

The Influence Of Using Social Network On Publishing And Serving Islam

A case study of Jordanian students

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Abstract— Social network one of the most used communication media between people. Nowadays, many researches on the effect of use social network in teaching and learning, some concentrate on Islamic impacts on students. This study, focus on the effects of social network on serving, and publishing Islam. In this study, the main purposes included studies in which field students benefit from social network, making the Islamic information accessible over the world for Muslims, and non-Muslims, also to clarify the Islamic issues, wrong thoughts, and misunderstanding of non-Muslims about Islam. This was measured using survey spread over 500 students focusing on social network usage, purposes, Islamic effects. Participations were chosen from different student education types: schools, undergraduate, and graduate students.

The results indicate that, students use more than one social network such as: Facebook, Twitter, LinkedIn, Hi5, etc. The students almost use Facebook 97%. Students discuss different type of questions while using social network Islamic topics discussed by 40%, different Islamic topics discussed, and different Islamic sites introduced for members. The response of being a religious man as a member is very low, members thing it is very important for them to be one of the member a religious man. According to the results, Islamic information increased by 78%. This means that the social network is highly used as a way to serve and publish Islam. On the other hand, religion, and Da'wah men must concentrate to be effective members on social networking to get better results in publishing, and serving Islam.

Keywords- Social Network, Students, Facebook, Islam.

I. INTRODUCTION

In recent years, the interaction between people changes totally with the appearance and development of computers and networks. Social relations start to be online with the beginning of the web. People communicate, and build relationships using a social network. [1] Social Networks are sets of social entities people, organizations, etc. , connected by a set of social relationships friendship, co-working, information exchange,... etc.. It is like virtual clubs. Whenever you are a member, you can create a profile, interact and connect with family, friends, and stranger all over the world via chat, email, photos, events and status updates. Social networks like: Facebook, MySpace, Twitter, LinkedIn, Plaxo, Orkut, Hi5, and others.

According to Alexa site, Facebook is the most and first popular social network sites and the second sites after Google.

The importance and research into social network sites has been growing due to their ability to attract a huge number of people; socialbaker.com shows that Facebook has attracted more than 21.31 million users across the Arab countries. It is working as information Push-Pull aspects at the same time.

On one hand, social networks can be utilized to push information to a target group, e.g. "Company advertisements, blogging, tweeting at Twitter ... etc.." On the other hand, it is used to pull information about people from social networks.

Beside what mentioned before, these social media centered on sharing the cultural view, religious belief, and regional among others [2].

One of the most popular social networking platforms is Facebook. [3,4,5,6,7] In 2010, Facebook has been chosen as the leader in the world of social networking. It has over 500 million active users in six years [8]. Indeed, the popularity of social networks was demonstrated by people who use them [9].

More recently, there has been an increasing interest in studying the use and effects of Social network. Current research focuses on studying why, how much, and how people (especially students) use social network (Many concentrate on Facebook). These researches were conducted to understand its effects on education and social interaction. [10,11]

This study is expected to benefit Muslims and Da'wah men to evaluate the use of social network in serving Islam, for the future enhancement. It is a view of how people; especially students in different levels; deal and benefit from social network. It is aimed to answer these questions; to what extent Muslim students aware of the actions that they used social network in serving Islam? And to what degree could the social network benefit spread and understand of Islam using social networks?

The rest of this research paper is organized as follows: what is a social network, then Islam and technology, third section comes with exploring research methods, followed by results found. The last sections provide conclusions.

II. WHAT IS A SOCIAL NETWORK?

Social network sites are communication nodes, which ties between individuals, groups, organizations, and related systems with different types of interdependencies. It has included shared values, visions, ideas and group participation in events, among numerous other aspects of human relationships. [12] These sites allow individuals to present to others using different formats, including text and video [13], allowing individuals to get a visible list of connections with others. [14]

Social networking described as a technological media, which allows individuals to communicate, build online communities, enable users to find like-minded, and share information. [15,16]

Once users discover and find like-minded whose have the same mutual interest, members can form ad hoc communities. These communities become the new power to publish and serve Islam.

Social networks facilitate unmanaged and untapped online conversations. This helps religion men to get closer view, and concentrate on people Islamic topics needs [15].

People use social network to keep up with friends, to upload an unlimited number of photos, and to learn more about the people whom they meet online. [17] On the other hand it has allowed users to create and to customize their own profile with photos and with miscellaneous information, namely, basic information, personal background, contact information, and education history.

III. ISLAM AND TECHNOLOGY

In the past, Islamic topics were found in audio tapes, books, and booklets which available in libraries, Islamic schools, and mosques. Non-Muslims, and also Muslims cannot benefit from these resources unless they are near to them.

Nowadays, Muslims realized and used an information technology in serving and publishing Islam around the world. [18,19] Different efforts in different Islamic topics (Quran, Hadith, Sunnah, Tafseer, Seerah, Fiqh, Translation, etc.) are available in different form (Audio, Video, text,..etc.) in the internet. These days, the most used media is a social network. Millions of Muslims and non-Muslims in different countries around the world use the social networking sites to conduct an online discussion on different topics. Islam all the time is represented in the social network. This reflects on the social attitudes of people in general and Muslims in special [19].

IV. METHOD

This research focus on the effects of social network on serving, and publishing Islam. Participation was chosen from different student level schools, undergraduate, and graduate students.

In this study, the main purposes included making the Islamic literature accessible over the world for Muslims, and Non-Muslims played a very important role in spreading Islam and also to clarify the misunderstanding and wrong thoughts of non-Muslims about Islam. This was measured

using survey spread over 500 students. The survey contains three parts. The first part student about student demographic information (sex, and age). The second part about the use of social network (number of social networks used, the social network name you use, duration of using, duration of membership). On the other hand, the third part of the purpose of usage of social network. 11 modified and revision statements that consisted of social networking usage purposes were adapted from Iqbal [20], Mazman and Usuel [21], and Vasalou [22]

The final part about the Islamic effects on member (discussed topics, the existence of religion men as a member, determine the discussed Islamic topics; percentage Islamic topics discussed, and effect on behavior).

V. RESULTS

A. Demographic Characteristics of Students

A total of 500 surveys was achieved after the effort of data collection. Table I summarizes the demographic profile of the study respondents who have a social network account.

Demographically, gender of the respondents was half distributed with 50% male (250 students) and 50% female (250 students). Groups of student's age are, 27% in 15-20, 56% is in 21-26 age, 8.3% is in 27-32 age groups, 5.6% is in 33-38, and 8.2% are 39 and over group.

TABLE I. CHARACTERISTICS OF THE SAMPLE

Characteristic	Percent
<i>Gender</i>	
Male	50%
Female	50%
<i>Age</i>	
15-20	27%
21-26	56%
27-32	8.3%
33-38	5.6%
39 and over	2.8%
<i>Educational Type</i>	
School student	40%
Undergraduate	30%
Graduate	30%

B. Social network Usage

In this study, students use more than one social network such as Facebook, Twitter, Hi5, LinkedIn, and others. The students almost use Facebook 97%, others use Twitter 20%, 11% use Hi5, and 5% for LinkedIn. Table II shows the points and percentages for social network usage.

In response to a question about membership duration, 66% of students had been on social network for 2 years or more. The students' behavior was measured by asking students the frequency of visits, and staying length on social networks. About frequency, 36% of students visit social network once a day and the same percent of students visit it several times a day. On the other hand, most students (64%) spent from one to two hours a day and 14% spent less than 15 minutes on social networks. Moreover, the majority of

students (39%) has friends between 100 friends or less, and between 101-300 friends for both numbers of friends. They prefer using social network with their friends and family (63.8%) (see Table II).

increasing the Islamic information, Islamic sites were introduced, creation of Islamic groups, introducing Islam for non-Muslims, the existence of religion person and the its effect on the member.

TABLE II SOCIAL NETWORK USAGE

Statement	Percent	Statement	Percent
The social network I use		Frequency of visits on social network	
Facebook	97%	Few times in a year	2.8%
LinkedIn	5%	Once in a month	8.3%
Twitter	20%	Several times in a month	16.7%
Plaxo		Once in a day	36%
Orkut		Several times in a day	36%
MySpace			
Hi5	11%		
Others			
Membership Duration		Length of stay in Social Network	
Less than 6 months	11%	Less than 15 min	13.8%
Between 6 months and 1 year	5.6%	Approximately 15 min	5.6%
More than 1 year, less than 2 years	16.76%	Between 1 or 2 hours	64%
2 years or more	66.6%	Between 2 or 3 hours	5.4%
		More than 3 hours	5.6%
Number of friends		On social network, I prefer to talk with	
100 friends or less	39%	My friend only	22%
Between 101-300 friends	39%	My family only	8.3%
Between 301-500 friends	8.3%	Friend and family	63.8%
501 friends, or more.	13.8%	Foreigner people	0%
		Others	5.6%

C. Purposes of Usage Social Network

Different purposes for using social network indicated by students. These purposes are related social and daily activities like: Get more information, look for friendships, learn how to do things, contribute to a pool of information, generate ideas, negotiate topics, solve problem, make a decision, lectures, asking someone to do something for me, and enjoy leisure or time when I'm alone. More than one purpose was chosen. The most response from students was 78% for getting more information, 47% for enjoying leisure or time. The percentages for all purposes are shown in table III.

TABLE III PURPOSE OF SOCIAL NETWORK USAGE

Purpose	Percent
Social Network attracts me, to:(more than one option)	
Get more information.	78%
Look for friendships.	19%
Learn how to do things	39%
Contribute to a pool of information	38.87%
Generate ideas	33%
Negotiate topics	41.6%
Solve problem	22%
Make a decision	16.7%
Lectures	27%
Asking someone to do something for me	30.5%
Enjoy leisure or time when I am alone.	47%

D. Social network and Islam

This part of study concentrates on different indicators: type of discussed topics, type of Islamic topics, percentage of Islamic discussed topics, effects of social network on

In table IV, the percentages of these questions and its responses were shown. Students discuss different type of questions while using social network like: social, religious, political, economic, scientific, and others. In this survey, 50% of social topics discussed, on the other hand, 40% of the topics were Islamic topics. Many Islamic topics discussed like: Quran, Sunnah, Profit Mohamed, Fatawa (asking about Islamic opinion in some cases), Tafseer (asking about the meaning of ayah or word in the Quran), asking about Islamic sites, and asking about proof from Quran or Sunnah. The majority of students determines that the profit Mohamed by 27%. Beside the topics discuss there are new sites introduced for students like Quran, Sunnah (Hadith), Profit Mohamed, Tafseer, Fekah (explain all life issues and Islamic opinion on it), and mix between all types. The most sites introduced by a member of social networks are Quran and Sunnah 30.5% for each, then Profit Mohamed, and Tafseer 27% for each. The study found that the Islamic information increased by 78%, and the respondents think that the existence of the religious person within groups is very important for members by 91.6% but they do not think to send an invitation to one of them (80.5%).

VI. CONCLUSION

The study found that the majority age of students was about 21-26 years old. In response to a question about membership duration, 66% of students had been on social network for 2 years or more.

Islamic topics like Quran, Sunnah, Profit Mohamad, Fatawa (asking about Islamic opinion in some cases), Tafseer (asking about the meaning of ayah or word in the Quran), asking about Islamic sites, and asking about proof from the Quran or Sunnah were discussed. These topics discussed increasing the student Islamic information by 78%, this is an indicator that the social network one of the best ways to serve and publish Islam. Beside that, students determine that the existence of a religious person is very important as a resource of Islamic information. Therefore, Da'wah persons must take care about social network and be an active member there because they have a big effect on the member as the respondent mention by 80%.

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