The Fact of Using Modern Social Media and Its Impact on the Investment of Leisure Time of University Youths

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Abstract

The progress of societies is known in individuals' conceive of the time value. What they are doing in order to control time reflects the cultural context of society. The time value can be organized and controlled to some extent. We can see it in how any society evaluate time through individuals' activities and their ability to take advantage of it in general and in leisure time in particular. Youth face a big problem of spending their leisure time. Leisure time has multiple negative dimensions, and affects economic aspects. Hence, developed countries are seeking to fill the leisure time of the youth by providing jobs in holidays, developing technical and technological programs, preparing various activities and announcing them in the media. Our society faces a great cultural openness where social media raises many divisive issues and concepts about modern social media and its effect on taking advantage of leisure time of the youth. Modern social media is characterized by many features such as integration, participation, openness and the absence of borders. The great growth of modern social media imposes many challenges in terms of its negative or positive effect on taking advantage of leisure time for its users.

Study introduction and problem:

The progress of societies is known in individuals' conceive of the time value. What they are doing in order to control time reflects the cultural context of society. The time value can be organized and controlled to some extent. We can see it in how any society evaluate time through individuals' activities and their ability to take advantage of it in general and in leisure time in particular.

Youth face a big problem of spending their leisure time. Leisure time has multiple negative dimensions, and affects economic aspects. Hence, developed countries are seeking to fill the leisure time of the youth by providing jobs in holidays, developing technical and technological programs, preparing various activities and announcing them in the media.

Our society faces a great cultural openness where social media raises many divisive issues and concepts about modern social media and its effect on taking advantage of leisure time of the youth. Modern social media is characterized by many features such as integration, participation, openness and the absence of borders. The great growth of modern social media imposes many challenges in terms of its negative or positive effect on taking advantage of leisure time for its users.

Baker (2011) indicated that the mating between communication technology, information technology, computers and internet as a mean of modern social media, and the traditional means led to the emergence of modern means such as Online Newspaper, Instagram, Facebook, Twitter, YouTube, blogs, Digital Radio, etc. Each mean bears the burden of communicating with its audience. Therefore, the users shall choose the appropriate mean which suits their interests and inclinations.(3)

El Labban, Sherif Darwish (2000) explained the diversity of forms and objectives of modern social media that the youth use in general. Some of modern social media aims at communication generally and making friends, and others at formation of limited and specialized social networks. Finally, modern social media has many invisible roles that governments should care about in order to enhance its positive effect in taking advantage of leisure time of the youth, to develop the values of belonging to the country and to preserve the cultural and religious values (7: 102).

Samia and Neamat (2000) also indicated that educational institutions should concentrate on modern social media to guide the youth through lectures and seminars in order to clarify the optimal method for using the modern social media to ensure the integrity of information that university

youths receive to express themselves and share their feelings and thoughts with others.(19)

The university aims at creating an aware generation contributes to the society's development and prosperity. Nowadays, the university is not only an educational institution, but it is an organization to which the student belongs during the most important stage of his life, to acquire science and knowledge, and satiate his desires and hobbies through participating in available activities at the university.

Leisure time, as illustrated by Muhsin Labib (1994), "is one of the most important problems facing the youth nowadays, so the various institutions of the country paid attention to such problem and to develop appropriate plans to solve it, so the youth does not deviate from the right way of the principles and ethics of the society." (15: 132).

Maher Abu El Maati (1999) added that "taking advantages of leisure time by recreational activities is deemed appropriate entrance to solve a lot of problems that may face the youth nowadays." (10: 158).

Mohammed Ali Mohamed also indicated that recreational activity is associated with leisure time and activity types the individual exercises in the non-business hours, which indicates that the individual chooses the activity as a result of an internal desire to exercise an activity(16:162).

The problem of leisure time is as important as other social problems facing the youth. It is related to the necessity of taking advantage of that time in many activities, and separating positive activities from negative ones. These activities are related to the family's contribution in taking advantage of leisure time of the youth, the most important activities they practice, the role of various social organizations within the society towards the youth, removing the main obstacles they face in taking advantage of their leisure time, and the relationship between taking advantage of leisure time of university youth and sexual distribution, specialization, school years, place of residence, family's income and parents' scientific qualifications.

Through analyzing previous studies dealt with leisure time and the youth (6) (9) (13) (14), the researcher found that the leisure time of the youth, as well as sophisticated tools produced by the scientific and cultural progress, lack of control of its mechanism and how to take advantage of it, its ability to attract the youth, especially the youth who did not enter the arena of life yet, require planning to take advantage of leisure time of the youth, to understand their needs and desires, to create awareness of the importance of taking advantage of their leisure time and to train them on taking advantage of it, by developing programs which

achieve emotional, mental and healthy balance, so that leisure time could express their needs and desires, and thus give them positive types of behavior which reinforce positive qualities such as cooperation and friendship, a sense of loyalty and belonging, fair competition, initiative and granting, and social adjustment consistent with social norms. The study problem is centered in two significance things:

- Studying how the Alexandria University youths' use of modern social media effects their leisure time in an attempt to allow parents and workers in the field of the youth to recognize the vital cultural demands of the youth society and determine the nature of the negative effects that reduce their effectiveness and abilities by guiding the youth to take advantage of their leisure time to benefit from it, develop their affiliation to their society and preserve religious and cultural values prevailing in society.

- This study may meet scientific needs related to the nature of social and cultural life of the youth. And, It diagnoses the difficulties the youth face in taking advantage of their leisure time in an optimal manner, because the sociology of leisure time and recreation still in its early beginnings in the Arab Republic of Egypt with the use of modern social media.

Study objectives:

The study aims at identifying the fact of using modern social media and its effect on the investment of leisure time of university youths through:

- Identifying the times in which the youth use modern social media and the periods of use.

- Identifying the most modern social media programs used by university youths in their leisure time.

- Identifying the positive and negative effects of the youths' use of the modern social media programs on the investment of their leisure time.

Study hypotheses:

- When do the youth use modern social media and how long do they use it?

- What are the most modern social media programs used by university youths in their leisure time?

- What are the positive and negative effects of the youths' use of the modern social media programs on the investment of their leisure time?

Study Procedures:

Study Method:

The researcher used survey descriptive method as it is appropriate to the nature of the study.

Study community:

Study community includes students (boys - girls) from Alexandria University youths of age (18 to 22 years) enrolled in the faculties of Alexandria University in the academic year (2014/2015). The researcher selected study community from the faculties of Alexandria University in Alexandria and excluded the faculties of Alexandria University outside Alexandria to facilitate getting the sample and application of study tools.

Study Sample:

The sample was selected randomly from the students of Alexandria University enrolled in the faculties of Alexandria University in the academic year (2014/2015) of different academic levels, and excluded the faculties that have a preliminary year and separate the boys from girls. The following table illustrates the characterization of study sample:

Table (1)
numerical characterization of the sample according to the questionnaires
distributed to the faculties

Faculties	Distributed questionnaires	Received questionnaires	Uncompleted questionnaires questionnaires	Right questionnaires	Pilot study	Main study
Faculty of Education	100	96	4	92	5	87
Faculty of Arts	100	93	5	88	5	83
Faculty of Law	100	94	3	91	4	87
Faculty of Commerce	100	81	4	77	5	72
Faculty of Tourism and Hotels	100	87	4	83	5	78
Faculty of Agriculture	100	91	4	87	5	82
Total	600	542	24	518	29	489

Table (1) shows that the study sample included (29) male and female students as a sample for the pilot study, and (489) male and female students as a sample for the main study from the faculties of (Education – Arts – Law – Commerce - Tourism and Hotels – Agriculture).

Study tools:

The following tools were used in data collection:

- Personal interview with university officials and experts to determine the validity and reliability of the study questionnaire.

- Questionnaire to collect data related to the study (prepared by the researcher) annex (1).

Questionnaire design steps:

The researcher took a look at previous studies and books and references (2) (5) (6) (7) (9) (11) to determine the axes and phrases of the questionnaire. Then, the questionnaire has been submitted to the experts in the field of Physical Education, specializing in management and recreation at faculties of Physical Education. Experts have agreed on the phrases of questionnaire and amended phrases, as described in annex (1).

Scientific transactions to the questionnaire:

Pilot study:

The researcher applied the questionnaire to a rationing sample, which includes (29) male and female students. It has been selected randomly from the study community in order to check validity and reliability of the questionnaire. Annex (2).

Validity of content (validity of experts):

Annex (2) explains the appropriateness of the questionnaire axes phrases, and the percentage of experts approvals ranged from (77.78% to 100%). The researcher accepted the phrase which is approved by 75% or more, so she depended on all phrases due to the approval of experts on the phrases by more than 75%.

Validity of internal consistency of the phrases:

Annex (3) shows that the internal consistency coefficient (correlation coefficient of phrase with the total of axis that belongs to it). Internal consistency coefficient values are high, ranged between (0.558 to 0.761). These values are significant at the 0.01, indicating the validity of phrases and that phrases are connected with the total axis, therefore measure what the axis measures.

Annex (4), internal consistency coefficient of questionnaire axes, shows that internal consistency coefficient values are high, ranged between (0.585 to 0.754). These values are significant at the 0.01, indicating the validity of phrases and that phrases are connected with the total axis, and therefore measure what the axis measures.

Calculating the reliability of the questionnaire:

Annex (5), Cronbach's alpha for the questionnaire axes, shows that Cronbach's alpha values are high, ranged between (0.709 to 0.733). These values are significant at the 0.01, which confirms that axes are in harmony with each other, characterized by reliability and they are integrated to contribute in the construction of the questionnaire. Any removal or addition of any of these axes my negatively affect the construction of the questionnaire. alpha coefficient value of the questionnaire was (0781), which is greater than alpha coefficient values of the axes, which confirms that the axes are in harmony with each other , characterized by reliability and they are integrated to contribute in the construction of the questionnaire. Any removal or addition of any of these axes my negatively affect the construction of the questionnaire.

Main study:

The researcher conducted the questionnaire from 15/3/2015 To 30/4/2015 on the sample. She aimed at applying the study tools to get the necessary data and to analyze it to get the conclusions.

Statistical treatments:

The researcher used the following statistical treatments:

Mean.

Chi-square.

Percentage.

Discussion and conclusions:

Conclusions:

First: sample responses to axe one phrases: variables of modern social media usage:

Annex (6) shows that the highest percentage of university youths' leisure time was daily (87.12%), weekly (12.07%) then monthly (0.82%)

Annex (7) shows that the highest percentage was for social media sites (99.39%), followed by SMS (98.36%), while, the lowest percentage was for electronic journalism (26.99%).

Annex (8) shows that the youth used modern social media constantly (87.53%), occasionally (9.61%), and rarely (2.86%).

Table (2)
times of modern social media usage during a normal day, N= 489

variable	Categories	Statistical signifecense			
		Frequency	Percentage%	Chi-square	Order
4. During your day, how long do you use modern social media?	Less than 30 minutes	18	3.68	473.69*	5
	From 30 minutes to less than an hour	32	6.54		3
	From an hour to less than two hours	159	32.52		2
	From two hours to less than three hours	259	52.97		1
	More than three hours	21	4.29		4

* Significant at 0.05

Table (2) shows that the longest time to use modern social media during the day was less than 3 hours per day (25.97%), followed by a less than two hours (32.52%) and the lowest percentage was to be used less than 30 minutes (3.68%).

Table (3)
preference time to use modern social media N= 489

Variable	Categories	Statistical signifecense			
		Frequency	Percentage%	Chi-square	Order
5. When do you prefer to use modern social media?	From 6 am to 10 am	13	2.66	319.7	5
	From 10 am to 3 pm	19	3.56		4
	From 3 pm to 7 pm	106	21.68		3
	From 7 pm to 12 am	229	46.83		1
	From 12 am to 6 am	122	24.95		2

* Significant at 0.05

Table (3) shows that the time preferred by the youth to use modern social media is from 7 pm to 12 am (46.83%), followed by the period from 12 am to 6 am (24.95%) and the lowest percentage is from 6 am to 10 am (2.66%).

Table (4)
times of using modern social media   N= 489

Variable	Categories	Statistical signifecense			
		Frequency	Percentage %	Chi-square	order
6. When do you use modern social media?	Daily	411	84.05	576.31*	1
	Weekends	68	13.91		2
	Holidays	10	2.04		3

* Significant at 0.05

Table (4) shows that the youth are using modern social media daily (84.05%), weekends (13.91%), and less usage was in holidays (2.04%).

Table (5)
contents you are keen to follow through modern social media (You can choose more than one answer) N= 489

Variable	Categories	Statistical signifecense			
		Frequency	Percentage%	Chi-square	order
7. What are the main contents you are keen to follow through social media?	Newsletters	106	21.68	488.56*	8
	entertainment	221	45.19		2
	Religious topics	193	39.47		4
	Economy topics	121	24.74		6
	Culture and Literature	188	38.45		5
	Weather	21	4.29		9
	Goods and shopping	231	47.24		1
	Games and competitions	196	40.08		3
	Pictures of community stars	107	21.88		7

* Significant at 0.05

Table (5) shows that the highest percentage was to the content of the goods and shopping (47.24%), followed by the content of entertainment (45.19%), then games and competitions (40.08%), and the lowest rate was for weather (4.29%)

Second, sample responses to the second axis phrases: reasons for using modern social media:

Table (6)
frequency, percentage and statistical signifecenses of university students' responses to the second axis:
reasons for using modern social media   N= 489

Phrase number	Phrase	Yes		Occasionally		No		Chi-square	Mean	Total agreement percentage	Order
		Frequency	Percentage %	Frequency	Percentage %	Frequency	Percentage %				
1	Because it entertains me	360	73.62	120	24.54	9	1.84	394.93*	1.72	85.89	5
2	Discussing matters with others	334	68..30	93	19.02	62	12.68	272.04*	1.56	77.81	12
3	To feel comfortable and relaxed	285	58.28	197	40.29	7	1.43	247.71*	1.57	78.43	11
4	Because my friends listen to me	273	55.83	132	26.99	84	17.18	118.42*	1.39	69.33	17
5	To watch the latest TV episodes and participate in contests	257	52.56	122	24.95	110	22.49	81.75*	1.30	65.03	21
6	To visit blogs or social media sites	347	70.96	133	27.20	9	1.84	358.72*	1.69	84.56	6
7	To spend leisure time	287	58.69	146	29.86	56	11.45	166.34*	1.47	73.62	13
8	Because I like participating in competitions and games	250	51.12	134	27.40	105	21.47	72.23	1.30	64.83	22
9	Because I used to use internet	296	60.53	188	38.45	5	1.02	265.51*	1.60	79.75	9
10	Playing games with others	243	49.69	189	38.65	57	11.66	112.34*	1.38	69.02	18
11	To learn new things	345	70.55	123	25.15	21	4.29	336.74*	1.66	83.13	7
12	To know how to act in some situations that may occur to me	244	49.90	162	33.13	83	16.97	79.52*	1.33	66.46	20
13	To dialogue with new people to escape boredom, monotony and anxiety	324	66.26	128	26.18	37	7.57	263.94*	1.59	79.35	10
14	To vote on live talk shows through a website	243	49.69	93	19.02	153	31.29	69.94*	1.18	59.20	25
15	When I become depressed	247	50.51	123	25.15	119	24.34	64.98*	1.26	63.09	24
16	When I don't find someone to talk with	246	50.31	220	44.99	23	4.70	182.44*	1.46	72.80	14
17	To stay aware of what's happening in the world	422	84.30	67	13.70	0	0.00	631.08*	1.86	93.15	2
18	To know the issues which are not presented by media	243	49.69	165	33.74	81	16.56	80.54*	1.33	66.56	4
19	To keep pace with the era and feel that I am linked with its updates	366	74.85	111	22.70	12	2.45	409.29*	1.72	86.20	4
20	To be alone	244	49.90	200	40.90	45	9.20	134.07*	1.41	70.35	16
21	To be updated with new developments	240	49.08	232	47.44	17	3.48	196.36*	1.46	72.80	15
22	It helps me organize my time	236	48.26	154	31.49	99	20.25	58.32*	1.28	64.01	23
23	It helps me obtain information about society events and issues	434	88.75	51	10.43	4	0.82	682.61*	1.88	93.97	1
24	It distinguishes me from the others	336	68.71	132	26.99	21	4.29	313.21*	1.64	82.21	8
25	It helps me forget life worries and problems	430	87.93	43	8.79	16	3.27	658.27*	1.85	92.33	3

Chi-square is significant at 0.05 = 5.99

Table (6) shows that the highest approval rate was for the youths' using of modern social media because it helps them get information about events and issues in the community (93.97%), followed by to stay aware of what's happening in the world (93.15%), and the less proportion was for to be used to vote on a life talk shows through a website (25.20%).

Third: sample responses to the third axis phrases: the importance of using modern social media:

Table (7)

frequency, percentage and statistical significances of university students' responses to the third axis phrases: the importance of using modern social media, N = 489

Phrase number	Phrase	Yes		Occasionally		No		Chi-square	Mean	Total agreement percentage	Order
		frequency	Percentage%	Frequency	Percentage%	frequency	Percentage%				
1	It helps me raise my cultural knowledge	411	84.05	41	8.38	37	7.57	*566.04	1.76	88.24	1
2	It enables me to contact with others without limitations	254	51.94	222	45.40	13	2.66	*210.20	1.49	74.64	5
3	It gives me the opportunity to share and exchange opinions with others who have the same concerns	266	54.40	211	43.15	12	2.45	*219.10	1.52	75.97	4
4	It helps me know the job opportunities that suit my specialization in different incorporations	323	66.05	101	20.65	65	13.29	*239.56	1.53	76.38	3
5	The relations are more friendly than those in the reality	244	49.90	212	43.35	33	6.75	*158.66	1.43	71.57	9
6	To send short messages to others and receive their opinions	122	24.95	111	22.70	256	52.35	*79.96	0.73	36.30	13
7.	It creates a friendly environment with others.	250	51.12	187	38.24	52	10.63	*125.56	1.40	70.25	10
8	I feel confident in social events thanks to my experiences	322	65.85	143	29.24	24	4.91	*276.09	1.61	80.47	2
9	I can not sit down a lot with my family members	252	51.53	211	43.15	26	5.32	*177.88	1.46	73.11	7
10	It develops my skills and helps me communicate with, and exchange experiences and information with others who have the same hobbies	244	49.90	234	47.85	11	2.25	*212.92	1.48	73.82	6
11	It publishes the facts which media tries to hide or which I could not reach them	234	47.85	233	47.65	22	4.50	*182.96	1.43	71.68	8
12	I can talk in sensitive things which I can not reveal them to others	240	49.08	122	24.95	127	25.97	*54.64	1.23	61.55	11
13	It allows compassion towards certain groups in society	132	26.99	172	35.17	185	37.83	*9.36	0.89	44.58	12

Chi-square is significant at level 0.05 = 5.99

Table (7) shows that the highest approval rate about the importance of youths' using of modern social media was because it helps them raise their cultural information (88.24%), followed by because it makes them feel confident (80.47%), and the less proportion was because it allows them send SMSs (36.30%).

Fourth: sample respones to the fourth axis phrases: the nature of using social media:

Table (8)

frequency, percentage and statistical signifecenses of university students' responses to the fourth axis phrases: the nature of using social media N = 489

Phrase number	Phrase	Yes		Occasionally		No		Chi square	Mean	Total agreement percentage	Order
		Frequency	Percentage %	Frequency	Percentage %	Frequency	Percentage %				
1	I cancel my plans to enjoy	343	70.14	122	24.95	24	4.91	*327.62	1.65	82.62	2

	it									
2	I try to download and save what are attractive in it	285	58.28	198	40.49	6	1.23	*250.05	1.57	78.53	3
3	I live with it during using	246	50.31	113	23.11	130	26.58	*64.28	1.24	61.86	5
4	I give it my entire concentration	389	79.55	54	11.04	46	9.41	*470.22	1.70	85.07	1
5	I perform some other tasks during using it	248	50.72	121	24.74	120	24.54	*66.49	1.26	63.09	4

Chi-square is significant at level 0.05 = 5.99

Table (8) shows that (85.07%) of youths give it their entire concentration, (82.62%) cancel their plans to enjoy it, while (61.86%) live with it while using.

Second, discussion:

Study conclusions show that all members of the study of different faculties have leisure time, varies depending on their study type. It reveals, also, that the youth use modern social media websites a lot in their leisure times. Therefore, it is clear that technology and information revolution have a great effect on university youths like the other world youths. This conclusion is consistent with Nabiha Alsamrai and Mohammed Al Qutos' study (2001). They found that most of youths' activities in their leisure time were negative, because of the lack of youths' vitality, which means they are passive recipients.

Study conclusions showed that the youth are using modern social media on a daily basis and for long periods. That was confirmed by the conclusions of Joshua Mark Bentley's study (2002) and (Moody Alayne et al.) study (2003).

Watching entertainment programs instead of cultural and scientific programs and other programs and activities means that the majority of youths who exercise these negative activities are unaware of the value of exercising these positive activities and its importance. If they exercise the positive activities, it will raise their scientific, cultural and psychological level, which is the most important factor in this important stage of their lives. Salim Ibrahim's study (2006) supported this conclusion. He found that long leisure time makes the sample members exercise many activities such as following Facebook and other modern social media sites.(18)(19)(22)

There are many obstacles face university youths when taking advantage of their leisure time. The most important and critical obstacle is the low awareness of the importance of taking advantage of leisure time. Parents are responsible for teaching their sons such matters, as their sons do not realize the value of time. This is a big problem on which institutions to which the youth belong educationally, socially and educationally concentrate, as it is one of the most important obstacles they face.(8)(11)

Osman Amin's study (2001) emphasizes that university activities have a significant role in guiding the youth to take advantage of their leisure time, as illustrated in this conclusion. After university activities, come family passivity, neglecting their demands or themselves in any way, not encouraging them to practice their favorite hobbies, and not supporting them morally or physically.

With the increasing effect of technology, most recent studies recommend that the youth should stay away, even temporarily, from modern technology, as they are in need for short break now and then to restore their spirit, enjoy normal life and return to reality away from cyberspace.

This is consistent with the opinion of Michelle Weil, co-author of "TechnoStress: Coping with Technology @ work @ home @ play", that engaging in the technology world is like you are "lost" in space. One is lost in the internet world, games and conversation. She noted the time spent in front of computers, and the stress they are exposed to because of technology that is supposed to be developed to make life easier. And, that is consistent with the study conclusions.

The researcher concluded that modern technology entered strongly in the youth and adults lives. It has, remarkably, created for itself a large space in their lives because of its unlimited potentials of communication. In spite of the fact that communication is the basis of the social life of man, there are negative effects on the youth social life as a result of addiction to the use of these new technologies. Youth addiction to the use of modern technology,

specifically communicative ones, indirectly affects the social life of these youths. Using internet has become an alternative for healthy social interaction with friends and relatives. They are spending long hours exploring multiple web sites, which means a change in the system of social values of individuals so as to promote excessive use of individual values, rather than social values, and reinforce the inclination of loneliness. Thus, this reduces the opportunities for interaction and social growth because these devices become "the only close friend". They accompanied them daily and fill their leisure time and loneliness. Since many of these modern means support the idea of building a virtual world (games, online chat), in which the youth turn, with frequent use, into slaves to a machine takes them away virtual distances while they are still motionless. It led them through the world of fantasy and virtual characters to wake up from slumber later and see that they are still sitting lonely in their places".

Conclusions, also, revealed that university youths are not only using modern social media for entertainment or relaxation, but also, as stated in the forefront of the conclusions, to obtain information, discuss it with others and learn new things. And, that is consistent with the results of Joshua Mark Bentley's study (2002).

It appears from conclusions that the youth use modern social media to get information about social events and issues more than using it to feel loneliness or entertainment and comfort, which is consistent with the results of (Alan B.Albarran et al., 2007) study.

Recommendations:

1- Raising awareness among the youth of taking advantage of their leisure time through educational institutions and media, and let them know the negative effect of using social media (telephone, internet).

2- Raising awareness among the youth of taking advantage of social media positively through lectures and publications as well as media.

3- Developing the sense of religion, homeland and affiliation in order to grant the recipient a strong immunity against all things would deprive him of his values and sources and things raking in his religious faith.

4- Observing the role of modern social media and its obviously negative effect on members of the society, especially the youth who are the backbone of society, and guiding the youth to take advantage of their leisure time through modern social media in order to publish his culture.

5- Activating family and university roles in controlling supervising the youth when using mobile phones and laptops through discussions with parents and the officials of university.

6- Conducting lectures and seminars about the programs through which the youth can activate social media role and its effect on their awareness to take advantage of their leisure time to benefit them and their society and protect society against religious, political and intellectual extremism.

7- Conducting scientific studies about the content presented in the social media programs and its effect on youths who are the most commonly used these programs in light of promotional activities for youths in their leisure time at the university.

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