



Faculty of Education

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Values Oriented to Electronic Publishing Through Social Media among Fayoum University Students: An analytical study

Thesis submitted for a master's degree in Education specializes in
“principles of education”

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Introduction to the study: Social media has granted the freedom to publish and write, opening new and unprecedented avenues for individuals to express their thoughts and opinions. Both the sender and the receiver are now experiencing a massive revolution in electronic publishing, which differs from traditional media such as newspapers and magazines. Although traditional media still exists, the process of publishing has increasingly moved online through the internet and social media platforms. Students can now publish, receive, and read books and scientific research via the internet, as well as exchange information and data across all aspects of life. Additionally, publishing is no longer limited to professional publishers or journalists as in traditional publishing; now, anyone using electronic media and social networks can publish, share, and express their views on various topics, read what others have published, and comment on it at any time and whenever they wish.

Despite the advantages of electronic publishing through social media platforms, it also has some negative aspects that impact users in general, and university students in particular. These include the spread of hate speech, racial discrimination, calls for violence and extremism, and the dissemination of incorrect information about governments or ordinary people. Additionally, issues such as academic plagiarism, infringement of intellectual property rights, defamation, slander, harmful and negative publishing, and the lack of value in published content are prevalent. Furthermore, a new language has emerged among users, where some Arabic letters are replaced with symbols and numbers familiar to the online community.

the study Problem : Electronic publishing through social media carries a mix of positive and negative implications for users, particularly given the steadily increasing number of social media users in Egypt. As a result of this significant rise, the number of publishers on these platforms has also grown, including university students who are among the most active in sharing and discussing various topics and issues. This trend could potentially impact the value systems of these students across religious, ethical, social, political, economic, and cognitive dimensions. Understanding the value patterns that guide electronic publishing among students via social media is therefore essential. In light of these considerations, the main research question that emerges is as follows:-

What are the values guiding electronic publishing via social media among Fayoum University students?

This question branches out from several sub-questions:-

- 1- What is the conceptual and theoretical framework of electronic publishing through social media?
- 2- What are the theoretical foundations of values guiding electronic publishing?
- 3- What is the current state of values guiding electronic publishing through social media among Fayoum University students?
- 4- What are the proposed mechanisms to enhance values guiding electronic publishing through social media among university students?

Study objectives: The current study aims to

- 1- To define the concept of electronic publishing, its types, characteristics, mechanisms, key sociological theories explaining it, its implications on university students, regulations, and ethical considerations.
- 2- Define the concept of values, their characteristics, importance, interpretative theories, means of formation and acquisition, different classifications, and the impact of electronic publishing on the values of university youth.
- 3- Assess the current state of values guiding electronic publishing through social media among Fayoum University students.
- 4- Develop proposed mechanisms to develop and enhance values guiding electronic publishing through social media.

Importance of the study: The study derives its significance from the following considerations

Firstly: Theoretical Importance.

- Enriching Arabic libraries with contributions that this study can add to previous studies and literature.
- The importance of publishing via social media, which has become an accessible tool and media outlet for all university students who possess an account on any social media platform, potentially having a significant impact on their values.

- The significance of the role played by values guiding electronic publishing for university students, especially given the widespread use of social media and the prevalence of negative practices and breaches that students may engage in when publishing, sharing, or commenting through these platforms.

Secondly: Practical Importance.

- It may benefit social media users in general and university students in particular by making them aware of and knowledgeable about the values that guide them when publishing, sharing, or commenting through social media platforms.
- It may benefit university officials in enhancing awareness of electronic publishing values among members of the university community through awareness programs and various workshops.

Methodology and Tools of the Study

-**Firstly:** Study Methodology: The current study employs a "descriptive methodology" suitable for the study topic.

- **Secondly:** Study Tool: The study utilizes content analysis as both quantitative and qualitative methods in its approach.

Study Limitations

-**Objective Limitations:** The current study focused solely on examining the values guiding electronic publishing among students through social media platforms.

- **Geographical Limitations:** The current study was limited to a sample of posts by Fayoum University students in a Facebook discussion group titled "Fayoum University."

Study Results

The study results concluded several findings, among the most prominent are:-

Firstly: Results related to the nature of content published in the Fayoum University discussion group on Facebook.

- 1- Males accounted for the highest percentage (49.8%) in terms of the identity of students publishing in the Fayoum University discussion group on Facebook, followed by females at 25.6%, and unidentified identities at 24.6%.
- 2- The Arabic colloquial language ranked first in terms of language used in publishing within the Fayoum University discussion group on Facebook, with a percentage of 63.9%. Standard Arabic came second at 20.2%, and a combination of colloquial and standard Arabic ranked third and last at 15.9%.
- 3- The types of content published in the Fayoum University discussion group on Facebook varied as follows: text-only posts ranked first at 45.1%, followed by text accompanied by images at 37.8%. Videos accompanied by text accounted for 8.5%, and lastly, posts consisting solely of images and posts containing links to external websites or sources each accounted for 4.3%.

Secondly: Results related to the nature of topics published in the Fayoum University discussion group on Facebook.

-Regarding the nature of topics published in the Fayoum University discussion group on Facebook, social topics ranked first, followed by religious topics. In third place were cognitive topics, followed by political topics in fourth place, economic topics in fifth place, humorous topics in sixth place, and artistic topics were last.

Thirdly: Results related to the values guiding electronic publishing in the Fayoum University discussion group on Facebook.

- There is a diversity of values guiding electronic publishing among students in the Fayoum University discussion group on Facebook. Leading these values are social values, with subtypes such as community participation, helping others, and advice and guidance.
- Religious values ranked second among the types of values guiding electronic publishing for students in the Fayoum University discussion group on Facebook. Subtypes of religious values guiding electronic publishing include love for the Prophet, supplication, gratitude, tolerance, honesty, and patience.

- The increase in the percentage of negative behaviors related to electronic publishing among students through the Fayoum University discussion group, which ranked third among the main value patterns guiding electronic publishing for students in this group. Among the most prominent negative behaviors observed in student posts are: trivialization and mockery, frivolity (lack of modesty), indifference, mixing, social isolation, lying, and wasting time.
- Cognitive values ranked fourth among the main types of values guiding electronic publishing for students in the Fayoum University discussion group on Facebook. Subtypes of cognitive values include education, intellectual dialogue, respect for knowledge and scholars, and critical thinking.
- Political values ranked fifth among the main types of values guiding electronic publishing for students in the Fayoum University discussion group on Facebook. Key subtypes include affiliation, loyalty, freedom of opinion and expression, and respect for the law.
- Economic values occupied the last position among the main types of values guiding electronic publishing for students in the Fayoum University discussion group on Facebook. Subtypes of economic values observed in students' posts include job seeking, digital investment, mastery, planning, and saving