

THE IMPACT OF SOCIAL MEDIA ON ATTITUDES TOWARDS VIOLENCE AGAINST WOMEN: AN ANALYSIS OF ARAB WOMEN'S PERSPECTIVES

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Abstract

This research investigates the effects of Arab women's interaction with violent posts on social media and explores how social media addresses violence against women in the Arab region. The study employs a mixed-methods research design, combining a survey and a literature review. The survey collects primary data from a sample representing the target population through a structured questionnaire, while the literature review examines existing scholarly sources related to the research topic. The study aims to shed light on the significant impact of increased social media usage on shaping attitudes towards violence against women and empowering them with effective strategies for confrontation. Social media platforms have become powerful tools for communication, connecting individuals globally and facilitating the sharing of information on pressing societal issues. In the Arab region, where social media usage is pervasive, understanding its influence on perceptions of violence against women is of utmost importance in this cultural context. The research poses five critical questions, aiming to provide comprehensive insights into the relationship between social media and attitudes towards violence against women among Arab women. The survey design allows for the collection of quantitative data directly from participants, enabling statistical analysis to uncover patterns, trends, and relationships within the data. The survey instrument includes both closed-ended and open-ended questions, capturing both quantitative and qualitative data to provide standardized responses while allowing participants to share detailed opinions. The literature review plays a crucial role in providing a theoretical framework and context for the study, informing research hypotheses and identifying gaps in existing knowledge. It strengthens the depth and rigor of the findings, offering context to the research. The findings of this study reveal that social media significantly shapes attitudes towards violence against women among Arab women. Social media's interactive and visually compelling nature facilitates awareness-raising efforts and empowers Arab women with effective strategies to confront violence, promoting advocacy and change within their communities. The study recommends media outlets' active involvement in raising awareness and promoting effective measures against violence. Long-term research tracking the evolution of violence against women is essential to understand causative factors. Enhanced collaboration among diverse organizations can effectively combat violence, addressing the specific needs of women across different age groups.

Keywords: Social Media, Arab Women, Violence against Women, Mixed-Methods, Attitudes, Empowerment, Survey, Literature Review, Awareness-Raising, Advocacy, Gender Equality, Cultural Context.

CHAPTER 1

1.1 Problem Statement

Violence against women is a pervasive issue in many societies, including Arab countries. Traditional media has played a significant role in shaping attitudes towards gender-based violence. However, with the rise of social media, there is a need to examine its impact on attitudes towards violence against women, particularly from the perspective of Arab women.

This study aims to analyze the influence of social media on attitudes towards violence against women among Arab women, considering the unique cultural context and the prevalence of social media usage in Arab societies. By exploring the impact of social media on attitudes, this research aims to contribute to a better understanding of the role of digital platforms in addressing and combating violence against women in Arab societies.

1.2 Reasons for selecting the topic:

The topic of "The Impact of Social Media on Attitudes Towards Violence Against Women: An Analysis of Arab Women's Perspectives" was selected due to the importance of addressing violence against women, the increasing influence of social media in shaping attitudes, and the need to understand the unique perspectives of Arab women within this context.

1.3 Study Hypothesis

The main hypothesis of the study is to examine the effect of the exposure of Arab women to social media and following issues of violence on their cognitive, emotional, and behavioral attitudes towards the role of these media in dealing with violence at its four levels (physical violence, psychological violence, physical and economic violence).

1.3.1 Research Questions

- 1) What are the effects of Arab women's interaction with violent posts on social media?
- 2) What are the main issues of violence against women that were addressed by the study sample on social media?
- 3) What are the causes of violence against women as assessed by the study sample?
- 4) What is the study sample's assessment of the role of social media in addressing violence against them?
- 5) What is the formation of social media for women's attitudes against the four types of violence in the study area (physical violence- psychological violence- sexual violence- economic violence)?

1.4 Significance of the Study

The significance of the study lies in its potential to contribute to a deeper understanding of the role of social media in shaping attitudes towards violence against women among Arab women. The findings can inform efforts to develop targeted interventions, policies, and awareness campaigns aimed at reducing violence and promoting gender equality in Arab societies.

1.5 Study Objectives:

Evaluating the impact of exposure to four types of violence (physical, psychological, economic, and gender-based) through social media .Identifying the correlation between the exposure density to social media sites and the cognitive, emotional, and behavioral components of Arab women towards their role in domestic violence.

CHAPTER 2

2. Literature Review

2.1 Introduction

The results of studies examining the general effects of digital media, particularly social media, on different segments of society have been varied. While there has been an increase in research linking the effects of social networks on youth, there has been a decrease in research connecting the effects of social networks and women. The results of the literature review are as follows:

2.2 The Relationship between New Media and Violence against Women:

The Relationship between New Media and Violence against Women:

The relationship between new media and violence against women is a complex one. In recent years, the rise of digital technology has enabled the spread of information and communication on a global scale. This has had both positive and negative implications for women, particularly in terms of violence. On the one hand, new media has provided a platform for women to speak out against violence and to raise awareness of the issue. On the other hand, it has also been used to perpetrate violence against women, with perpetrators using digital technology to harass, stalk, and even commit acts of physical violence.

Studies have shown that the emergence of communication technology has created new media outlets for women to achieve their goals of connecting to information and entertainment. A study by Abdul Karim (2022) found that citizen journalism through social media has contributed to raising awareness of women's rights issues and combating all forms of violence against them. Furthermore, citizen journalism is preferred as a source of information on social issues. The study therefore recommended that ethical and professional standards be observed when publishing issues related to violence against women. Considering the psychological well-being of victims and the potential for negative repercussions from publicizing their stories, Abdul Rahman (2022) conducted a study to explore the exposure of university students to news of crimes against women on social media and its relationship to mental security. The study revealed that electronic harassment, violence, and humiliation were the most common crimes against women exposed through social media, while sexual crimes such as the dissemination of images of victims and humiliation were the least common. The findings of the study indicated that exposure to such news on social media can have a detrimental effect on the mental security of university students. Consequently, it is essential to take into account the psychological state of the victims and avoid any negative impact on them or publicizing them.

A study by Karam Al-Din (2021) highlighted the media coverage of female genital mutilation at (43.6%), followed by early marriage at (27.2%). It was noted that media coverage did not address other forms of violence against women, such as workplace violence or denying them access to education. The media coverage of violence against women was mostly positive at (49.9%), followed by negative at (38.8%). A study by Henri (2017) emphasized the need for

social change from the effects of violence through the development of media by providing materials that can provide social intervention services to address the effects of violence.

2.3 Violence against women and its effects in reality:

A study by Basheen (2022) regarding the phenomenon of violence against rural women in the Dakhiliyah Governorate found that there were 5573 cases of violence affecting rural women, with physical violence taking the top spot in terms of number of cases (41.1%), followed by psychological violence (26.1%). The least common form of violence was sexual violence, which accounted for 6.06% of all cases, followed by social violence (12.4%). Economic violence accounted for 14.3% of all cases. A study by Jaleel Ibrahim Abdulghani (2022) revealed the effects of violence on women, particularly in the family, which highlighted the role of social violence more than any other. Most cases suffered from psychological problems as a result of family conflicts, with some cases suffering from speech and language disorders, difficulty in communication, attention deficit, poor concentration, increased brain electricity, and seizures and hyperactivity. Most cases were exposed to all types of family violence, whether physical, psychological, or verbal.

According to Lynne and Jeannette (2019), domestic violence affects approximately 20% of the global population and is associated with complex mental health issues, posing challenges in client engagement during therapy. Slabbert (2017) emphasized the significant obstacles faced by social workers in addressing domestic violence and poverty, particularly for low-income women who experience mistreatment and have limited resources. Furthermore, Davies and Berger (2019) underscored the enduring negative effects of childhood exposure to domestic violence on social, emotional, and educational outcomes, highlighting the need for teacher training and enhanced protocols and policies to support affected students.

In relation to gender-based violence against women, Lakaa Samir Salamah's (2020) study highlights the lack of safety felt by girls and women, who refrain from disclosing their experiences of harassment to their families due to the fear of being blamed and questioned about their morality. This blame and responsibility placed solely on girls and women for their own actions and the actions of others represents a form of severe oppression. Additionally, a report (A FAMILIAR FACE Violence in the lives of children and adolescents, 2017, p. 7) uncovers the heightened vulnerability of girls to gender-based violence after entering puberty, with global statistics revealing that 9 million girls aged 15 to 19 were coerced into engaging in sexual activities in 2016 alone. Shockingly, nearly 9 out of 10 adolescent girls reported that this was their first experience of forced sexual encounters during their adolescence, with the violence stemming from both familiar sources such as friends, classmates, and relatives, as well as strangers.

The researchers benefited from previous studies, which represented in identifying the four types of violence as will be presented in the results, as well as in formulating the problem of the study, its objectives, agreement, and disagreement with the results of the study. Secondly, the problem of the study: Violence against women is a global problem that has been addressed by various media and has reviewed forms of violence against women ranging from (physical,

psychological, sexual, and economic), so the problem of the study is to identify the role of social media sites and its effect in shaping the Arab society's attitudes towards violence against women.

2.4 Theoretical framework of the study:

2.4.1 Reinforcement Theory:

The history of studies related to media is linked to the study of media effects; it has gone through three important stages, the first one emphasizing the strong effect of media, then in the second stage questioning these effects, to come to the third stage and return to the concept of the tremendous effect of media (Klapper, 1960). He stated that media rarely have direct effects; they are not in the power of other social and psychological factors such as social status, reference groups to which individuals belong, attitudes, and beliefs held (Klapper, 1960). From his point of view, it is not possible to talk about the direct effect of media except on people with aggressive inclinations before being exposed to media. Therefore, from his perspective, television and other media should be considered as one factor among many that affect individuals and lead them to violence (Klapper, 1960). This is the theoretical framework of the study: Reinforcement Theory.

The main hypothesis of the theory is that media messages can support certain patterns of behavior that viewers bring with them and become entrenched in them while exposed to those messages. It is also possible that violent media messages can lead to violence and aggressive behavior, as those who have acceptance of violence as a habitual thing are more likely to be influenced by such messages. The mediating factors of reinforcement theory, according to McLuhan, include individual cultural principles and values, social roles, individual differences or personal traits, family and peers, and beliefs of individuals with the social groups they grew up in. The role of media is to reinforce - either positively or negatively - the beliefs that already exist.

CHAPTER 3

3. Methodology

3.1 Study Design

The study employed a mixed-methods research design, incorporating both a survey and a literature review. The survey was designed to collect primary data from a sample representing the target population, while the literature review involved a comprehensive examination and analysis of existing scholarly sources relevant to the research topic.

The survey design allowed the researchers to gather quantitative data directly from participants through a structured questionnaire. This approach enabled the collection of specific information related to the research objectives and facilitated statistical analysis to uncover patterns, trends, and relationships within the data.

The survey instrument was carefully developed, considering the research questions and objectives. It included a combination of closed-ended and open-ended questions to capture

both quantitative and qualitative data. Closed-ended questions provided standardized response options, ensuring consistency in data collection, while open-ended questions allowed participants to provide detailed insights and opinions.

Additionally, the literature review played a crucial role in the study. It involved an extensive search and review of relevant academic sources, such as scholarly articles, books, and reports. The purpose of the literature review was to examine existing knowledge, theories, and findings related to the research topic. It provided a theoretical framework and context for the study, allowing the researchers to identify gaps, establish a foundation for the research, and generate research hypotheses.

By combining the survey and literature review, the study benefited from a comprehensive approach to data collection and analysis. The survey provided primary data directly from participants, while the literature review informed the study's theoretical framework and enriched the interpretation of the findings. This combined methodology allowed for a more robust understanding of the research topic, enhanced the validity of the findings, and contributed to the overall depth and rigor of the study.

Regenerate response.

3.2 Study Population

The study employed a mixed-methods research design, incorporating both a survey and a literature review. The survey was designed to collect primary data from a sample representing the target population, while the literature review involved a comprehensive examination and analysis of existing scholarly sources relevant to the research topic.

The survey design allowed the researchers to gather quantitative data directly from participants through a structured questionnaire. This approach enabled the collection of specific information related to the research objectives and facilitated statistical analysis to uncover patterns, trends, and relationships within the data.

The study population comprised Arab women aged between 18 and 45 from Arab countries, and the sample was drawn from social media sites. A simple random sample of 500 was selected from the large sample size, with an interest in women's issues. The sample was 45% aged 25 to less than 35 years old, 35% aged 18 to less than 25 years old, and 20% aged 35 to less than 45 years old. 50% had a university degree, 25% were in university education, 15% had a higher education qualification, and 10% had a lower-than-average qualification. 46.5% were married, 40% unmarried, 9% divorced, 2.5% separated, and 2% widowed. 78% were in the middle economic level, 18% in the high economic level, and 4% in the low economic level.

3.3 Questionnaire

The questionnaire used in this study was a structured data collection tool consisting of a series of carefully crafted questions. It was designed to gather information from the participants on specific aspects related to the research objectives.

The questionnaire included a combination of closed-ended and open-ended questions. Closed-ended questions provided participants with predetermined response options, such as multiple-choice or Likert scale items. These questions were effective in collecting quantitative data and obtaining measurable responses. They allowed participants to indicate their preferences, opinions, or agreement/disagreement on various statements or topics.

Open-ended questions, on the other hand, allowed participants to provide more detailed and descriptive responses in their own words. These questions encouraged participants to share their experiences, perspectives, or suggestions related to the research topic. The open-ended format provided qualitative data, which could be analyzed to gain a deeper understanding of participants' thoughts and insights.

The questionnaire was carefully designed to ensure clarity, relevance, and coherence. It underwent a rigorous review and piloting process to refine the wording, eliminate ambiguity, and enhance its overall effectiveness. The final version of the questionnaire was administered to the targeted sample of participants.

To ensure the reliability and validity of the data collected, appropriate instructions and guidelines were provided to participants on how to complete the questionnaire accurately. Participants were also assured of the confidentiality and anonymity of their responses, promoting honest and unbiased reporting.

Overall, the questionnaire served as a valuable tool for systematically collecting data from the participants. It facilitated the gathering of both quantitative and qualitative information, enabling the researchers to analyze and interpret the data in relation to the research objectives and address the research questions effectively.

3.4 Data Collection

The data for this study was collected using a combination of quantitative and qualitative methods. A survey questionnaire was developed to gather quantitative data, while interviews were conducted to collect qualitative data.

The survey questionnaire was administered to the participants electronically, utilizing online survey platforms or through email distribution. The questionnaire consisted of a series of structured questions that allowed participants to provide numerical responses, rating scales, or select options from predefined categories. The survey focused on gathering information about participants' attitudes towards violence against women, their experiences with social media, and their perceptions of how social media influences their attitudes and behaviors.

3.5 Data Analysis Processes

The data analysis processes involved in this study included data cleaning, coding, and entry to ensure data accuracy and reliability. Descriptive statistics were used to summarize the demographic characteristics of the participants and key variables. Inferential statistics, such as correlation analysis and regression analysis, were employed to examine the relationships between variables and test the research hypotheses. Additionally, thematic analysis was conducted to identify recurring themes and patterns in qualitative data collected through

interviews or open-ended survey questions. Data analysis was conducted using appropriate statistical software, and the findings were interpreted in relation to the research objectives and existing literature.

SPSS software was used and the accepted level of significance in the current study for all correlation tests and regression equations was set at 95% confidence level, i.e. at a p-value of 0.05 or less. The mean was adopted as one of the central tendency measures, in addition to simple and double repetitions, the median, and the simple regression coefficient.

3.6 Validity and Reliability

First, the Validity Test (Validity) means the accuracy of the measure used to measure the concept the researcher wants to measure. To verify the accuracy of the measure used in the study, a survey sheet and a content analysis sheet were presented to a group of research and media specialists.

Second: Reliability Test: This refers to achieving an agreement in the results between researchers when they use the same principles and methods in applying the same media material. The reliability test was applied to a sample representing 10% of the original sample after the questionnaire was reviewed, then the test was applied again to a sample of 5% of the researchers after two weeks of the first test.

3.7 Limitation of the Study

One limitation of this study is the potential bias introduced by the use of self-reported data. Participants may have provided responses that they perceived as socially desirable or that aligned with societal expectations, leading to an overestimation or underestimation of certain attitudes or experiences related to violence against women. Additionally, the study relied on a specific sample of Arab women, which may not fully represent the diverse perspectives and experiences of all Arab women. This limits the generalizability of the findings to a broader population. Furthermore, the study's focus on social media as the primary determinant of attitudes towards violence against women overlooks other influential factors such as cultural norms, religious beliefs, and individual experiences. The study's cross-sectional design also restricts the ability to establish causal relationships or capture changes in attitudes over time. Future research should consider employing more diverse and representative samples, utilize multiple data collection methods, and incorporate a longitudinal approach to address these limitations and provide a more comprehensive understanding of the topic.

CHAPTER 4

4.1 Results

The first axis: the interaction of Arab women with social networking sites:

Analysis of the survey results shows that 86% of the sample interacted with digital media that employed Artificial Intelligence techniques irregularly, while 14% used them regularly. The average hours of use of social media per week by the sample was 4.30 hours per day, and the average days of use per week was 5 days. Through the responses of the sample on the number

of hours and days of use, the average use per week was calculated to be 22 hours per week. As for the type of social media interacted with by women, they are as follows:

Table 1: Social networking sites that Arab women interact with

Websites	Percent(%)	Frequency
Face Book	37.6	310
Instagram	24.8	205
telegram	16.4	135
You tube	10.3	85
Snap Chat	7.9	65
Twitter	3	25
Total answers	100	825

The table above shows that Facebook was the highest used platform by Arab women at 37.6%, followed by Instagram at 24.8%, then Telegram at 16.4%, then YouTube at 10.3%, then Snapchat at 7.9%, and finally twitter at 3%. This is in line with the findings of the studies by Mohammed (2020), Ashraf (2020), Pittman et.al (2016), and Yahya (2017) The table above shows that Facebook was the highest used platform by Arab women at 37.6%, followed by Instagram at 24.8%, then Telegram at 16.4%, then YouTube at 10.3%, then Snapchat at 7.9%, and finally Twitter at 3%. This is in line with the findings of the studies by Mohammed (2020), Ashraf (2020), Matthew Pittman et.al (2016) and Yahya (2017) which concluded that social media sites are at the top of digital media platforms that the public interacts with, in different patterns, ages and genders. This is also supported by the study of Hamid (2018) which showed that Facebook was the most used application among the respondents. The studies of Sharaf (2021) and Erarslan (2019) also revealed that Instagram was the leading application for photos, audio, and video. In general, the responses of the sample to the previous questions indicate a high level of interaction with social media sites, with the highest results being the increase in the sample's following of the sites, which were as follows:

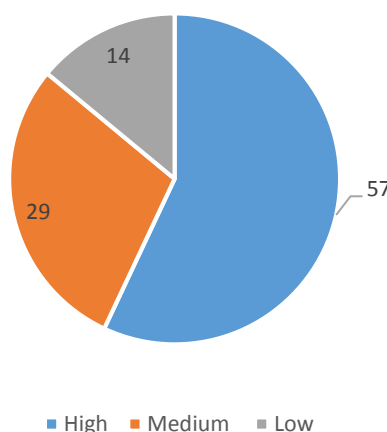


Figure 1: Arab woman's Engagement Rate with Social Media Sites

The previous figure indicates that Arab women's engagement rate with social media sites is as follows: 57% reported a high level of engagement, 29% reported a medium level of engagement, and 14% reported a low level of engagement.

4.2 The second axis: The study sample's interaction with what is published about violence on social media sites: - The sample's keenness to follow what is published about violence against women on social media sites:

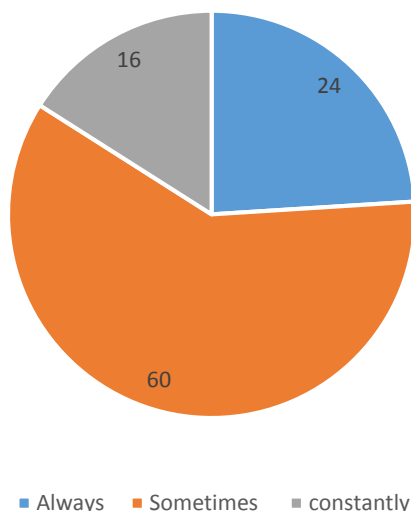


Figure 2: Arab women's keenness to follow up on what is published about violence against women on websites

The previous figure reveals that 60% of the sample study sometimes pay attention to violence against women in all its forms on social media platforms. Following that, 24% of the sample study pay attention to violence against women content constantly, and 16% of the sample study pay attention to violence against women on these platforms occasionally, expressing their preference. The researchers also expressed their concern about some issues of violence against women that were published during the previous period and followed them extensively, such as: expressing the sample study increased attention to the killing of girls for love motives, which was a strange phenomenon in the Arab society, expressing their indignation at their killing and the emergence of comments on social media platforms justifying the crime with the lack of their behavior discipline, although in the end, it was a premeditated murder. These issues were represented in:

4.3 The Third Axis: Evaluating the study sample for the importance of social media sites in addressing violence:

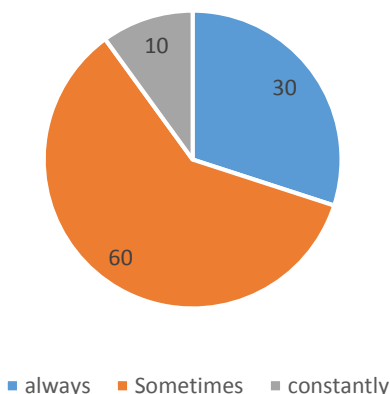


Figure 3: The reality of what is published about women on social media

According to Figure 3, the analysis reveals that a significant portion of the study's sample, comprising 60%, acknowledged being influenced by their social media usage when forming their perception that society does not consistently uphold women's rights. Among the participants, 30% reported a continuous impact, while 10% experienced occasional effects. Furthermore, the sample assessed the authenticity of women-related content, especially concerning violence, disseminated on social media, with 58% considering it to be somewhat reflective of reality. These findings shed light on the role of social media in shaping attitudes and perceptions surrounding women's rights issues, underscoring the need for further exploration and understanding in this domain.

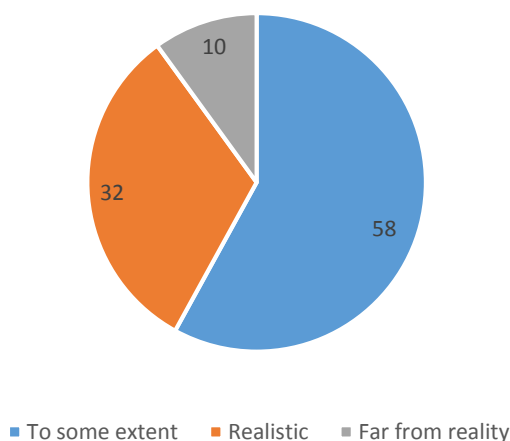


Figure 4: The reality of what is published about women on social media

Table 2: Causes of Violence against Women: Insights from a Study Sample of Arab Women

	the reasons	Frequency	Percent (%)
1	Not realizing the true teachings of religion	250	23.2
2	Lack of awareness of the basics of the relationship between a woman and a man	220	20.5
3	Immaturity in the formation of families and their interdependence and dialogue	201	18.7
4	Wrong customs and traditions regarding women	164	15.3
5	Economic pressures and poverty	140	13
6	Addiction of all kinds	60	5.6
7	Addressing violence through different media	40	3.7
	Total	1075	100

The aforementioned table provides insights into the causes of violence against women, as identified by the study sample. Topping the list is the lack of proper understanding of religious teachings concerning women's issues in all aspects of life, accounting for 23.2% of the total causes. Following closely is the lack of awareness regarding the fundamental dynamics between men and women, comprising 20.5% of the total. The third prominent cause is the absence of maturity in forming, establishing, and navigating family relationships, representing 18.7% of the total. Additionally, wrong habits and traditions pertaining to women contribute to 15.3% of the causes, while economic pressures and poverty account for 13%. Addiction in its various forms constitutes 5.6%, and the consumption of violence through diverse media concludes the list at 3.7%. When considering the selection of the study sample and their perspective on the influence of social media, an intriguing pattern emerges. The findings reveal that 40% of the participants observed a certain degree of social media's impact on escalating violence against women, while 50% categorically rejected such an influence, and the remaining 10% perceived it to have the lowest effect. This finding is consistent with the placement of the media factor in the last rank within the table, reflecting the collective viewpoint of the study sample. These results are visually represented in Figure 5

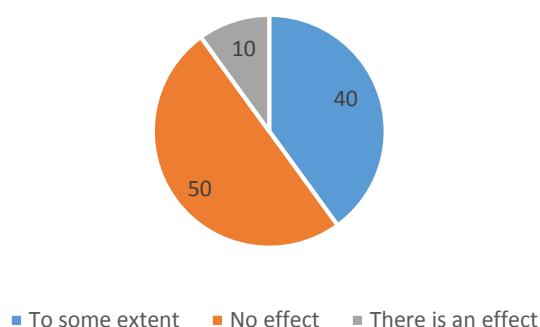


Figure 5: Evaluation of the study sample regarding the impact of social media platforms on the increase of violence against women

According to Mohammed (2018), social media platforms have experienced a significant increase in followers, making them an essential medium for addressing the root causes of violence due to their widespread reach and popularity. These causes encompass various aspects of society, including social, cultural, customs, and traditions within both the general Arab society and specific Arab communities. Economic factors, such as poverty, financial conflicts, and limited spending, also play a crucial role. Additionally, personal factors like mental illness or addiction among family members contribute to the prevalence of violence. Religious factors are also significant, involving misinterpretations of religious texts pertaining to gender roles and circumcision.

In another study conducted by Abdulrahman (2021), which analyzed social deviations portrayed in Arab television drama on Arab satellite channels, it was found that the most prominent intellectual deviations centered on religion, followed by a decline in the culture of dialogue and an inclination towards Western culture. The study also highlighted religious deviations depicted in Arab television drama, with a focus on aligning with falsehood or remaining silent, followed by the portrayal of kidnapping. Regarding behavioral deviations, physical violence involving weapons and physical assaults were widely represented, followed by instances of sexual deviation. The study further revealed that dialogue and discussion were the primary methods employed to address these deviations in Arab drama, with physical violence being employed as a secondary approach. In this study, the researchers identified a remarkable similarity in their findings, which reaffirmed the persistence of underlying causes of violence against women across different time periods. It is crucial to address these causes in reality. This discussion focuses on the fourth axis, examining the role of social media platforms in shaping women's attitudes towards violence and their determination to confront it. Attitudes Scale towards Gender-Based Violence: Based on the analysis of survey responses, the researchers extracted a series of statements representing a comprehensive scale that reflects attitudes towards gender-based violence against women in its four forms: physical, sexual, economic, and psychological. The scale measured the levels of these attitudes as follows:

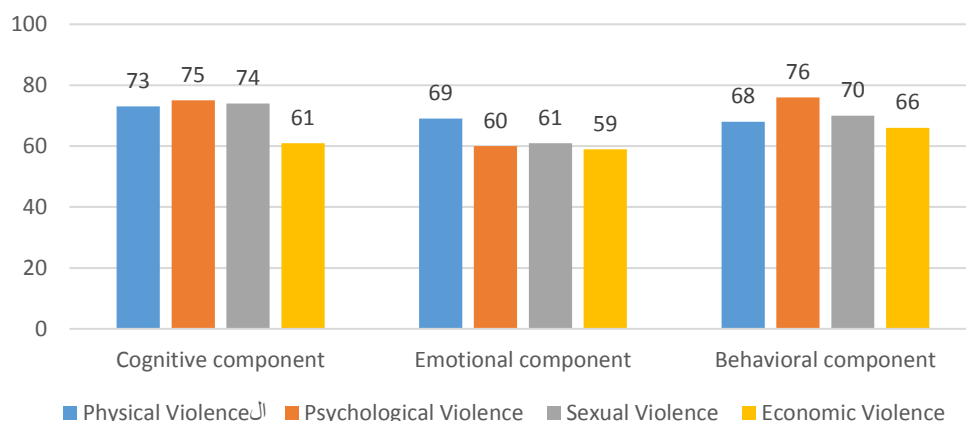


Figure 6

To evaluate the effects of social media sites on women's attitudes toward violence, a general scale was employed. The scale measured the assessment levels of the study sample, focusing on Arab women, regarding the four types of violence. The results revealed the significant influence of these sites on different components of attitudes. The cognitive component exhibited the highest impact, with an introduction weight of 75 degrees, followed by sexual violence at 74 degrees, physical violence at 73 degrees, and economic violence at 61 degrees. Similarly, the behavioral component exhibited comparable effects across the four types of violence. Psychological violence had the highest impact, with an introduction weight of 76 degrees, followed by sexual violence at 70 degrees, physical violence at 68 degrees, and economic violence at 66 degrees. In terms of the emotional component, the introduction weight highlighted the influence of social media sites on the emotional aspects of physical violence at 69 degrees, followed by sexual violence at 61 degrees, psychological violence at 60 degrees, and economic violence at 59 degrees.

4.3.1 Evaluation of the Study Sample: Role of Social Media Sites in Addressing Four Types of Violence against Women:

Table 3: Statements assessing the role of social media sites in addressing different types of violence

The general weight of violence	100%	Statement	Type of violence
70	75	Carry out an awareness role to confront physical violence.	Physical violence
	74	Stimulating the interest of policy makers to confront this violence	
	72	Providing women with legal advice and expertise to confront violence	
	70	Contributing websites to restrict physical violence and confront it	
	69	Providing psychological assistance to women to confront the psychological effects of violence	
	60	Forming negative attitudes of the public towards physical violence	
70.3	77	Psychological assistance to support women to overcome all types of violence	Psychological violence
	76	Stimulating the interest of mental health professionals to confront this violence	
	75	Monitoring the manifestations of psychological violence and confronting it	
	74.5	Carrying out an awareness role to confront psychological violence	
	61.5	Stimulating women's fears of an increase in psychological violence incidents	
	58	Forming negative attitudes of the public towards psychological violence	
68.3	74	Raising awareness among policy makers and experts to tackle sexual violence	Sexual violence

	73	Engaging online women's sites to monitor sexual violence	
	71	Success of the sites in providing women with legal assistance to combat violence	
	70	Contributing of the sites to shape negative attitudes in society towards sexual violence	
	62	Monitoring and confronting manifestations of sexual violence	
	60	Raising awareness among policy makers and experts to tackle sexual violence	
62	69	Websites contribute to referring many economic violence incidents to judicial and executive authorities and taking decisions about them.	Economic violence
	67	Mental health support to help women cope with the psychological effects of violence.	
	64.5	Websites contribute to forming negative attitudes towards violence in society.	
	64	Taking on an awareness role to confront the issue of sexual violence.	
	56	Stimulate the interest of economic and legal decision makers to confront violence	
	52	Monitoring economic violence and raising awareness of women about it	
67.7	Total weight of the Environmental Impact Scale		

Overall Assessment of the Role of Social Media in Shaping Attitudes towards Violence and Confrontation: Insights from the Study Sample as follows:

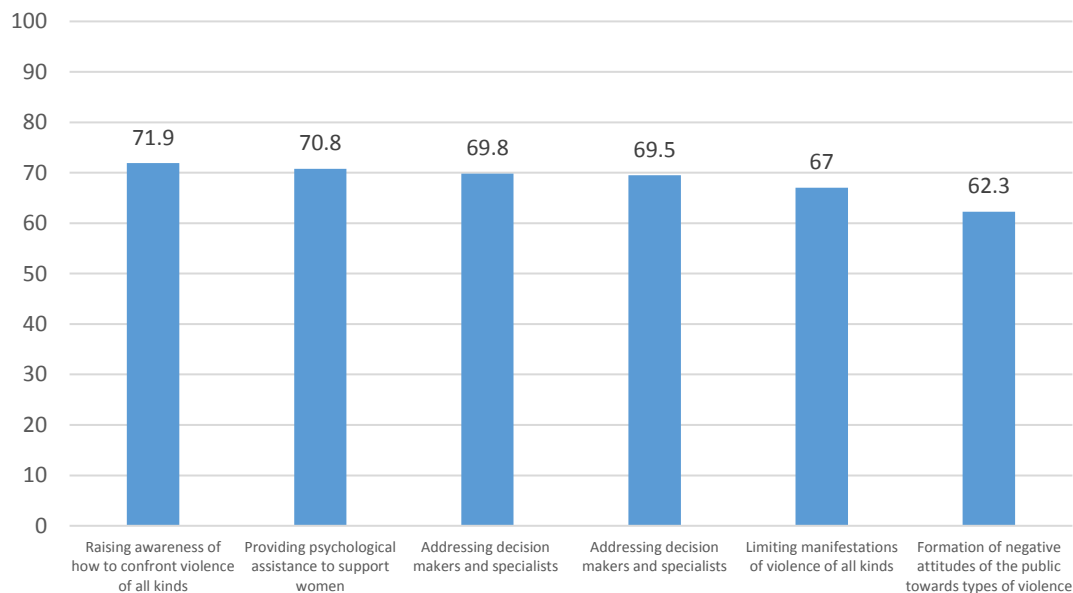


Figure 7

Social media sites are distinguished by their ability to raise awareness of how to confront all types of violence with a weight of 71.9 degrees, followed by the ability of sites to provide psychological support to women in confronting all types of violence with a weight of 70.8 degrees, then in third place came addressing these sites to decision-makers, specialists and experts in confronting violence with a weight of 69.8 degrees, then in fourth place came providing specialized consultations and expertise in social, legal and psychological aspects to combat violence with a weight of 69.5 degrees, and in fifth place came restricting the manifestations of violence of all kinds and raising awareness of it with a weight of 67 degrees, and finally forming negative attitudes among the public to confront all types of violence with a weight of 62.3.

In the context of this study, Ahmed (2021) emphasized the significance of electronic media in bringing about a transformative change in the stereotypical portrayal of women, provided it is used effectively and in line with recent advancements. The study highlighted the advantages of utilizing distinct electronic journalism techniques such as advanced text, multimedia, and interactive media, particularly on websites. It also stressed the need for a diversified approach in employing strategies set by Arab women, focusing not only on the aspect of conflict but also on achievement, excellence, and causes.

Furthermore, media campaigns and awareness programs conducted through electronic platforms were deemed crucial in elucidating the impact of social oppression on Arab women. Another study by Abdelwahab (2021) found that documentary films empowering women through social media sites were favored by the public. The issue of violence against women emerged as the most preferred topic among the study sample, underscoring the importance of social media platforms in disseminating media content related to this issue. Mohamed (2021) revealed several factors that influence communication when addressing violence against women, including technological advancements, the emergence of new media, and the rapid circulation of news concerning women, and their attitudes and intellectual references. The study also emphasized the commitment to professional ethics in publishing issues related to violence against women.

Studies such as Anczewska and Marta (2013) have highlighted the importance of professionals and decision-makers in addressing violence against women. They emphasized the involvement of academics and practitioners in the mental health field in developing and testing training programs for women with experiences of domestic violence. Similarly, Gul and Bilal (2015) underscored the collaborative efforts of central government, state government, non-governmental organizations, and local authorities in empowering women to combat violence against women, as observed in the states of Jammu and Kashmir.

4.3.2 Suggestions of the study sample for the role of social networking sites in addressing the problems of Arab women:

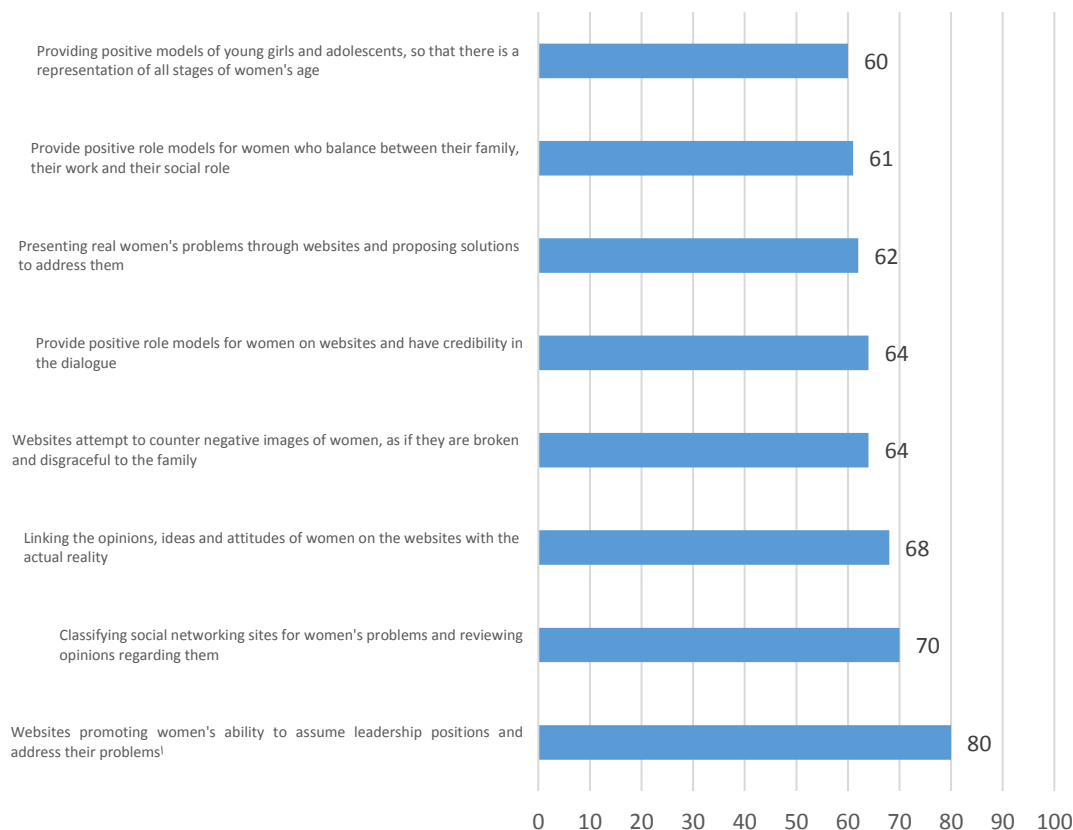


Figure 8

Effectiveness of Social Networking Sites in Addressing Women's Issues:

An Evaluation of the Study Sample

The data from the previous chart indicated that promoting the reality of women's ability to take on leadership roles and address their issues was rated highest (score of 80). This was followed by categorizing social media sites for women's issues and reviewing opinions about them (score of 70), linking women's opinions and ideas to actual trends on the sites (score of 68), attempting to confront negative images of women as broken and a disgrace to the family (score of 64), providing positive models of women on

the sites and having credibility in dialogue (score of 64), raising real women's issues on the sites and solutions for them (score of 62), providing positive models of ladies with a balance between their family, work and social roles (score of 61), and finally providing positive models of young girls and teenagers to have representation of the age stages of women (score of 60).

CHAPTER 5

5.1 Results

Introduction

The following section presents the results of the study, which aimed to examine the impact of social media on attitudes towards violence against women from the perspectives of Arab women. The results provide valuable insights into the role of social media in shaping attitudes and empowering women in their response to violence. By analyzing the data collected from participants, this study offers a comprehensive understanding of the attitudes prevalent in Arab society and highlights the potential of social media as a platform for raising awareness and fostering positive change. The findings shed light on the significance of addressing this critical issue and provide a foundation for further discussions and interventions in promoting gender equality and reducing violence against women in the Arab context.

5.2 Findings of the Study's Main Hypothesis

The study highlights the need for further investigation into the impact of Arab women's exposure to social media sites and its implications on their attitudes towards the role of these platforms in addressing violence across its various dimensions: physical, psychological, sexual, and economic.

Table 4

SIG	B Regression coefficient	Independent variable	SIG	Value F	R2 Correlation Coefficient	Dependent Variable
0.000	74.326	(Constant)	0.016	5.862	0.015	Exposure Intensity
0.016	0.148	physical violence				
0.000	65.081) Constant(
0.037	0.109	economic violence	0.037	4.400	0.011	
0.000	66.575)Constant(0.029	4.786	0.012	
0.029	0.115	Psychological violence				
0.000	40.851) Constant(0.000	35.044	0.081	Follow-up violence sites
0.000	0.420	sexual violence				
0.000	50.558) Constant(0.000	15.923	0.038	
0.000	0.296	Psychological violence				

The intensity of Arab women's exposure to social networking sites and their follow-up of violence issues there affects their attitudes towards the role of these sites in addressing violence at its four levels.

The data presented in the previous table reveals a statistically significant correlation between the exposure of Arab women to social media sites and their attitudes towards violence across three levels: physical, economic, and psychological violence. The coefficient of determination

(R2) indicates that the independent variable (exposure to social media sites) explains approximately 1.5%, 1.1%, and 1.2% of the variations in attitudes towards violence at these respective levels. Furthermore, the obtained P-values (0.016, 0.037, and 0.029) for the three types of violence are all below the significance threshold of 0.05, affirming the significance of the observed effects. The corresponding F-values (5.862, 4.400, and 4.786) further support the strength of the relationship. Consequently, the simple linear regression equation for the three types of violence can be formulated as follows:

The results indicate that as the interaction density with social media sites increases by one unit, according to the sample opinion, it leads to an increase in the formation of attitudes towards physical violence ($B=0.148$), psychological violence ($B=0.115$), and economic violence ($B=0.109$). It was also found that there was no statistically significant effect of exposure to social media sites on the formation of attitudes toward gender-based violence at a meaningful level (0.322).

The previous table data indicates a statistically significant effect of the exposure density of Arab women to social media sites on their attitudes towards both (sexual and psychological violence) consecutively, where the coefficient of determination ($0.081R^2 =$) and ($0.038R^2 =$) were reached. This means that the independent variable (exposure density to social media sites) explains about (8.1%) and (3.8%) of the changes in attitudes towards (sexual and psychological violence) consecutively. The significance of this effect is confirmed by the P-Value being less than 0.05, which was (0.00) and (0.00) consecutively for both types of violence, and the F-values were (35.044) and (15.923). The simple linear regression equation for both types of violence was:

The results of this study indicate that as the rate of following posts about violence on social media increases by one unit, according to the sample opinion, it leads to an increase in attitudes towards gender-based violence by ($B=0.420$) and an increase in attitudes towards psychological violence by ($B=0.296$). Additionally, there was no statistically significant effect of following posts about violence against women on social media on attitudes towards physical violence (at a meaningful level of 0.870) or economic violence (at a meaningful level of 0.899).

5.3 Conclusion

This study highlights the significant impact of increased social media usage on shaping attitudes towards violence against women and empowering them with effective strategies for confrontation. Arab women have recognized the importance of utilizing social media platforms due to their interactive and visually compelling nature, which enables the dissemination of influential media content aimed at raising awareness about this critical issue.

The study recommends the implementation of field studies to examine the various forms of violence experienced by women across different age groups, ranging from children to adults. It also emphasizes the need for media outlets to actively engage in raising awareness about violence against women and promoting effective means of confronting it. Additionally, long-term research should be conducted to track the evolution of violence against women over time,

enabling a comprehensive understanding of the impact of different factors and identifying the primary causes of such violence.

Furthermore, the study also advocates for enhanced collaboration among diverse organizations to raise awareness about women's issues and combat the prevalence of violence, while considering the specific needs and concerns of women across different age brackets. It also highlights the importance of promoting cooperative initiatives and alliances through both traditional and digital media channels, in order to achieve a positive and lasting impact on Arab society as a whole.

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