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Majed Numan AlKhudari 

College of Arts and Sciences, Applied Science Private University, Jordan

Khaled Mohsen 

Political Science, Faculty of Arts and Science, Applied Science Private University, Jordan

Ashraf Almanaseer 

Applied Science Private University, Jordan

Mohammed O. Abu-Rahme 

Department of Basic Humanities/Faculty of Arts and Science/Applied Science Private University, Amman, Jordan

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Majed Numan AlKhudari, Khaled Mohsen, Ashraf Almanaseer, Mohammed O. Abu-Rahme

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Abstract

This study aims to identify the use of social networking sites by Jordanian university students to spread health awareness about the dangers of drugs. This study followed the descriptive analytical approach, and a questionnaire was developed to match the study dimensions. The study population consisted of students from the University of Jordan, who were randomly selected (600 males and females). The study showed a significant effect of the University of Jordan students' use of social networking sites in spreading awareness about the danger of drugs. Also, there was a statistically significant difference at $\alpha = 0.05$ for the Jordanian university students' use of social networking sites in spreading awareness about drug dangers. In addition, there were differences in the respondents' answers to the questionnaire due to the gender variable in favor of males. Furthermore, the results showed no differences according to the school year variable. In light of the current results, the study confirms the need to use social media to spread health awareness about the dangers of drugs, especially among students, because of the great damage to their health and society. Especially, university students are the educated group in society, and they have the role of educating others, not drug addiction.

Introduction

The world witnessed the spread of social networks in a remarkable manner and their increased use by the public and private sectors, such as applications (Facebook, Twitter, Instagram). They have made a huge impact on the public in various fields. They have attracted millions of users, especially young people and university students, who are increasingly using these sites. Many people cannot live without these applications, which have become an integral part of people's lives in various regions of the world. Many of them are getting news, information, and ideas through social networks, whose role in public life has increased, especially in the Middle East. Also, they affected the traditional media, such as radio, paper newspapers, and television stations, whose audience has decreased in favor of social media, which has become a large percentage of the audience. The use of social media to warn against the scourge of drugs among young people is increasing after the spread of this scourge in a number of regions in Jordan, the increase in the number of drug users, and the spread of this scourge from regions and

neighborhoods to some university students. The Public Security Directorate recently published a report on drug cases that were dealt with during the year 2022. 19,000 cases were dealt with, in which 27,245 people were arrested, including 9,591 accused of promoting and trading them. According to the director of the Anti-Narcotics Department in Jordan, the number of people arrested in drug cases last year amounted to 29,000, including dealers and drug users. He indicated an increase in drug abuse that began to become evident 4-5 years ago. The largest percentage of abusers is between the ages of 18 and 27. Also, he explained that the number of university students arrested in 2021 is about 146 students. These figures indicate the seriousness of this phenomenon and its penetration into Jordanian society and among university students (Ammonnews, 2022).

The interest of university youth in using social networking sites has increased. They also rely mainly on the news circulated in them to identify various societal issues, including the issue of the spread of drugs in Jordan. Many students are now using these sites to raise awareness of the seriousness of this scourge, which has become one of the most important scourges facing young people in Jordan and various countries of the world. Electronic platforms have become the most used in raising awareness and disseminating information and news. In order to understand the problem of the study, some questions must be answered:

- 1- To what extent is the impact of Jordanian university students' use of interactive communication sites in spreading health awareness about the scourge of drugs?
- 2- To what extent is the impact of Jordanian university students' use of interactive communication sites in spreading health awareness among Jordanian university students according to the variables of gender and academic year?

This study aimed to achieve the following objectives:

- Identifying the Jordanian university students' use of interactive communication sites in spreading health awareness about the scourge of drugs.
- Examining the impact of gender and academic level variables on the role of interactive communication sites in developing health awareness among Jordanian university students?
- Identifying the extent of the impact of social networking sites in spreading health awareness among the students of the University of Jordan.

Significance of the Study

Theoretical significance: The significance of this study is evident by highlighting the subject of Jordanian university students' use of interactive communication sites in spreading awareness about the scourge of drugs and the gratifications achieved by them. The current study is considered one of the few local studies that dealt with the role of social networking sites in educating university students about the scourge of drugs, thus highlighting the significance of conducting this study. It serves as an enrichment for studies on the importance of social networking sites in reducing the spread of drugs among university students. The significance of the study stems from that it deals with one of the important groups and the largest segment of society, which is the youth group, especially the students of Jordanian universities.

Practical importance: The significance of the practical study stems from the desired results and through the feedback provided by the study on the use of interactive communication sites by Jordanian university students in spreading health awareness about the scourge of drugs and the gratifications achieved from them. The results may help decision-makers to develop supportive frameworks, plans, and programs to make optimal use of social networking sites.

Key Terms of the Study

Communication: An understanding between two specific parties, such as two systems, two entities, or two persons, and one of the parties is a sender at a certain time, and the other party is a receiver at another time. A positive interaction occurs between them using the senses by both the sender and the receiver, stemming from the extreme need for communication (Almashaqba, 2011).

Society: A group of individuals linked by a common bond. This bond makes this group live a common life that organizes their lives in regular and recognized relationships.

Interactive networking sites: Interactive networking is defined as "a group of social identities created by individuals or organizations that have ties as a result of social interaction. They are represented by a dynamic structure or form of a social group to expand and activate professional relationships or friendship relationships. Social networking sites are called by several names, including the web, social digital networks, and social media (Al-Quran et al., 2022).

Drugs: Any plant or manufactured substance that contains hypnotic or sedative elements, which, if used for purposes other than those for which they were intended, cause the body to become lethargic and paralyze its activity. They also affect the central nervous system, the respiratory system, and the circulatory system with chronic diseases. They, in addition, lead to a state of habituation or "addiction", causing severe damage to mental, physical, and social health (Ministry of Health, 2015).

Theoretical Framework

The current study relies on the dependence theory; it is largely compatible with the subject of the study, which is the use of social networking sites by Jordanian university students to spread health awareness about the dangers of substance abuse.

Dependence Theory

Dependence theory was developed by Sandra Rokic and her colleagues in 1974. They presented a research paper entitled "The Information Perspective". Then, the concept of dependence developed in (1976) after Melvin Devler and Sandra Rokic filled the void that resulted from the theory of use and gratification, which neglected the influence of the media on the public. It focused on the motives and gratifications achieved from public exposure

to the media. The dependence theory is based on the existence of a relationship between each of the audience - represented by young people in this study - interactive communication sites - represented here by social networking platforms, websites, and applications - and the gratification achieved by the audience. As for the essence of the theory, it is built on the basis that members of the public depend on interactive communication sites to obtain information that helps them meet their needs. That is, the more the media can meet the needs of the public in spreading health awareness, the more individuals depend on it. Therefore, the development of interactive communication sites is linked to the development of interactive societies (Almashaqba, 2011).

Hypotheses of Theory

- 1- The greater the degree of public dependence on interactive communication sites, the more they will be affected by them. There is a direct relationship between the level of vulnerability and the spreading of health awareness.
- 2- The greater the degree of stability of the social system within the country, the less dependence of members of the public on interactive communication sites. The degree of public dependence on these means is affected based on the stability of society in order to obtain news and information
- 3- The most cultured and knowledgeable members of the public (the elite) tend to rely on other sources to obtain information other than the media. As for members of the public who are less educated, they will be more likely and inclined to rely on the media. Also, other factors affect the degree and type of accreditation, such as work, experience, and some personal characteristics of individuals.
- 4- The greater the degree of media fulfillment of the needs of members of the public, the greater their dependence on these means. Their dependence on the media also increases if the number of other channels decreases.
- 5- The different goals, needs, and individual interests of the public lead to a different degree of dependence.

Effects of Dependence on Media

The dependence theory considers that influences are a cognitive process that increases the likelihood of people being affected by certain contents of the media. This effect is as follows:

- The person is exposed to the content of the media that is expected to help him achieve the goals of understanding, orientation, entertainment, or play.
- The intensity of the subject-related motives of the recipient is directly proportional to the degree of achieving emotional arousal, such as love, and hate and cognitive arousals, such as knowledge and attention.
- The greater the intensity of a person's motives, the greater his participation in coordinating information. When a person is stimulated cognitively and emotionally, he will participate after exposure to the message in the type of precise coordination of information.
- The greater the participation in coordinating information, the more likely the person will be affected by his exposure to the content of the media, and the more likely the media will influence perception,

emotion, and behavior. The results of the research presented by Melvin Devler and Sandra Paul Rokic, and later researchers, revealed a group of effects in three main categories: cognitive effects, behavioral effects, and emotional effects.

Youth and the Effects of New Media

It is believed that there is a theoretical debate about explaining the development of technology in its relationship to society. Some scientists confirm that technological development is an inevitable process and that technological change is driven by its own strength. Thus, technology determines social changes. In other words, society is the product of its technology, which crystallizes its new demands and values. Hence, the use of the phrases of the bronze age, the machine age, and the computer age emerged. This perception is contrary to the view that economic, political, and social forces within society determine the direction of technological change. Therefore, it can be said that the concept of technology and its development has been linked to the concept of enlightenment (Mohsen et al., 2022).

Social Networking Sites

The development of the media led to a huge information revolution and changes that touched all areas of life. They have transcended groups and individuals locally and reached the global level, creating new phenomena and impacts on backward organizations and social structures. What is known as social networking sites has contributed to this. These sites allowed individuals from all over the world with different backgrounds and intentions to share their opinions with the entire world, breaking the boundaries of time, space, and censorship (AlKhudari & AlAshry, 2022). Interactive communication sites are defined as new ways of communication that allow their users to publish their ideas and opinions and gather through several websites, with the possibility of linking them to exchange information with those who have common interests and hobbies through social media platforms.

Stages of Development of Interactive Communication Sites

There are two main stages of the development of interactive communication sites:

1 - Establishment: This stage began in the form of online communities. Its features appeared with the first generation of the Web known as Static. Theglobe.com, launched in 1994, was the first of these sites, followed by Geocities.com. In 1995, "Tripod.com" was launched. all of them focused mainly on strengthening the relationship between their users, consolidating friendship between them, creating an atmosphere of social solidarity and consultation through group classrooms, and sharing ideas, personal information, and news through their own blogs. A wave of modifications came to highlight a new character for these sites by linking users and friends to e-mail.

2- Completeness: New methods of social networking were invented in the early 2000s. Many social sites have begun to provide advanced capabilities for users to expand the range of friends and the ability to control that circle of friendships. With this, the new generation of social networking sites began to flourish, and the year 2002 witnessed the actual birth of social networking sites, as we know them today

when Friendster.com appeared, in California. It quickly became part of the usual Internet activities.

Facebook

Facebook is one of the most important and widely used social networking sites in Jordan. There has been much controversy over Facebook over the past few years. The use of the site has been banned in many countries during varying periods as happened in Syria and Iran. The site has also been banned by many employers to urge employees not to waste their time using this service. Criticisms directed at Facebook also represented concerns about preserving privacy.

Facebook is a phenomenon worth stopping at and knowing its origin, definition, and dimensions. The origins of the site are traced back to Mark Zuckerberg, Moskowitz, and Chris Hughes, who majored in the study of computer science and were Zuckerberg's roommates when he was a student at Harvard. His goal was to establish networks that include Harvard University students, enabling them to exchange their news, opinions, and photos. In 2004, it achieved rapid success in a short time and gained wide popularity. The idea quickly spread to other universities and among school students seeking to learn about university life. The site continued to be restricted to universities and high schools until 2006. Then, Zuckerberg decided to open the doors of his site to anyone who wanted to use it. The result was a boom in the number of users of the site; it increased from 12 million in the month of 2006 to more than 40 million at the end of 2007. After that, he decided to open the doors of the site for programmers to provide new services to his visitors and to enter into contracts with advertisers seeking to benefit from his wide fan base (AlKhadari, 2022).

The online social networking market is growing exponentially. Zuckerberg turned down an offer to buy his site for a million dollars because he saw that the value of his network was much higher. The reality of the situation proved that he was right in rejecting this offer. The Wall Street Journal, the most prominent US economic newspaper, said that Microsoft is seeking to buy 5% of Facebook's value for \$300-500 million, which means that the total value of Facebook amounts to six to ten billion dollars. This growth continues to increase with the increasing number of users of social networks, especially on Facebook. Remarkably, a survey conducted by the so-called National Research Foundation in the United States of America showed that many American citizens turn to and use social networks in order to obtain health-related information. One of the most important results of the study is that most of those surveyed agreed that the famous social site Facebook is the face or the best option for obtaining such information by a wide difference from other sites. On the other hand, 50% of Facebook users access the site every day. It seems that it has become a social network that makes the user highly associated with it and visits it frequently. Many users of this network have become fond of it. Some have also become addicted to this site and consider it a part of their daily lives. Also, they get from it all the news they need, whether it is economic, social, health, or educational news.

Health Awareness

Health awareness refers to citizens' knowledge of health information and facts and their sense of responsibility

toward their own health and others. In this context, awareness is considered the healthiest practice on purpose as a result of understanding and persuasion. That is why it was necessary to turn healthy practices into habits that are practiced unconsciously. This is the goal that the individual seeks in particular. The concept of health education is used in the communication literature as a synonym for the health education process. Health education has also been defined as the process that influences practices. Health education means providing health information, data, and facts related to health and disease to all citizens. It may seem to some that health education means only the process of giving orders. It is worth noting that its main objective is guidance and awareness and access to a situation in which each individual becomes psychologically ready to respond to health instructions. The idea of health education is an idea as old as man. The sages and physicians of all ages have found that what is required is the maintenance of health, not just the treatment of the sick. Preservation of health is only by following the advice of doctors. The beginnings of health education can be identified in the writings of the first Arab and Muslim doctors who had a great contribution to the development of medicine. The writings of Arab and Muslim physicians contained much of what could be considered the basics of health education. It contains advice and directions that have not lost their meaning until today. Indeed, many of these tips have been scientifically proven. Since the basic rule in health education is to help people improve their behavior in a way that preserves their health, the teachings of Islam may be considered the greatest reference in the field of health education. The Holy Qur'an and the honorable Prophet's Sunnah are full of guidance related to human health, and there are many examples of that, including: "Eat and drink, but do not be extravagant." The Messenger, may God's prayers and peace be upon him, said: If you hear of an outbreak of plague in a land, do not enter it; but if the plague breaks out in a place while you are in it, do not leave that place."

Previous Studies

Masawi (2020) aimed to monitor and describe the attitudes of the Saudi public towards the role of new media in spreading their health awareness towards the emerging coronavirus. The study used the theory of cultural implantation and the theory of dependence on the media. It employed the survey method; a questionnaire was applied to a representative sample of the Saudi public (400). Among the most prominent results of the study was the variety of sources on which the respondents relied to follow up on news of the spread of the Corona epidemic. The respondents' evaluation of the success of health awareness campaigns for the emerging coronavirus through these means differs through these means. Also, there is a statistically significant correlation between the respondents' interest in health awareness campaigns for the emerging coronavirus through the media and the strength of their motivation to follow up on these awareness campaigns.

Sharaf (2018) aimed to monitor the role of mass communication, both traditional and new, in introducing young people to societal issues and new national projects. It also tried to explain the extent to which young people rely on mass communication, both traditional and new, to obtain information that explains societal issues and new national projects. Finally, it analyzed the role of means of communication in shaping youth attitudes towards various societal issues and national projects. The study relied on the descriptive approach, which aims to describe the characteristics of a group of respondents. The study population consisted of university students at Suez University. The study included a simple irregular random sample of (200). One of the most important results of

the study is the presence of statistically significant differences between the mean scores of the youth interest groups. The study focused on societal issues according to the demographic variable. It was found that there were statistically significant differences between the mean scores of the youth orientation groups. The study focused on the performance of the police and the army according to the demographic variable. There are statistically significant differences between the mean scores of youth orientation groups.

Kharboush (2018) aimed to identify the importance of the role played by the media in combating violent crimes through newspapers, radio, television, and the Internet. It aimed to show the role played by the media and its efficiency in challenging and confronting violence and its crimes, in order to send a message to society that violence only begets violence. The researcher used the descriptive approach, which relies on access to studies related to the subject of the research and data collection and analysis. The researcher used many basic research tools, including scientific literature related to the topic of research, such as research, studies, theses, and the international information network (the Internet). The study concluded that the media is no longer a tool for transmitting information only, but also a tool for guiding the individual, the group, and society, forming attitudes and opinions, and shaping their social and intellectual attitudes, either to produce violence or to fight it. Also, the media entered a competitive stage with educational institutions.

Ali (2020) aimed to verify the predictability of the role of the new media in shaping health awareness and combating global health crises in light of the spread of a virus in Algeria. The sample consisted of 140 individuals, and the study tools included measuring the role of new media in developing health awareness in light of the spread of the Covid 19 virus. The researcher relied on the descriptive method. The study concluded that the media has a major role in health awareness.

Al-Maaytah (2015) aimed to identify the perceptions of Jordanian public university students towards the phenomenon of drug abuse in Jordan. It aimed to find out the students' perceptions of the available sources of cultural knowledge on the subject of drugs, the extent of the harms of the drug phenomenon, and the sources of students' awareness and awareness of prevention. Accordingly, the data was collected, and the descriptive analytical method was used. The study reached the following results: (55.13%) of the study sample believe that they have sufficient knowledge about the topic of drugs and their sources whereas (44.87%) believe the opposite. The perceptions of the respondents came with a (high) degree towards the harms of drugs and the methods of prevention for students from drugs. There are statistically significant differences between the perceptions of the study sample individuals towards the domains of (drugs and addiction to them, drug harms, and methods of prevention for students from addiction) according to the variable (gender, the level of education of the father and mother, and the school year for students). There are no statistically significant differences towards the domains of (drugs and addiction to them, drug harm, and prevention methods for students from addiction) according to the variable (sex, type of college, place of residence, level of education of the father and mother). There is a direct and statistically significant correlation between students' perceptions of drugs and addiction to them, and the domain of drug damage between students' perceptions of drugs and addiction to them, and the focus on ways to prevent students from drug addiction.

Al-Zyoud and Oudeh (2019) identified the level of awareness of the students of the University of Jordan about the phenomenon of digital drugs. The study relied on the descriptive approach based on collecting quantitative data from the study sample, using the questionnaire in order to answer its questions. The study population consisted of all fourth-year students enrolled in the bachelor's program and from various faculties (6200 male and female students from the registered study population). The sample was chosen by stratified random method, and its size was (336) students in the second semester of the academic year 2015/2016. The study showed that the average total degree of awareness of the phenomenon of digital drugs among undergraduate students at the University of Jordan was moderate, while the averages of items on awareness of the phenomenon of digital drugs among undergraduate students at the University of Jordan ranged between (60.1 and 95.3). The study showed no statistically significant difference in (the level of awareness of undergraduate students at the University of Jordan about the phenomenon of digital drugs). Also, there was no significant difference in the level of awareness of undergraduate students at the University of Jordan about the phenomenon of digital drugs due to the variables of gender, marital status, place of residence, college, owning an electronic communication site, and average use of the Internet. The study concluded that all educational and security institutions and various civil society institutions should play an educational role towards all groups of society, and adolescents in particular, in order to detect the danger of this scourge and unite efforts in warning about it through various media.

Al-Mutalaqa and Al-Mutalaqa (2019) aimed to identify the factors leading to drug abuse from the perspective of a Jordanian university student. To achieve the study objectives, the researchers developed a questionnaire in two parts: the first part included personal variables such as gender, age, place of residence, and educational level, and the second section included the study scale, which consisted of (32) items. The study sample included (2032) students, who were chosen by the simple random method. The results showed that there are many factors leading to drug abuse. The most prominent of these are weak self-discipline, bad companions, ignorance and lack of awareness, non-deterrent legal procedures, easy access to drugs within the country, bad influence of the media, unemployment, lack of access to suitable job opportunities, family disintegration, absence of family guidance by parents at a young age, and dropouts from school, family and social concerns and problems, and weak security oversight. The study suggested some appropriate and effective recommendations and solutions limit the spread of this phenomenon.

Dabbous and Saleem (2020) aimed to identify the role of Palestine Technical University "Khadoori" in educating its students about the harmful effects of drugs from the faculty members' point of view. To achieve the objectives of the study, the researchers developed a questionnaire, consisting of (25) items. The study sample consisted of (104) faculty members who were selected using the random sampling method. After collecting the study data, it was treated statistically using the Statistical Package for Social Sciences (SPSS) program. The study concluded that the degree of the role of Palestine Technical University "Khadoori" in educating university students about the harmful effects of drugs from the point of view of faculty members was high. The results also showed no statistically significant differences at (≤ 0.05 α) in the degree of the role of Palestine Technical University "Khadoori" in educating university students about the harmful effects of drugs from the point of view of faculty members, due to the variables of gender and college. However, there were statistically significant differences in the academic rank variable in favor of the faculty member whose academic rank was higher.

This study agreed with previous studies on the importance of social media in raising awareness of health issues, especially awareness of the dangers of the drug scourge that has spread in Jordan and many Arab countries. Its spread among university students had great risks. Especially, behavior is transmitted quickly among students, so social media was the appropriate tool for spreading awareness as concluded by this study and the previous studies referred to by the study.

Methods

This chapter included a description of the study methodology, the study population and its sample, the method in which the sample was selected, the tools used in it, and the methods of verifying its validity and reliability. It also included the study procedures and variables, and the statistical treatments that were used to reach the results of the study.

Research Design

The descriptive method will be used for this study. This method is considered the most suitable method to achieve the objectives of the current study with its dimensions and description of its characteristics. The main objective of the study is to know the uses of interactive communication sites by Jordanian university students in spreading health awareness about the phenomenon of drug spread among students.

Population and Sample of the Study

The population of this study is represented by the students of the University of Jordan. A random sample of university students was selected as a study population. The random method was used to select the sample: 600 male and female students were selected.

Tool of the Study

The study relies on a main tool, which is the questionnaire. The questionnaire is one of the types of study tools that are used by researchers in collecting data when writing scientific research. The questionnaire is in the form of a set of items and questions that the researcher formulates coherently in order to obtain data through the participants' answers to these questions. The questionnaire is one of the most popular tools used by researchers to collect data on the various topics that are written about in scientific research, due to the ease of designing the questionnaire and its ease of use.

Validity

The validity of a measurement tool is the performance's ability to measure what it was designed for. Based on the theory of correct measurement, it means complete validity, and the tool is free from measurement errors, whether random or regular. The valid tool is the one that can measure the phenomenon for which it was developed, and

does not measure any phenomenon else. It can distinguish between strong and weak performance. There are several ways to measure the validity of the questionnaire. The study relied on a group of them, which are face validity, content, construction, and internal consistency.

Reliability

Reliability is defined as the internal consistency between the items of the questionnaire. It is an indication of the reliability of the individual's score and the reliability of his order in the answers if the test is repeated. The reliability is inferred by obtaining approximate reliability in the questionnaire answers. If the measurement process is repeated for one individual under the same conditions. The reliability of the questionnaire was measured by the coefficient (Cronbach Alpha). It refers to the correlation coefficient between the responses of individuals at different times. The Cronbach alpha coefficient ranges between 1 and 0. In general, if alpha is less than 0.4, then the items have a low-reliability value, and the items are considered to have medium reliability, with a value between 0.4-0.7. Reliability is considered high if its value is higher than 0.7. The items of the questionnaire should have a reliability of no less than the high category (0.7).

Statistical Processing & Study Procedures

The data was collected and arranged in order to extract the results of the content analysis, which are frequencies and percentages. The following procedures were followed:

1. Referring to previous associated studies and theoretical literature.
2. Building the tool.
3. Checking the reliability of the tool.
4. Sample testing.
5. Applying the questionnaire to the sample.
6. Collecting questionnaires and analyzing them statistically.
7. Discussing the results.
8. Coming up with appropriate recommendations
9. Writing a research report.

Results

Personal Data of the Study Sample

The personal data of the study sample included three personal information: gender, age groups, and the year of study for the sample members. Table 1 shows the results of personal data analysis. The results from Table 1 show that the gender category is unbalanced in the study sample, with a preference for males. The number of males in the sample is more than females, and this is due to the unwillingness of many females to participate in filling out the questionnaire. The percentage of male representation among the respondents was 73.3%, and the percentage of females was 26.7%. The age group of the study sample was divided into three categories: less than 25 years and the largest group above 35 years. The majority of the respondents are in the category of 25 years old, less than

30 years old, at a rate of 81.7% among the respondents. The lowest percentage belongs to the category of 35 years and over, with a rate of 8.3%. Concerning the academic year category of the study sample, the majority belongs to the second-year category at a rate of 43.3%, while the lowest percentage belongs to the first-year category at a rate of 8.3%.

Table 1. Personal Data Analysis

Domain	Group	Freq.	Percentage
Gender	Male	440	73.30%
	Female	160	26.70%
	Total	600	100%
Age	Below 25	60	10.00%
	25-30 years old	490	81.70%
	Above 35	50	8.30%
	Total	600	100%
Academic year	First	50	8.30%
	Second	260	43.30%
	Third	210	35.00%
	Fourth	80	13.30%
	Total	600	100%

Means and Standard Deviations for the Study Variables

To find out the Jordanian university students' uses of interactive communication sites in spreading health awareness during the Corona pandemic and the satisfaction achieved from it, an analysis of the study sample's responses to items that measure variables was relied upon. They reflect the opinions of the sample members about the level of interest of the sample in the variables

Table 2. Means and Standard Deviations for the Items Jordanian University Students Use of Interactive Communication Sites

No.	Items	Mean	Standard deviation	Result
1	I used to get health information and instructions through interactive communication sites	3.11	1.059	High
2	Interactive communication sites provide health awareness bulletins	4.08	.808	High
3	Interactive communication sites provide doors for discussion on the topic of drugs and their prevention	3.83	.941	High
4	Social networking sites and apps have alert messages that have contributed to warning me	4.06	.820	High

5	The information provided by the social media was good and helped me not engage in drug abuse	3.88	.884	High
6	To know the daily events, I follow the interactive communication sites	4.13	.747	High
7	I helped my friends by guiding them in healthy ways through interactive communication sites	3.86	.675	High
8	There are educational advertisements that appear to me while using interactive communication sites	3.90	1.003	High
9	I could not confirm the validity of the information provided through the interactive networks	3.66	.914	High
10	Social networks provide pages specialized in health awareness	4.10	.705	High
11	The Facebook administration and others provided indicative advertisements and statistics	4.20	.605	High
12	The government, through interactive means of communication, has spread health awareness	4.05	.723	High
13	Friends contact me to tell me about drug users through interactive communication	3.95	.832	High
14	Interactive websites provided smart applications to contribute to health awareness	4.25	.654	High
Total		3.93		High

The results in Table 2 show the degree of interest of the respondents in the items. The results show that all items of the university students' uses variable were within the high-relative importance. The fourteenth item, "Interactive websites provided smart applications to contribute to health awareness" received the highest attention. It came with the highest mean 4.25, and a standard deviation 0.654, and it is classified within the high relative importance. This result indicates that interactive communication sites have provided many applications and smart uses for health awareness through their services provided to the public. On the other hand, the first item "I have been obtaining health information and instructions through interactive communication sites," achieved the last rank, with a mean value between the items of 3.11 and a standard deviation of (1.059). It is within the high relative importance of the study sample.

Testing Hypothesis: There is no statistically significant effect at ($\alpha > 0.05$) for Jordanian university students' use of interactive communication sites in spreading health awareness.

It was confirmed from the analysis results that the value of the analysis of variance for the t-test calculated was 14.502 at the significance level less than $\alpha > 0.05$. The level of significance of the test was compared with the level of significance adopted in the study. To show whether a statistical role for the independent variable on the dependent variable exists, Table 3 shows that the level of significance for t was 0.000, which is less than the level of significance adopted in the study and its value is 0.05. Accordingly, the first hypothesis is rejected, and the

alternative hypothesis is accepted: "There is a statistically significant effect at the significance level ($\alpha > 0.05$) for Jordanian university students' uses of interactive communication sites in spreading health awareness."

Table 3. Relationship between Jordanian University Students Use of Interactive Communication Sites and their Spreading Health Awareness

Variable	Dependent variable	Correlation coefficient (R)	Coefficient of determination (R2)	B	Constant B	BETA	t	Sig
Independent	Interactive communication sites	0.621	0.426	0.245	3.194	0.314	14.502	0
Dependent	Health awareness							

The value of R in Table 3 indicates a correlation between the independent variable and the dependent variable. It was found that the value of the correlation coefficient was 0.621. This result indicates a positive correlation between the independent variable (interactive communication sites) and the dependent variable (health awareness). The coefficient of determination was 0.426, representing the value of R2, which indicates the explanatory ability of the independent variable: the interactive communication sites of the dependent variable (health awareness). It is inferred that the variable of interactive communication sites can explain 42.6% of achieving the dissemination of health awareness. To find out the predictive power of the equation, the value of B was relied upon. It represents the expected change in the dependent variable if there is a change in the independent variable. Table 3 shows that the B value was 0.245. It is inferred that changing one unit of interactive communication sites will reflect positively on health awareness with a value of 0.245.

It is noted from Table 4 that there was a statistically significant difference at $\alpha = 0.05$ for the uses of interactive communication sites by Jordanian university students in spreading health awareness, due to the gender variable. The differences were in favor of the male category. The results also show that there were no differences according to the two variables of the academic year.

Table 4. Analysis of Variance without Interaction of the Means of the Study Sample's Responses on Jordanian University Students' Uses of Interactive Communication Sites in Spreading Health Awareness, due to the Effect of Gender and Year of Study

Variable	Sum of squares	Mean of squares	F	Sig.
Gender	2751.133	1259.0102	2684.44	.000
Academic year	22.620	1.452	4.027	.247
Error	187.537	.682		
Total	2456.821			

*sig. at $\alpha = 0.05$

Discussion and Conclusion

The study showed a significant effect of the University of Jordan students' use of social networking sites in spreading awareness about the danger of drugs. This result explains that University of Jordan students significantly use social networking sites to learn and spread information about the dangers of drugs. Also, the result confirms the role and size that these social networking sites, such as Facebook seize their everyday life.

In addition, students are very aware of the danger of drugs and work hard to eliminate this phenomenon to live in good health and sound community. Social networking sites have a role in raising university students' health awareness about the dangers of drugs reported in the current study in line with the existing research. Ali (2020) reported that media plays a vital role in health awareness in Algeria. Masawi (2020) confirms how these social networking sites motivate people to follow up on awareness campaigns. Sharaf (2018) suggests that the youth rely much on mass communication to obtain information on societal issues and new national projects. In addition, Kharboush (2018) argues the role of media as a tool for guiding the individual, the group, and society. They form attitudes and opinions and shape their social and intellectual attitudes either to produce or fight violence. According to Al-Zyoud and Oudeh's (2019) study, university students' awareness of drugs through digital channels is average.

Also, there was a statistically significant difference at ($\alpha = 0.05$) for the Jordanian university students' use of social networking sites in spreading awareness about drug dangers. That is to say that the study respondents perceive that interactive communication sites have provided many applications for health awareness through their services provided to the public. In addition, there were differences in the respondents' answers to the questionnaire due to the gender variable for males. This result explains that the participants' gender plays a role in varying their answers, which came in favor of male participants who had higher perceptions toward the use of interactive communication sites in learning and spreading information about the dangers of drugs. This result seems reasonable as the subject of drugs may be spread more among males than females in the Arabian communities. The result accords with that Al-Maaytah (2015), who showed significant differences between the perceptions of the study sample individuals towards drugs and addiction to them, drug harms, and methods of prevention for students from addiction and according to the variable (gender). However, Al-Zyoud and Oudeh's (2019) revealed no significant difference in the level of awareness of undergraduate students at the University of Jordan about the phenomenon of digital drugs due to the variables of gender. Dabbous and Saleem (2020) also showed no statistically significant differences in the degree of the role of Palestine Technical University "Khadoori" in educating university students about the harmful effects of drugs from the point of view of faculty members, due to the variables of gender and college.

Furthermore, the results did not show differences according to the school year variable. The result means that the participants' study level did not influence their responses to the use of interactive communication sites in spreading health awareness of drug dangers. The result is inconsistent with that Al-Maaytah (2015), who showed no significant differences between the perceptions of the study sample individuals towards drugs and addiction to them, drug harms, and methods of prevention for students from addiction and according to the school year for

students).

This study emphasizes the importance of using social networking sites to reduce the spread of drug addiction, especially among university students. The results showed that drugs are increasingly spreading among students. This negatively affects their life and their educational attainment. Since students use social media a lot, it is beneficial to use these media to reduce this scourge and enlighten students about the danger of drugs to their lives and their future. This may be done through organizing health campaigns within universities, in which students who have recovered from this scourge and had experienced it participate as a kind of health awareness.

It is clear from the study that there is a failure by the official authorities and by the universities to reduce this scourge. There are still very few campaigns to raise awareness of this problem. Universities are afraid to talk about this issue and put it on the table for research, although the problem exists in many universities. This problem appears on the surface, with Jordan being considered a passage for drugs and a consumer of this scourge. The drug gangs have become dependent on Jordan as a focal point for smuggling drugs between neighboring countries.

In light of the results of the study, the researchers recommended the need to employ and strengthen various media in serving health issues. Also, there is a need to properly create health education for the youth group in universities to be an integral part of comprehensive awareness. In addition, there must be work to provide tools through interactive communication sites that limit the dissemination of false information on each of the applications and pages of interactive communication sites. Furthermore, it is necessary to continue publishing information on health awareness in all its forms and to clarify the current situation and the most important dangers of drug abuse in the university community. Finally, research and scientific bodies must be encouraged to expand studies on the uses of interactive communication sites by Jordanian university students in spreading health awareness because of its importance.

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Website links

- <https://www.manaraa.com/post/6369/%D8%A3%D8%AF%D9%88%D8%A7%D8%AA-%D8%A7%D9%84%D8%AF%D8%B1%D8%A7%D8%B3%D8%A9-%D8%A7%D9%84%D8%A7%D8%B3%D8%AA%D8%A8%D9%8A%D8%A7%D9%86>
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Author Information

Majed Numan AlKhadari

 <https://orcid.org/0000-0002-3758-8122>


College of Arts and Sciences

Applied Science Private University

Jordan

Contact email: *m_alkhadari@asu.edu.jo*

Khaled Mohsen


 <https://orcid.org/0000-0002-7666-7771>

Political Science, Faculty of Arts and Science

Applied Science Private University, Amman

Jordan


Ashraf Almanaseer

 <https://orcid.org/0000-0002-6831-9929>

Applied Science Private University

Jordan

Mohammed O. Abu-Rahme

 <https://orcid.org/0000-0002-9085-0740>

Department of Basic Humanities/Faculty of
Arts and Science

Applied Science Private University, Amman

Jordan
