

EMPLOYMENT OF SOCIAL MEDIA IN RESPONSE TO THE TERRORIST PHENOMENA DESCRIPTIVE ANALYTICAL STUDY ON FACEBOOK - TWITTER - YOUTUBE

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Abstract – This paper deals with the employment of social networking sites in response to the phenomena of terrorism. While keeping abreast of the rapid developments in the side of social networking applications and means of communication, terrorism is among the subjects that are rarely researched and studied, hence, imposes new patterns and recourse to the terrorist groups in the implementation of their business. This paper recommended provision of a theoretical framework that needs more research and in-depth studies.

This paper aimed to build a positive and effective relationship between governments and social networking sites in order to provide widespread enterprise platform on credibility. Achieving maximum credibility requires appropriate personnel rehabilitation and training on terrorist phenomena. For the governments, their appropriate personnel must also be trained on how to manage and analyze the information and reveals it for of public opinion.

Initial data collection was based on descriptive approach which focused on scanning. It used a questionnaire that was designed to break a scientific reading of the applications provided by mass communication networks and the possibility of employment in response to the phenomena of terrorism. This paper used research sites Facebook, Twitter, and YouTube to analyze the methods, tools and applications they used as platforms to curb terrorism.

The questionnaire was used to collect and analyze data from respondents. The results confirmed the high proportion of trading in the social issues. The emotional implications led to intellectual deviations and expansion of the umbrella of terrorism. The spread of immoral phenomena such as customary marriages and relationships outside legal systems have effects on societal values and family cohesion resulting from the contact sites and Social Media networks. To emphasize the necessity of activating and updating the laws to reduce the widening umbrella of negative phenomena such as the spread of rumors or growing phenomena penetrating the personal privacy of individuals, and corruption of youth and inclusion in the terrorist groups, the large presence of these groups in social networks makes it imperative to organize their energies for training and guidance to produce positive messages compatible with the values of the Muslim community alongside religious teachings and legitimacy.

Key words: social networks, terrorist phenomena, employment strategies

I. INTRODUCTION

Social media are considered as the most prominent scenes of communications and information revolution in the present, because of its features and multimedia applications, and cannot be reduced to interactive communication between individuals and communities on the internet by default. (Robin Cowan, 2005).

Changes that were produced by communications and information revolution have contributed to facilitate communication without complying with the limits of time and space as well as absolute freedom in the use of applications and the means of social communication, effectively expanding the terrorist phenomena and spread to the point of threatening and terrorizing of innocent people across the globe, driven by ideologies designed to insert horror in the category what to bring authoritarian gains or publicity right of a society or damage, regardless of the beneficiary (Elmutwali, 2006).

The growing prevalence of social networking sites in the spread of ideas, calling for terrorism also contributed, and to

the escalation of terrorist attacks in recent years, the use of violence and employed in the practice of moral pressure on the party or state or several states, where terrorist acts have taken the form of an attack on some political symbols, and public figures, diplomats which a decade of tasks trace these phenomena and reduce the spread (Suliman, 1990).

To reduce the growth and spread of terrorist phenomena Saudi Arabia and Kuwait pursued dialogue with as a national strategy of terrorist groups, the Kingdom of Saudi Arabia creating a center for dialogue and the fight against extremism in order to counter extremist ideas and anti-takfiri thought armed, while the Kuwaiti Council of Ministers adopted a new style to enhance communication between the Amiri Diwan and all segments of society and the allocation of an interactive Web site (Elmutwali, 2006).

Objectives of the Study: This paper sought to:

1. show how to take advantage of the features of social networking sites in response to the phenomena of terror, and to suggest a number of strategies to

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exploit the advantages of these sites in limiting the spread of terrorism and terrorist groups around the world; and

2. determine the potential and the advantages of social networking web sites to be employed in addressing the phenomena of terror through, defining the concept of social media and the advantages and availability of the interaction between individuals and communities, applications, in addition to developing frameworks as a control to use in the fight against terrorist phenomena, in order to propose strategies viable process.

Scope and Limitation of the Study.

This paper deals with the employment of social media in response to the phenomena of terrorist strategies, being one of the subjects that did not find their share of research and study, while keeping abreast of the rapid developments on the side of social networking applications and means of communication, which imposes new patterns recourse to its terrorist groups in the implementation of its business, and constitute Results that come out of this paper theoretical framework needs to be more researched and in-depth studied. This paper was based on data and information from the initial descriptive approach gathering focused on scanning, using a newspaper questionnaire designed to break a scientific reading of the applications provided by mass communication networks and the possibility of employment in response to the phenomena of terrorism, which, the paper includes research sites Facebook, Twitter, and YouTube to analyze the methods, tools and applications used through these sites as platforms for curbing terrorism.

This paper is substantially limited to the possibility of employing the advantages and features of social networking sites in response to terrorist phenomena, while considering the social networking site "Facebook, Twitter, and YouTube" in the spatial boundaries that are highly prevalent in these global sites.

Social Media

Social networking is defined as a site on the World Wide Web that brings with common interests or disciplines like, and allows them to communicate and connect with each other and among millions of users, including sharing files, photos, videos as well as the establishment of blogs or send messages and make instant and other talks Services, such sites have appeared on the Internet in sync with the second generation of the Web (Web2) which allows communication between users in a virtual community that brings them together according to their interests or affiliations environment (University-City -Journalism- company ...) (Wasil: 2003), These sites allow direct communication, such as sending messages or participate in the personal files of other services and get to know their news and information that are allowing for display. Varied forms and objectives of those social networking Some are in general designed to communicate and make friends around the world and some of the other centered on the formation of social networks is limited in scope and confined in a particular area, such as professional networks and networks of photographers and journalists.

These networks allow users to put a page public figure shown (Profile), and allows are to configurate personal

relationships with other users who are logging onto the personal page, and social networking sites can be used to describe the social nature sites (Social Nature), live discussion groups (Live Discussion Groups), chat rooms (chatting rooms) and other applications that provided live social sites, and other services and techniques that find an individual attention with the exchange of participation and publication among users, which are the latest significant implications for the rules of freedom of publication and expression (Hashemi: Net) and met around groups taking advantage of the ease of use and participate in them without technical or financial costs experiences.

Recent statistics indicate that in October 2015 more than 1.44 million users connect in to Facebook, and 87% of them related smart phone applications, and that the 500 million users Communicating through site Twitter, and 80% of them walk through smart phones, and more than one billion people watching a total of 600 million hours of video via YouTube site (Socialbakers, 2015).

YouTube

Is the largest site on the Internet, founded in 2005 by three former employees of the site Paypal allows users to raise and watch and share videos free of charge, the idea of the site arose when the thought of a way to spread the videos they may have picked, but they did not find an appropriate thing in particular that the email was not accepted files large. From here the idea began to crystallize site to raise the videos.

The site offers its users the possibility of creating their own accounts or private channels for the exchange and dissemination of videos through the site and comments on, and shares other through other social networking sites, and can use the site to address the phenomena of terror through:

1. Creating specialized television channels to spread videos extension and awareness under the supervision of the civil society organizations of young leaders and tribal and religious symbols.
2. Uploading videos across the site and share them automatically in other social sites, or circulation among individuals via e-mail.

Twitter

One of social networking sites, offers micro-blogging, which allows users to send Tweets with a maximum of 140 characters per message services, and features of this social networking site, the possibility of filing directly at the site, or by sending a text message SMS, or chat programs instant, or through other applications such as TwitBird, Twitterrific, Twitterfox, and those updates appear in the user page and friends can be read directly from their home page or visit the user profile, and can also receive replies and updates via e-mail, and since 2012 has become available blogging in Twitter via the Arabic language, so what enhances send short entries with profound implications, or post hyperlinks codes or the relevant pages.

Facebook

Facebook is the most popular of social networking sites and enjoys very high audience since it debuted in 2004. Its founder Mark Zuckerberg, was a student at Harvard University, and used the website services in its infancy exclusively to Harvard students, but quickly expanded to include regional universities and the University of the Ivy.

And now, Facebook is the biggest of social networking sites based on a global scale as the number of users grew in the first quarter of 2014 to about 1.28 billion active users, after opening up to all sectors of the community groups who are aged 13 years and above.

Facebook allows users a lot of applications that facilitate networking, communication and exchange of information between users among them. Moreover, Facebook allows user groups to join on the basis of the workplace, college or school. Facebook can also classify lists of their own contacts and users and can add updates or content and message on some pages and interact with a wide range of applications including social gaming, or other services such as image sharing across the application Instagram, and through these applications and others, the researcher believed to help spread the rumor widely. Among the most prominent of these applications are Pages, groups, chat, participate.

The concept of terrorism:

The word terrorism is derived from the verb “rehab” who promotes fear and panic and terror and panic, terror in the language of awe and intimidation.

Technically, terrorism refers to any act of aggression which used violence and force against civilians in order to weaken the morale of the enemy in various violent means, and called the term "terrorist" to each of involving in spreading fear and dread in the hearts of innocents. Researches pointed out that terrorism was practiced by individuals in the ancient Greek and Roman civilizations which included the subsequent assassination of Emperor Julius Caesar in 44 BC.(Tlass:1991).

The international convention against terrorism issued in Geneva in 1937 defined terrorism as "criminal acts directed against one of the countries, and that will, by its very nature and objectives provoke terror in the hearts of certain individuals or groups of people or in the hearts (and continued in 2003: p. 52)," and also the definition of the European Union, which defines terrorism as "any acts committed in order to terrorize the residents or compel government or international body, to act or to refrain from doing something, or the destruction of the political infrastructure of constitutional or economic or social of a State or an international body or destabilize seriously (Elmutawalli, 2006).

While the difficulty of the terrorist act and its evolution disabled as many researchers agree on one definition of it is measured and thus become a major obstacle to an end and resolve critical to this phenomenon, and have expressed a lot of researchers in various fields, and we are trying in this paper to deal with terrorism as a phenomenon of the following definitions (Elfaqih):(Means any act committed by people working for the benefit of themselves and on their behalf, or on behalf of the State. Because that is what we call state terrorism, and we are right in this, but in fact carried out by members of the secret agents, military or paramilitary to that State or organizations on their behalf).

The Arab Convention for the year 1998, it has known terrorism in its article first paragraph (2) that (every act of violence or threat, whatever its motives or purposes, that occurs in implementation of the project individual or

collective criminal and aims to disclose horror among the people, or intimidated by harming or endangering their lives or freedom or security in danger, or damage to the environment or to facilities or public or private property, or occupying or seizing them, or endangering a national resource in jeopardy).

The Arab Convention for the Suppression of Terrorism, adopted by the Council of Arab Ministers of the Interior and the Council of Arab Ministers of Justice, in Cairo, Egypt, in April 1998, defined in Article I, paragraph 2 that:

Any act or threat of violence, whatever its motives or purposes, that occurs in the advancement of an individual or collective criminal agenda and seeking to sow panic among people, causing fear by harming them, or placing their lives, liberty or security in danger, or seeking to cause damage to the environment or to public or private installations or property or to occupying or seizing them, or seeking to jeopardize a national resources.(surf further <http://www.al-bab.com/arab/docs/league/terrorism98.htm>)

Employment of social networking sites in response to the phenomena of terrorist

This questionnaire was composed of a two-part design: the first part contained personal profile of respondents, such as gender, age, academic level, and Position, while the second part questions related to the field of study. There were 15 questions in this two-pronged questionnaire. Follow up questions are also employed to elicit clarifications.

The questionnaire was distributed to a random sample of one hundred single-gender numbered 88 have been re-form, including one form stale to be the ratio of the total questionnaires returned 87%, which is an acceptable ratio in such studies.

Reading the contents the questionnaire according to the methodology ways, identify duplicates and extraction of percentages, this questionnaire data and information output:

- The study sample consists of 74% males and 26% females (table 1), ages ranging from 15-25 years as a dominant 69% of males and 65% females (table2), as well as it became clear that the majority of bachelor's or still in college by 95% of males and 91% of females (table 3), as 86% of male students and 74% of females as well, and it turned out that all the sample connect the social networking sites increased by 100%.

Table (1) shows respondents Type

Gender	Repetitions	%
Male	64	74%
Female	23	26%
Total	87	100%

Table (2) Shows age groups of respondents

Ages	Male		Female	
	Count	Percentage	Count	Percentage
15-25	44	69%	15	65%
26-35	16	25%	05	22%
36-45	4	6%	01	4%
45-up	0	0%	02	9%
Total	64	100	23	100

Table (3) explain the educational level of the respondents

Category	Male		Female	
	Count	Percentage	Count	Percentage
Pre-University	0	0%	0	0%
University	61	95%	21	91%
Post graduate	03	5%	02	9%
Total	64	100	23	100

- Questionnaire explained density sites Facebook at rates of 75% and 70% male for two and females respectively, and whatsapp by 81% for males and 70% for females, came Twitter by use of males and females (table4), respectively, 20% and 13%, apply to line outweigh the use of females by 30% the male which won 20%, with little use for the rest of the applications and sites.

Table (4) Shows the most social networking used

Category	Male		Female	
	Count	Percentage	Count	Percentage
Facebook	48	75%	16	70%
Twitter	13	20%	3	13%
youtube	52	81%	16	70%
Line	13	20%	7	30%
Viber	15	23%	1	4%

- Questionnaire data showed that males spend more than two hours to contact sites and social networks at a rate of 53%, and the variability of the female connection between one and two hours by 39% and 30% respectively (table 5).

Table (5): shows time spent by respondents

Category	Male		Female	
	Count	Percentage	Count	Percentage
Less than hour	8	13%	5	22%
One hour	9	14%	9	39%
Two hours	15	23%	7	30%
More than two hours	34	53%	2	9%
Total	64	100	23	100

- Most of the sample connect sites and social networks in the evening by 73% for females, and 61% for males, followed by contact after midnight ranged between males and females, respectively, 23% and 13% (table 6).

Table(6) define the most appropriate periods to access social networking sites

Category	Male		Female	
	Count	Percentage	Count	Percentage
Morning	8	13%	2	9%
Afternoon	7	11%	2	9%
Evening	47	73%	14	61%
After midnight	3	13%	15	23%
Total	64	100	23	100

- Data showed that more content volumes were contents that are classified within the social niceties by 26% for females, and 20% for males, followed by an emotional content which outperformed females by 13% (table 7)

Table (7): Shows most interactive issues

Category	Male		Female	
	Count	Percentage	Count	Percentage
Religious	13	20%	6	26%
Communication	4	6%	3	13%
Emotional	7	11%	3	13%
All of the above	40	63%	11	48%
Total	64	100	23	100

- their visions agreed about the impact sites and social networks, the system of social values rates ranging between males and females were 83% and 78%, respectively, and the same fate was their agreement about the impact these sites and networks on a correct understanding of the issues related to faith by consent reached in males 77% and when females were 69%, as well as their agreement was about to breach the privacy impact by 79% of females and 63% for males (table 8)

Table (8) shows the impact of networking sites on the system of social values

Category	Male		Female	
	Count	Percentage	Count	Percentage
Agree	23	52%	14	61%
Strongly agree	20	31%	4%	17%
disagree	6	9%	4	17%
Strongly Disagree	5	8%	1	4%
Total	64	100	23	100

- Interviewees agree that the sites and social networks affect the performance of religious worship and a rate of 86% males and 91% females, and also agreed about the threat of sites and social networking for peace and national integration by over half of the males was 53% and for females 52%, while 31% male did not agree with the premise, and 26% of females followed a neutrality neither side (table 9).

Table (9) Review the opinions of the respondents about the use of social networking sites on the a proper understanding of the issues related to faith

Category	Male		Female	
	Count	Percentage	Count	Percentage
Agree	22	50%	7	30%
Strongly agree	17	27%	9	39%
disagree	7	11%	6	26%
Strongly Disagree	8	13%	1	4%
Total	64	100	23	100

- Sample members agreed on the role of sites and networks to communicate in spreading rumors amounted to 58% for females and 48% for males, the proportion who agree to the age of deterrent laws to curb the negative effects they approached the two-thirds override reaching males 73% and females have reached 65%.

Table (10) shows the influence of the role of mass communication in the spread of rumors

Category	Male		Female	
Agree	28	44%	10	43%
Strongly agree	31	48%	12	52%
disagree	03	05%	01	04%
Strongly Disagree	02	5%	00	00
Total	64		23	

CONCLUSION:

1. The majority of users of networks and social networking sites are the educated youth category, representing the enlightened category in the community and can be employed in positive directions.
2. Popularity of Facebook has its and the network WhatsApp belonging to the advantages and characteristics that offered along with flexibility in use.
3. evening and after midnight represent the period of connect to and the presence of groups that use websites and social networks, intensity, and this is due to offers from telecommunications companies and also to the lack of youth activities, or the high cost of obtaining them.
4. Higher percentage circulation in the social issues specifically and emotional implications could lead to deviations intellectual expand the umbrella of terror and moral phenomena spread of phenomena such as customary marriages and relationships outside the legitimate system.
5. There are effects on societal values and family cohesion due to the contact sites and social networks, and this is due the technological development that pleased Internet connection in addition to the lack of devices, which are used in communication prices.
6. Activating the laws and update limits the widening umbrella of negative phenomena such as the spread of rumors or growing phenomena penetrate the personal privacy of individuals, or corruption of youth and their integration into terrorist groups.
7. The large presence of these groups in social networks makes it imperative to organize their energies to training and guidance to produce consistent positive messages and values of the Muslim community, along with the religious teachings and legitimacy.

Recommendations

1. Increase the umbrella of awareness of the issues of contention associated with faith and monotheism to create battalions of advocates of Islam and issues in the virtual environment.
2. Build a strategy based on the monitoring of the presence of terrorist groups on social networking sites and measure the extent of deployment, is designed multi-media high professionalism message, and push them into channels and social networking sites to collide with the message that the design of terrorist groups, and remains the rule in the end, the credibility of the argument, the power of persuasion, so It can only come through intensive training and the development of communication skills. This view assumes the need for multiple tools and formats media and harnessed in the detection of the substance of terrorism, and questioning people of individuals grouped in terrorist groups and document and transmit their rejection and condemnation of such acts, side to bring out the live footage depicting the heinous terrorist crimes and to intensify the scope of deployment to amplify these acts and to influence public opinion trends.
3. Expand the positive spread which is based on the principle of fragmentation of efforts, through the penetration of social networking sites that run through them destructive thoughts, and thereby facilitate the elimination of terrorist groups, in addition to neutralization of most of the individuals grouped under the banner of terrorist groups.
4. Moderatean effective dialogue based on religious science in order to achieve the ability to sound arguments, and this strategy secures a lot of energy and blood that was wasted in wars and conflicts terrorist, as long as keen to intensify meetings outreach with members of these groups to correct their concepts, and to focus on terrorist damage, and its effects human and on the overall humanitarian situation.

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