highlighting the importance of guiding young people toward using these platforms in a positive and responsible manner.

Keywords: *influence, social media, Islamic value system, Arab society*

Introduction

The modern era has witnessed rapid development in various aspects of life, and technological progress has contributed to a tremendous knowledge revolution that has enabled individuals to access information easily and opened up vast horizons for communication and interaction with various segments of society, both locally and globally. Islamic Values are among the most important fundamental pillars upon which society is built and which shape its cultural identity; They also help regulate social relationships and govern individual behavior; any disruption to these values may lead to chaos in the functioning of social life. (Alqahtani,2023)

Arab countries hold a special place when it comes to social values, as they continue to preserve their authentic traditions, and society works to instill these values starting from educational institutions for children all the way through to adults. Interaction with social media platforms also plays a role in the transmission and reception of information and ideas, leading to social awareness that influences decision-making and has the potential to bring about changes in the social values embraced by society. (Alotaib,2024)

Social media is not limited to communication between individuals within specific countries or locations; it has gone beyond this to facilitate various forms of interaction and participation by capitalising on global and local events, thereby enabling it to convey facts and various events instantly and on a wide scale. (Alhabarna and Aljabbar,2022) Social media has become one of the most important tools of the modern era, owing to its ease of use and its ability to attract attention, as these platforms allow young people to freely express their opinions and ideas. Arab youth face growing challenges relating to societal values, as these platforms combine both positive and negative aspects. (Alqahtani,2023)

The topic of social media's influence on the Islamic value systems of young people in Jordanian society is receiving increasing attention in the fields of sociology, media studies and cultural studies, given the clear transformations these platforms have brought about in patterns of thought and social behaviour, Social media platforms have become influential spaces in shaping young people's awareness and their connection to moral values, cultural identity, and family and social relationships. This has sparked widespread debate regarding the extent to which these transformations are compatible with the prevailing value system in Jordanian society, which is characterised by its conservative nature.

Hence the importance of studying and analysing this phenomenon within a structured scientific framework, with the aim of understanding the nature of the influences exerted by social media on the Islamic value system of young people in Jordanian society. In this study, the researcher adopted a descriptive-analytical approach, given its ability to observe the phenomenon, analyse its dimensions and trace its social and cultural implications.

This study draws on a number of Arabic and foreign sources and references that have addressed the topics of social media, social values and the impact of digital media on young people, as well as previous studies that have focused on values in Arab societies.

The Concept of Values: Linguistically and Terminologically

Values, linguistically: the singular form is 'qiyam' (value), which is defined linguistically as the worth and worthiness of a thing; the 'value' of goods refers to their price. Referring to the definitions in Mu'jam al-Waseet, the 'value' of a thing is its assessment, i.e. the estimation of its worth. (Alqahtani,2023)

Hamid and Khalid(Hamid and Khalid,2023) pointed out that the literal meaning is the plural of 'qiyam' (value), as stated in Mukhtar al-Sahah, namely moderation, balance and rectitude, as in the words of the Almighty: 'That is the true religion' (i.e. the path to it), and 'to set something straight' means it is upright (Surah Ar-Rum, verse 30).

We note that the linguistic meaning of 'qaym' revolves around the value, rank and importance of

something, whilst 'qiam' refers to the price or amount assigned to something, whether in material or moral terms. For example, the value of goods refers to their price, and a person's value refers to their standing and worth.

The technical definition of values: these are the standards and principles held by individuals or society which govern their behaviour and attitudes in their interactions with one another and with society at large; Islamic values include respect, justice, honesty, equality and cooperation, which serve to shape social relationships and determine behaviour. (Alotaibi,2024) Furthermore, Islamic values indicate that some individuals hold positive attitudes towards certain aspects of life and negative attitudes towards others, which means that, based on the values they hold, these individuals are predisposed to make certain choices over others presented to them. Values are evident through the alternatives individuals choose and reveal their behaviour towards a particular subject; they are normative judgements through which the behaviour of individuals and groups is assessed and desirable behaviour is determined. (Alhabarna and Aljabbar,2022)

As for social values, they are: 'explanatory concepts for guiding behaviour in a given situation, enabling us to determine judgements of acceptance and rejection; they are derived from social experience as they encompass a system of sanctions linked to the reward system within the social structure. (Nawadri,2020)

It is clear from the above definitions that the linguistic concept of 'values' does not differ greatly from the technical one; linguistically, 'values' are associated with the general meaning of estimation, worth and price, whilst technically they go beyond the linguistic meaning to take on a broader and more comprehensive dimension.

The Importance of Social Values

Values represent the human dimension of the process of social transformation amongst young people in Arab society; they help shape attitudes, preferences and choices, and have a clear influence on behaviour. Furthermore, values are closely linked to the life experiences we go through and form the basis of the insights that enable us to make decisions regarding different behaviours (Nawadri,2020) Social values do not arise in a vacuum; individuals are brought up with pre-existing concepts—which are, however, subject to modification—drawn from society and social relationships, as values are linked to traditions and cultures.(Winston,2022)

Social values have a broad meaning and therefore relate to people and the environment, working to maximise benefits and minimise costs – not merely economic benefits. They operate within a system that seeks to address social needs and problems, going beyond financial benefits, and contribute significantly to environmental sustainability. (Li, X., Abbas, J., Dongling, W., Biag, N. U. A., Zhang, R,2022)

The importance of values is evident at both the individual and social levels. At the individual level, they depend on behaviours that help develop young people's characters and guide their conduct; they also enable them to distinguish between right and wrong and serve as a moral compass for decision-making in various life situations, At the social level, they foster cultural cohesion, help to promote justice and equality, and form the basis for the organisation of community life by ensuring social cohesion, stability and respect for rights. (Jawad,2023)

Al-Haris highlighted the importance of values at the individual level, which include authority, competitiveness, resourcefulness and achievement; whilst at the collective level, they are represented by equality, social justice, world peace and responsibility towards others. Societies that are keen to promote these values are characterised by stability and progress, and encourage young people to contribute to social issues and strengthen family ties, He also noted that social values are not static; rather, they are subject to change and development. They are a dynamic and evolving phenomenon, and the more social media is used correctly, the more it contributes to creating additional opportunities and improvements that positively impact society and young people. (Alharis, Darwish, AL Hussein, Tuhami,2024)

Furthermore, personal values have a significant influence on an individual's participation in and impact on social change. Individual values are determined by their attitudes and actions towards social issues and changes; they can also influence the level of trust and support an individual extends to social groups and institutions, thereby affecting the stability and development of society, Some individuals may be more inclined to participate actively in social activities and to promote social change and improvement. (Jinjing Ge,2023)

They serve to organise society by establishing a specific pattern of individual behaviour in accordance with the environment in which they operate, They constitute the general framework for societal ethics, and serve to structure the social order and define behaviours in accordance with standards that help to build society, shape individuals' characters, strengthen social bonds, preserve national identity, and enable individuals to acquire knowledge that instils a sense of belonging to society. (Nawadri,2020)

Sources of Social Values

Society is considered a primary source of moral and social values, and these values are shaped by a variety of sources, which are numerous and diverse. These sources are as follows (Alharis,2024):

1. The family: From the very beginning of a child's life, they are taught the principles of social upbringing and values through the family, which is the first environment to nurture the individual and plays the greatest role in shaping their personality and values.

Social factors include the influence of the family, society, friends and the media on the formation of values; the family represents the primary environment in which individuals acquire their values and beliefs, whilst society and friends contribute to reinforcing attitudes consistent with prevailing values and avoiding social conflict. (Myers,2021)

2. Religion: This is an important source of religious and social values, and is the primary source of the values of Islam, which are characterised by perfection.
3. The media: It plays a significant role through the content consumed by young people, as it influences their interests and behaviours, and is one of the most powerful influences on individuals' behaviour and beliefs.

Social media plays a vital role in conveying information, ideas and social norms, as repeated exposure to specific content can reinforce existing values or gradually change them; furthermore, group influence and persuasive campaigns are effective tools for shaping individuals' attitudes and encouraging the adoption of specific trends. (Albarracin, D, Johnson, B. T., Zanna, M. P.,2022)

4. Culture: Values are linked to societal culture and are considered a general source of customs and traditions within society.

The educational and professional environments play a direct role in shaping individuals' behaviour; environments that encourage participation and positive interaction foster positive values towards learning and work, whilst negative environments may lead to negative values and attitudes. (Woolfolk, A.,2020)

Characteristics of Social Values

Social values are considered a key foundation in shaping individuals' behaviour and regulating their relationships within society; they reflect the identity and culture of society, and are characterised by several qualities that enable them to influence behaviour. These characteristics are as follows (Sawli,2023):

- Cumulative and historical: Values emerge over time and evolve under the influence of the individual and collective experiences that people undergo.
- Human and social: Values influence individuals' behaviour and their relationships within society; they form the basis for social interaction and foster understanding amongst people.
- Cognitive and scientific: Values help to guide thinking and decision-making and assist

individuals in dealing consciously with different information and situations.

- Community-oriented: Values promote community participation, decision-making and awareness-raising, thereby effectively linking the individual to society.
- Positive and responsible: Values guide individuals towards the positive and responsible use of social media, enabling them to achieve personal goals whilst serving the common good.

As Shahinaz and Rima (Shahinaz, Rima,2020) noted, the characteristics of societal values are as follows:

- They are not tied to a specific time; they are not linked to inclinations or desires, but rather to the present.
- Relativity: they are not absolute but are characterised by relative stability and vary from one society to another according to place, time and culture.
- Acquired: they are acquired and learnt through the environment and school and are not linked to heredity.

The Functions of Social Values

Social values help to regulate individuals' behaviour and govern their relationships within society; they also foster a sense of belonging and social cohesion, whilst guiding individuals towards positive behaviour and preserving cultural identity and social stability. The following functions have been identified (Almushaiqria, Almuzaidi, Alqassabi, Alkindiyah, Almahruqiah,2024) :

1. The interconnection and cohesion of cultural elements.
2. Shaping individuals' personalities and determining the course of their thoughts and actions.
3. Social cohesion that ensures appropriate behaviour among individuals.
4. Assistance in coping with societal changes and challenges.
5. Defining the tasks and responsibilities associated with individuals' social roles.
6. Identifying desired goals and determining the means to achieve them.

Components of social values

Psychology draws on values as they are seen to reflect individuals' inclinations and perspectives linked to attitudes and emotions based on experience. Social values consist of a set of components that regulate individuals' behaviour and determine what is considered acceptable or unacceptable within society; these components include beliefs and customs that contribute to social cohesion.

The cognitive component refers to individuals' knowledge of beliefs regarding a particular subject and the role of information and experiences in aiding decision-making, whereas the affective component expresses feelings or evaluations associated with a particular thing and relates to love, hate, attraction or aversion. Affective components can reinforce positive feelings and reveal negative experiences alike, whilst behavioural values express potential tendencies that enable decision-making. (Francisco,20240 Cognitive values have a strong influence on individuals' behaviour through personal experiences, whilst 'emotion' and 'perception' are terms used interchangeably to denote value. (Thomas S.,2020)

Values are not always fixed in nature; they are subject to change at any time. Cognitive values consist of various beliefs, impressions and knowledge formed through direct experience and obtained from multiple sources, whereas the affective components consist of a range of positive or negative experiences associated with emotions towards a particular subject, which influence individuals' responses and the extent to which they feel admiration or disapproval; the behavioural component, meanwhile, relates to individuals' propensity to take specific actions regarding a subject or situation. (Setyadarmai.B, Poernomo.T,2022)

The cognitive component reflects how young people process the information available to them and form judgements about societal characteristics and beliefs, which in turn influences their behaviour in various situations; consequently, the cognitive component is the primary reference that

guides young people's perception of the society around them and their assessments of various social behaviours and situations. (Petty, R & Cacioppo, J.,2018)

The behavioural component is defined as young people's readiness or intention to engage in a particular behaviour towards a specific subject; it reflects the way in which internal beliefs and feelings influence their behaviour, It is also an important tool for understanding the relationship between values and the practical behaviours of young people in various contexts, most notably social ones, and is widely used in psychological studies to understand how values influence daily decisions and actions, This component acts as the link between internal attitudes and actual actions, illustrating how cognitive and emotional values can be translated into real-world actions, such as making certain decisions, adopting specific practices, or avoiding particular situations or topics. (Albarracin, D, Johnson, B. T., Zanna, M. P.,2022)

The affective component is considered a pivotal element in understanding the relationship between emotions, beliefs and behaviour within the framework of values; it influences the emotions that interact with cognitions and behaviours to shape the values of young people in society, whereby emotions contribute to reinforcing or modifying cognitively acquired attitudes and help to explain behaviours in different social contexts. (Enriquez, B. G.,2024)

Social media

The world has witnessed rapid developments in the fields of information and communications technology, which have clearly impacted the lives of young people and helped shape their attitudes and behaviour, particularly with regard to the social values they acquire through social media, given its widespread reach and influence, It has become one of the most important means of transmitting cultures and ideas, thereby providing the greatest opportunity to influence the behaviour of individuals within societies. Social media presents engaging content that surpasses traditional forms of communication in terms of impact, and is characterised by its ability to follow and report on global and local events more rapidly than other media outlets, regardless of their political leanings. (Sultan M. Al Marar, Sultan B. Al Murar,2024)

The concept of social media

refers to a group of online networks that allow users to create their own profiles and, through an online social system, connect with others who share their interests. These networks are among the most widely used and facilitate effective communication and the exchange of ideas, opinions and information. (Abu Naji,2025) According to Al-Baqmi, the concept is defined as: "the use of technology to disseminate news through online blogging, Facebook, YouTube, blogs and Twitter. (Albuqami,2020)

Social media are global networks that have become firmly established over the past ten years; they are used by people of all age groups and are designed to be user-friendly and uncomplicated, providing a space for individuals to express their views. (Bouchriba, Akrab,2024)

Social media has been defined as websites or web-based applications used as a public service on the internet that enable people to exchange data; these platforms have transformed the ways in which both individuals and groups interact.(Irem Sultana& Hamid Yaseen Ahmed,2024) The concept is that of an online platform where individuals actively seek information and share examples of their work based on shared interests; at present, both young people and older adults devote a significant amount of time to accessing social media. (Samala, A., Rawas, S., Criollo-C, Fortuna, A., Feng, X. Prasetya, F., Hidayat, R.,2024)

Ruqaya et al. (Ruqaya, Aisha, Zuleikha,2023) described social media as: "interactive networks that allow their users to communicate at any time and from anywhere in the world; these sites facilitate visual and audio communication and the sharing of images and videos, thereby strengthening social relationships".

The Importance of Social Media

Social media is no longer merely a tool for communication; it has become an effective means of social, educational and political integration. Given the need to strike a balance between preserving social values and keeping pace with the rapid flow of information; social media has provided Arab youth with unique opportunities to maintain and strengthen social ties, transcending geographical boundaries. This interaction contributes to developing young people's sense of belonging, which is a key factor in building their identity and shaping their value system. (Salloum, A., KARAVONA, L.,2024)

Social media has helped create a new reality in various social, economic, political, local and international spheres, enabling young people to engage with events and issues, and to express and exchange their views and ideas through these platforms, thereby raising awareness. (Bouchriba, Akrab,2024) The development of social media has led to tremendous technological progress, and young people in Arab society have been influenced by this development through the formation and development of interests and opinions in various value-related fields. Through social media, young people are exposed to a wide range of beliefs and ideas in different ways, which encourage the exchange of views and stimulate minds to focus on specific goals aimed at influencing public opinion and societal values. (Gharib,2024)

As for Hassan, (Alhasan,2019) he highlighted the importance of social media networks in that they save consumers time and money, enable wider and more comprehensive dissemination of information, increase revenue through the sale of more products and services, and allow consumers to share their experiences of purchasing a particular good or service and to exchange suggestions amongst themselves.

Characteristics of social media

Bushra and Hanaa (Bourabaa,Benouchen,2021) highlighted other characteristics relating to social media, stating that it has enabled society to organise itself in new ways by forming friendships and networks of acquaintances who share content and information, They are also considered user-friendly, interactive, constantly evolving and enduring, which encourages people to use them most of the time. Social media is divided into numerous platforms catering to a wide range of interests and specialisms, and affordability is another key characteristic of social media.

Social media networks are characterised by several features that contribute to their popularity, thereby increasing their use amongst individuals. These are as follows: (Alhasan,2019)

- The ability to store vast amounts of information on various virtual platforms.
- They help to provide numerous and inexpensive sources for researching and disseminating information.
- The potential for interaction and the ability to provide information on demand.
- The ability to act as a transaction intermediary.
- The ability to act as a physical distribution channel for certain services (such as software).
- Relatively low entry and set-up costs for sellers.
- Access to a large number of customers at both local and international levels.

Social media are innovative platforms for interaction and communication amongst young people, providing them with opportunities to connect with individuals from diverse backgrounds and cultures. These tools also help to reduce isolation and strengthen social bonds, thereby contributing to the preservation of collective identity. Furthermore, the exchange of shared ideas, values and practices serves to reinforce a sense of social responsibility, (Alharis,2024) The negative effects include disrupting family interactions, creating a distance that reduces cohesion, and giving rise to social problems, including isolation and social withdrawal. (Nawadri,2020) Furthermore, excessive use of social media platforms is linked to an increase in mental health issues. (Fatima, Akhter, Kanekar, Roy, Mitra, Imade, B., Sharma, A.,2025)

One of the downsides of social media is fake news; although unverified, it appears credible and

professional, meaning that people cannot always distinguish it from real news. (Olan, Jayawickrama, Ogiemwonyi, Suklan, Liu,2024)

Social media provides individuals with the opportunity to reconnect with old friends and colleagues from work and study; it also helps them to form new friendships, gain experience, and quickly share content, images, audio and videos with one another, whilst exchanging ideas across geographical boundaries, Social media also enables individuals to receive immediate feedback from friends, colleagues and clients, depending on the social context; it helps to refine and develop their technical skills and assists them in decision-making. However, social media users may spend their time on these platforms whilst neglecting routine tasks, which has an impact on their performance in many respects. (Sultana&Ahmed,2024)

Despite the many benefits of social media, including facilitating communication, the exchange of knowledge, and introducing individuals to different cultures, these platforms have also contributed to the emergence of new value systems that may conflict with traditional social values, such as excessive individualism, weakened family ties, and the decline of certain moral standards, Many everyday practices amongst young people have demonstrated the growing influence of digital content, whether in terms of language, behaviour or patterns of social interaction.

The most important social media platforms

Social media has evolved to become more than just a tool for social interaction; it has therefore become an integral part of business strategies. These developments have transformed society into dynamic, competitive and ever-changing commercial environments, enhancing online reputation, analysing consumer data, innovating new products, and managing online reputational risks. (Labudova, L.,2024)

Facebook

It is known as a website that allows users to connect with others via free registration. The site is managed by Facebook Inc., and users can join networks organised by their city, workplace, school or other groups in order to connect and interact with others. They can also add friends, send them messages and update their profiles. (Albashir,2023)

Facebook was founded in February 2004 by Mark Zuckerberg and two of his colleagues. The network is owned by Meta and enables users to join, participate, interact, meet new friends and connect with them. The platform gained widespread popularity amongst students at Harvard University, then at other universities, and subsequently amongst secondary school pupils, due to their desire to find out about university departments and faculties. (Alzain,2024)

Twitter

The Twitter platform was launched in 2006 and became a channel for publishing breaking news before it was reported by other media outlets. The platform's 2023 statistics showed that it had around 330 million monthly active users, Twitter allows information to be shared and engaged with very quickly; others may interact with the information through specific hashtags and topics, which are then amplified to reach the wider community. Twitter is the most widely used platform in the Kingdom of Saudi Arabia, largely due to the public's need to stay informed about the most popular news and political issues. (Almtairi,2023)

Features of Twitter, as noted by Ajwa: (Ajwa,2021)

- Speed: The X platform is characterised by the rapid transmission and circulation of news and opinions via tweets, along with the ability to track immediate reactions to them; as soon as an event relating to societal values occurs, information is circulated rapidly and individuals interact with it.

- Conciseness: Twitter relies on short messages of up to 280 characters, which encourages brevity and clear expression without verbosity; furthermore, tweets and hashtags are more easily shared and reposted.
- Live streaming from the scene of events: The app features live streaming from the scene of an event using live video, which enhances credibility. This feature helps to break the silence and expose violations through sound and images, whilst increasing public empathy and shaping public opinion.
- Twitter is characterised by the fact that tweets are published globally and can be searched for by anyone, not just friends: Tweets can be searched for and accessed without the recipient needing to be on one's friends list; this openness helps tweets and hashtags reach a global audience, leading to the creation of international solidarity around a particular issue, which puts local authorities in an awkward position should they ignore it.
- News organisations have four times as many followers on Twitter as they do on Facebook.

YouTube

YouTube is considered the most important and best-known website for uploading and sharing videos worldwide. It was founded by three employees of the American company PayPal: Chad Hurley, Steve Chen and Jawed Karim. The beta version of the site was launched in May 2005, and six months later, Google acquired the site in a massive deal worth $65.1 billion. The site now operates as part of Google, YouTube has revolutionised the internet; prior to its launch, users were unable to publish their videos or share them with viewers online, but could only send them via email, Now, however, publishing and sharing videos has become incredibly easy, allowing internet users worldwide to view them. Furthermore, anyone – including those with financial or commercial objectives – can create their own channel in any field, free from restrictions or censorship. YouTube is considered the world's most popular video-sharing platform. It was founded by three former PayPal employees in 2005, then acquired by Google a few months later in a major deal. It brought about a paradigm shift in the digital world by making it easy to upload and share videos, allowing users to reach a global audience and create their own channels for personal or commercial purposes. (Tawfiq,2018)

Instagram

This platform was launched in 2012 to enable users to share digital content, allowing them to post and comment on photos and videos. (Almushaqriya,2024) Social media platforms such as Facebook, Instagram, Twitter, WhatsApp, LinkedIn and YouTube provide multimedia interaction through text, images and videos; these platforms influence self-expression and the maintenance of relationships. (Fatima et al,2025)

Social media platforms, particularly Twitter, Facebook and Instagram, enable the widespread sharing of information and news; the main aim of social media is to enable individuals to engage in social interaction, communication and entertainment. (Olan et al,2024)

Motivations for using social media

Among the negative effects are the widespread use of social media and the aspiration to acquire items beyond one's financial means, as everyone strives to obtain the latest models of modern devices with the highest specifications; this places a strain on the entire family's budget and exacerbates financial difficulties. (Almubarak,2020)

Abdulaziz (Abdulaziz,2022) categorised the motivations for using social media as follows:

1. Utilitarian motives

These aim to foster self-awareness and an understanding of one's inclinations and desires, as well as to acquire knowledge and information in various fields through the development of expertise via continuous learning, and to rely on social media as a source of education and learning. Utilitarian motives may reflect the rational and purposeful aspect of social media use.

2. Ritualistic motivations

These motivations are aimed at passing the time and filling leisure hours, allowing young people to relax and relieve daily stress, which leads them to feel a sense of familiarity and friendship with social media and to escape reality temporarily, This type of motivation is exemplified by watching TV series and films, following entertainment programs, and the routine and repetitive use of social media sites without any specific aim.

Types of social networks

Social networks are an integral part of our daily lives and are widely used for communication, sharing information, expressing opinions, and building personal and professional relationships. There are many different types of social networks, depending on their intended purposes, with some focusing on connecting with friends and family, others serving various political, social, cultural or educational purposes, and still others centred on sharing photos and videos (visual content). The types of social networks are as follows:

1. Personal social networks

Personal social networks consist of a small number of close, emotionally intense relationships (strong ties) comprising friends and family members who have direct social links with the self; these are essential to our well-being and health. They are complemented by a larger number of less close relationships (weak ties) which offer us diversity and opportunities. Weak ties are crucial to the health of society, as they act as bridges between separate parts of the social network. (Heyadri, S.,2024) Through social network interactions, they help to organise connections and focus on building relationships, given that communication is essential for the exchange of ideas for the common good. (Alwafi,2024)

Personal networks contribute to shaping and guiding young people in Arab societies and persuading them of certain ideas and opinions; these networks have become extremely popular and serve as a tool for interaction and the formation of social values. Social networks have provided sufficient scope for liberation from societal constraints and for attracting and interacting with individuals both within and outside the community. (Alabdulqader,2024)

2. General social networks

These are websites designed to connect colleagues within the same profession and the same companies, enabling the sharing of work-related profiles, studies and professional links. General social networks are characterised by being among the most significant means of influencing societal culture and facilitating the rapid spread of various concepts that affect societal values. (Aladwan,2022)

Previous studies

1. A Master's thesis at Tabuk University in the Kingdom of Saudi Arabia, entitled: 'The Impact of Social Media on the Value System of Secondary School Girls in the City of Tabuk from the Perspective of Their Parents (TikTok as a Case Study)', 2023, in which the researcher provided an in-depth examination of the value system, its definition, the characteristics of values and their importance, whilst also discussing the TikTok application in terms of its origins, nature, characteristics and features.
2. A Master's thesis from Midwestern University in the United Arab Emirates, entitled: 'The Impact of Social Media on Social Values in the United Arab Emirates: A Field Study, by the researcher Khawla Ali Al-Otaibi in 2024. The study comprised several chapters: the first chapter outlined the general framework of the study, whilst the second chapter presented the theoretical framework, which covered the concept of values and social media networks, including their types and characteristics, It also highlighted the importance of social values and the factors influencing their development and promotion. The third chapter dealt with the methodology and procedures of the study, the fourth chapter discussed the applied framework, and the fifth chapter presented the study's findings and recommendations.
3. A Master's thesis from Naif Arab University for Security Sciences in the Kingdom of Saudi Arabia, entitled: 'Social Media and its Relationship with the System of Social Values amongst Young People: A Field Study', by the researcher Najla Saud Munir Al-Marzouqi Al-Baqmi in 2020, in which the researcher addressed the concepts of both social media and the social value system, whilst referring to the theories underpinning the study. The researcher concluded that social media contributes significantly to fostering values such as responsibility, cooperation, loyalty and volunteering amongst young people, according to the responses of the study sample, and that social media has now become a reality in our lives.

All previous studies have shown a growing interest in the impact of social media on the value system in Arab societies, from various social and educational perspectives and contexts; however, they have not directly addressed the impact of social media on the value system amongst young people in Jordanian society, Hence the importance of the present study, which seeks to bridge this research gap by examining this relationship within the Jordanian context, focusing on young people and analysing the positive and negative effects of social media on their value systems, thereby contributing findings and recommendations that can be utilised in educational and social spheres, as well as in decision-making.

The study adopted a descriptive-analytical approach to monitor and analyse the impact of social media on the value system of young people in Arab society. The descriptive-analytical approach relies on data collection and the study of the phenomenon as it exists in reality; it focuses on providing an accurate description and expressing it both qualitatively and quantitatively, using specific measurement tools to describe the phenomena under study and analyse the relationship between different variables. It is a method of analysis based on sufficient and accurate information about a specific phenomenon or subject over a defined period or periods of time, with the aim of obtaining practical results that are interpreted objectively and in line with the actual data of the phenomenon, (Alassouli,2020) The approach aims to understand the present in order to guide the future; it provides data, facts and realistic conclusions, It aims to collect data, identify problems, make comparisons between certain phenomena and problems, evaluate them, identify relationships between those phenomena, determine how individuals respond to a particular problem or phenomenon, and draw on their views and experiences to formulate future plans and make appropriate decisions. (Alassouli,2020)

Study Population and Sample

The study population consists of young people in the Arab community who are likely to use social media regularly. A purposive sample of young people was selected as they are the group that uses social media the most and is most influenced by its content, The study relied on students from Jordanian universities across various geographical regions with the aim of broadening the scope of the sample to include: Yarmouk University, Al-Hussein Bin Talal University and Al-Balqa Applied University. The sample comprised (150) individuals, including (50) from each university, based on a questionnaire distributed electronically.

Conclusion

This study examined the impact of social media on the formation of value systems amongst young people in Arab society, and sought to demonstrate that these platforms have become an integral part of young people's daily lives, contributing to varying degrees to the reshaping of numerous concepts and behaviours, Social media has become an effective tool for exchanging ideas, transferring knowledge and expanding social networks; at the same time, it has had a clear impact on moral, social and cultural values.

The following results emerged:

1. The results indicated that social media has contributed to the promotion of certain positive values, such as the development of technical skills, raising awareness, and maintaining contact with friends and colleagues.
2. The findings showed that the use of social media may lead to negative practices that cause a decline in certain traditional values and the emergence of new behavioural patterns that may not be compatible with the Arab cultural context.
3. The study highlighted the important role of the family and educational and religious institutions in guiding young people towards a conscious and responsible use of social media, to ensure that the benefits are maximised and negative effects are avoided.
4. The research concluded that there is a need to implement educational and awareness-raising programmes that promote values of belonging and responsibility, whilst minimising the social fragmentation resulting from digital connectivity.
5. It is recommended that future studies examine the impact of specific platforms on particular values, and measure differences between genders, different age groups and social strata to provide a more comprehensive perspective.
6. It has become apparent that social media is a double-edged sword; whilst it can be constructive, it may also cause negative shifts in values in the absence of awareness and oversight. It should therefore be approached with a mindful perspective that harnesses its technological and informational potential to foster the development of young people and preserve the cultural identity of Arab society.
7. The findings showed that young people who use social media more frequently are the most exposed to external influences that extend beyond the confines of the family, school and community, which places a much greater educational and cultural responsibility on guiding the appropriate use of these platforms, This highlights the need to develop awareness-raising and cultural programs that help to promote positive values and foster critical thinking amongst young people, in order to protect their cultural and social identity from erosion or distortion.

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