

The Effect of Social Network " Snapchat " on the Emergence of Some Negative Social Values (Social Hatred) Based on the Perspectives of Qassim Female Students A Survey Study

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Abstract

The present study aims at detecting the effect of social media" Snapchat " on the emergence of some negative social values (social Hatred) based on the perspectives of female students enrolling at Qassim University , College of Science and Arts & ArRass, the academic year 2015/2016.The researcher has utilized the *Descriptive Method* (survey and *differentiating*). The sample of the study consists of (200) students selected randomly from the scientific and Arts sections .To achieve the aims of the current study , the scale of social hatred has been designed , consisting of (30) items .*The reliability and validity* of the scale has been *verified*.The results have shown , collectively, the agreement of the students that the use of social media "Snapchat " has led to the emergence of social hatred .The outcomes also shown that the overall extent to which the use of social media "Snapchat " plays a role in the emergence of social hatred values is mid , the weighted average of the overall *degrees* regards students responses to the items is (2.21), which is close to the minimum value of the effect criterion which equals (2.34).Moreover, the results shown that there are no static significance differences in the overall degree of the student's evaluation of the Snapchat effect on the social hatred aspects due to use hours , age and faculty, whereas the results shown that there are static significance differences for the favor of big age regards the evaluation of students to some effects of Snapchat , and static significance differences due to type of college .

Keywords: Social media, Snapchat, Values, Social values Social hatred and University .

1. Introductory chapter

1. 1 Introduction

Although the social media is a modern field which has been started in 2004, the voices calling for the promotion of such field , and addressing the negative effects resulting from its use increasing remarkably in both international and global forums. These voices have asked for establishing controls and mechanism that may increase positivity and morality among the members of the virtual world in many communities, (Abu –Wardah :2016). Al-Zoyud refers to the effect of the increasing use of social network on the social and cultural fabric in general and on the values pattern in particular (Al-Zoyud, 2011:11). Values represent the tools of social control and drivers of behavior as well as the evaluator of balance and stability mechanisms within community. When the social values system affected by undesirable problems or changes due to specific factors and conditions , the system loses its ability to survive and its value system affiliated with non-formative ethics which is associated with internal and external causes .The internal causes are connected with the internal infrastructure of the community and they are the result of physical and nonphysical reasons which ply a vital role in performing satisfying social phenomena, most importantly ,corruption ,careless ,lack of discipline . *moral chaos*, violence increase , extremism in all its forms and other actions that indicate to the *deterioration of social values*, change from positive values to negative ones that lead to the weakness and destruction of human communities(Hijazi,2003) . On the other hand , the external factors involve the technological and scientific revolution which has made the world more sociable and has facilitated the movement of people , capital , goods, services as well as the movement of concepts ,items and tastes between cultures and civilizations . Technological and Scientific revolution is the driver of the twenty first century within its all contexts, namely economic, political, social, cultural and educational ones .According to(Zaher.1995:7)Such revolution has made dramatic changes in the way people perceive their roles due to the conflict between the inhered values in on one hand and the outsider ones by social media on the other hand . The main aspects of the scientific revolution represented in the social media means which harmed young people values ,consequently , the spread of common behaviors such as consuming culture ,songs for young, fashionable clothes, action films ,stereotyping of tastes ,modification of behaviors , drug culture .Moreover it has brought many problems at the individual and community level(Ahmmad, 2002:155).

Based on what have been discussed above, it has become obvious that the internal factors associated with the internal infrastructure and the external ones represented in technological and scientific revolution and its mechanism, mainly means of social media, have affected younger people in particular and social values in general ,and they have helped in the occurrence of behavior disorder. A recent study has revealed that many people may feel *envious* and jealous because of the use of social media , which in turn makes many people suffer from depression. The study has noted that posting images of new cars and houses or expensive trips on the social

media may provoke others jealousy , leading to depression, (Mai-ly, 2014, pp. 701-731).

The Saudi society which is considered as a young society has witnessed unrestricted access to *knowledge, technology explosion* ,social economic and cultural changes. Because acceleration of modernization pace is accelerated, many social networks has been established such as YouTube, what sup , Instgram and the latest one " Snapchat " which is the most usable by the Saudi community .Saudi Arabia has occupied the second world position in the use of snapchat (<http://sabq.org>). It is known that nearly 70% of snapchat users are female ,and about 71% under the age of 25. (<https://channels.theinnovationenterprise>). Young users use snapchat to show their daily social news, photos and a ten- second video's segments. (<http://www.al-jazirah.com>). Snapchat was established and come to force in 2011.It is a communicative application for exchanging photos and videos. Snapchat has a unique quality which is the possibility to display photos and videos for a short period ,then they disappear forever. Despite the fact that the application is capable for hiding video segments automatically after a short while ,the user can take a photo for the screen to store what has been broadcasted .

The number of active daily users of snapchat has reached about one million all over the world .It has been reported that the application's user have sent more than seven million photos as well as videos per day since May 2014. Although snapchat is not an old application and has recently used in the Arab region, it has shown many disadvantages which shared with some other social networks. The study which has been conducted by Jean kinenmount claims that the most negative social effects on the Gulf communities are as follows:

Leaving negative social effects on the human relations and accumulation of knowledge of individuals .The new generation has wrongly used social networks in a sense that helps them escape and compensate what they have missed in their real lives., which inturn threatens stability and cohesion of family.

An arab study shows that addiction of young people on the excessive use of networks has led to the loss of required skills needed to establish social relation within the real environment and back off personal communication in favor of communication via networks .This has led to youth crime and social alienation (Alawneh,2012:8).

Psychologists have associated the addiction of some Saudis to access such sites with the adaptation of new style of life based on the use of social networks ,at the top come socializing with friends and following up the latest developments via exchanging videos ,and displaying the sensitive details concerning their daily personal lives to public people.

The advantage of invisibility has contributed to violate what is usual or exceed the limits of transgression and impoliteness without revealing the identity of people or making the real name known to others and hiding behind unreal names or photos . A psychologist has asserted that some young people enjoy lie to others during the exchange of videos and photos in addition to take revenge from others . It seems that the most important dangers of snapchat on young people is the moral one. Some perverts have found snapchat as a motivation to spread moral crimes and exchange abusive photos without any deterrence whether it is legal or religious. (<http://www.almowaten.net>).

Female students of the university fall within the age group who, based on previous study, use snapchat more. Since the researcher is a faculty member and due to her university and family experience as well as her knowledge of mechanism and effects of social media , she has explored " the role of 'snapchat' on the appearance of some negative social values (social hatred) based on the perspectives of Qassim female students, Faculty of Science and Arts ,ArRass city.

In addition to the scarcity of studies that have tackled the concerned issue along with the importance of making university students , mainly females of Saudi community, aware of the negative effects of snapchat .

However, snapchat application , with the absence of technical awareness, has become a danger that threatens the stability of family , revealing its secrets and destroying its privacy .In addition to its serious effects on social and family constructions, for example, spreading rumors , lies provoking jealousy and malice of those who are not able to keep with others.

1.2 Problem and questions of the study

The study seeks to answer the following questions:

What is the effect of snapchat on the emergence of values of (social hatred) based on the perspectives of Qassim female students, faculty of Science and Arts in ArRass city , academic year 2015/2016? Subtitles of this questions are:

1.2.1 Question Number One:

What is the effect of snapchat on the emergence of the values of (social hatred) based on the perspectives of female students at the faculty of Science and Arts in ArRass city?

1.2.2 Question Number Two:

Are there static significant difference in the student's evaluation of the effects of snapchat on the appearance of the values of (social hatred) due to the difference of hours use?

1.2.3 Question Number Three:

Are there static significant difference in the student's evaluation of the effects of snapchat on the appearance of the values of (social hatred) due to age differences based on the perspectives of female students?

1.2.4 Question Number Four:

Are there static significant difference in the student's evaluation of the effects of snapchat on the appearance of the values of (social hatred) due to the diversity of faculties based on the perspectives of female students?

1.2.5 Question Number Five :

Are there static significant difference in the student's evaluation of the effects of snapchat on the appearance of the values of (social hatred) due to the unreal name(implicit name) based on the perspectives of female students?

1.3 Importance of the Study

The importance of the study arises from the following:

- 1- The importance of the target group which is the young people (represented by university female students) as it is a very serious age in the social , behavioral and social building.
- 2- The wide spread of the use of snapchat among young people , the classification of Saudi people as the second users of snapchat ,and the role of the university in acquainting young people with the safe as well as the positive utilizing of snapchat.
- 3- Educate and raise awareness among the community against whatever threatens social ,family and educational cohesion and provokes society's privacy.
- 4- Scarcity of studies which tackled the effect of snapchat on the emergence social hatred based on the perspective of university students .

1.4 Aims of the Study :

The study aims at :

- 1- Surveying the use of snapchat among female students at Qassim university , represented by the population of the study.
Investigating the impact of snapchat on social malice level according to the sample views.
- 2- Investigating the impact of snapchat on social malice level according to the sample views in accordance to study variables (use hours, faculty, age and the use of unreal name).

1.5 Limits of the Study :

The researcher sees that number of challenges may limit the possibility to disseminate the outcomes of the current study:

- 1-The outcomes of the present study are determined by the available indications of reliability and validity.
- 2- The outcomes of the present study are determined by the sample consisting of (200) female students of Qassim university , faculty of Science and Arts in the academic year 2015/2016 .In general, the outcomes will be valid for dissemination on the static sample of the current study and on the communities which are statically similar.

1.6 Study terminology

1.6.1 Social network: a system of electronic networks which allows participant to establish a private website , then connected him via electronic social system to other members having shared interests and hobbies or connected him with his university colleagues .(Radii ,2003:22)

1.6.2 Snapchat: an application of video messages which has been established by Ivan Spiegel and Robert Morphy with cooperation of Stanford university .The application allow users to take photos , videos ,captions and texting with pictures and photos . (<https://www.google.com.sa/search?site>)

Linguistically: Hatred bin Manthour defines it as maintaining enmity within heart and waiting the opportunity to revenge .

Conventionally: provoking revenge and achieving it .it is also mistrust of human being for the purpose of enmity(<http://www.nafsany.cc/vb/showthread.php>)-

1.6.3 Social Hatred : the researcher defines it as the feeling of inadequacy , jealousy ,envy and mistrust that individuals have due to the social interaction and showing privileges of social and physical aspects by the other part ,which inturn pushes him to wish or cause harm to the first part. By corollary, affecting negatively the social relations between individuals and families. It is procedurally defined as the degree that the female student gets on the scale of social hatred which has been designed by the researcher for the purpose of the current study.

1.6.4 Values: Linguistically , it is derived from evaluate which means estimate and price things ,for example, evaluable book is a book with value and evaluating things is to give it a value, adjustment means terminate distortion (Al-Fyrose Abadi,2003:1062) .Conventionally, values defined as attitudes and interests of individuals

to specific situations that make them interact with the surrounding environment or they are the belief and action of individual according to specific aim which allow to recognize his attitudes more better, where his interaction in future determined by his values. (Abawi,2007:173).

1.6.5 Social values: a set of standards of human and social behavior which have a specific balance and evaluation determining on the one hand which behavior is appropriate and in the other hand which one is inappropriate. (Ali:2000)

2. A Review of Related Literature

2.1 Studies related to social networks

2.1.1 Alexandra, Rankin Macgill (2007)

The study aims to recognize the extent to which teens and their parents use the internet, and to know parent's views on the teens use of the internet. The study has shown that teens use internet more than their parents. Teens assert that digital technology has made their own lives easier. The study also has shown that the majority of parents with online teens still believe the internet is a beneficial factor in their children's lives. In addition, parents and teens assert that digital technology is still increasingly used by the family. And finally, the study shown that majority of parents try to share their teens the electronic life, and the parents are more concerned about the content of the social media and the time spent by their sons on the internet.

2.1.2 Aren karbnsky(2010)

Aren Karbnsky (2010) study aims at identifying the impact of the use of Facebook on the academic achievement among the students of universities. This study has been applied on 219 university students. The results showed that the grades obtained by students who are addicted to the Internet and Facebook use is much lower than those grades gained by their counterparts who do not use this site. The results also showed that the more time spent by the university student to browse this website affects negatively the students' grades in exams. In addition, the results show that people who spend more time on the Internet devote less time to study; pointing out that each generation has its unique concerns. The study indicates that this site allows the user to "chat", solve puzzles, and express his/her opinion on a lot of things in addition to finding new or old friends. The results show that (79%) of college students surveyed admitted that their addiction on Facebook has a negative impact on the academic achievement.

2.1.3 Mecheel (2010) the study aims at identifying the impact of the social networking on the social relations. It has been applied on the total sample of (1600) young users of social networks in Britain, The results showed that more than half of the adults who use the sites, including (Facebook and Youtube) admit that they spend more time on the internet more than on the real friends or with family members. The study also undertakes that they do not talk much by phone, do not watch TV a lot, and do not play many computer games. The study showed that about 53% of those who participated in the survey state that the social networks of Internet change their lifestyles. The study revealed that half of Internet users in the UK are members of social networking sites, as compared to (27%) only in France, 33% in Japan, and (40%) in America.

2.1.4 A study conducted by Women Affairs Center (2011)

Women Affairs center has conducted study under the title " Young people and social networks". The study has been conducted on a sample consisting of (1500) from various categories of male and female Palestinians. The sample involves the private sector, community based organizations, right and women organizations, professional associations, employees, students and academicians. The study has shown the following outcome: majority of social networks users have selected unreal names, and the most important used devices of social networks are: e-mail, search engines and Facebook. The study also show that the majority of users has an account one of social networks such as Face- book, YouTube, Twitter, and the majority of people involved in this study have been using social networks for two years. Finally, the study has shown that the main reasons to have an account and use networks are: desire to express view's freely, promote various skills, promote self-reinforce, socializing and making friends.

2.1.5 Alttayar study(2014)

This study aimed at identifying the impact of social networks on values of university students. The researcher used the analytical descriptive approach to conduct his study. the sample involves students of King Saud University at Riyadh with different scientific specifications, and they have been selected randomly, and the final sample reached (2274) students. The study has shown some key results such as: the most important negative impacts of communication networks represented in: illegal relationships with females and neglect of religious rites. The most important positive impacts represented in reviewing the country's news, learning new things through social networks, expressing own view freely, and passing the barrier of shyness. The most important features of changing values as a result of using social networks represented in: improving student's use for social networks, and ability to talk to the opposite sex boldly.

2.2 Studies related to Snapchat

2.2.1 A study conducted by a group of researcher in Michigan university (2015) has found that the users of Snapchat are happier than those who use other social networks including Facebook .The reason for felling happy during the use of snapchat is because messages and photos disappear directly. The snapchat has attracted 100 million users per day .Researches have showed that the way used by fiends in communication is more spontaneous than the use of other applications .The study has applied on a sample of (154) university students as a part of a set of studies related to the analysis of how social networks affect the mood of the user daily. The study has analyzed the photos exchanged by users via social network randomly , and the analyzing lasted two weeks. The study has shown that the users of Snapchat are more positive and happier to communicate with each other.

2.2.2 The British company for research " GlobalWebIndex" has released a report shows that Irish people occupied the first world position in terms of using snapchat. The report refers that the average age of users ranged from 16 to 20 , and kingdom of Saudi Arabia the second ,and the average age of users ranged from 16 to 20.It is worth mentioning that the report takes into account the nature of populations and infrastructure for each country as well as the provision of the internet in each counter.(<http://www.alriyadh.com>).

2.2.3 A survey study conducted by HTC company for smart phone in 2015 has shown that more that 75% of social networks users try to make their life appear more beautiful than their reality. The study refers that three- quarters of people judge their partners through personal data written on Facebook ,while 60% take photos with borrowed belongs and other things to convince other people that they have all these things. The study also has found that two thirds of networks users post photos for themselves to let others believe that their life is more exiting and adventurous. Three quarters of those who involved in the study have asserted that they evaluate their partners through what they post on Instagram , snapchat or Facebook. According to Daily mail newspaper , more than half of people in the UK post photos that show their belongings or places they visited in order to evoke jealousy of some friends and family members. Finally, the newspaper has reported that 76 % of those involved in the study have asserted that social networks has become the key driver to buy things displayed on them as a kind of imitating famous people or those who are closed to them . ([htt://www.tmm24.org/72048](http://www.tmm24.org/72048)).

3. Study Methodology and Procedures

3.1 The study has used the descriptive analytical approach (quantitatively and qualitatively) to answer the questions of the study since it is the appropriate method for such kind of research.

3.2 *Population of the study:* The study population consists of (5475)female students of Qasaim university, faculty of Science and Arts, Al-Ras city, in the academic year 2015/2016.

3.3 The study sample:

3.3.1 Sample of rationing the study

The statistical indicators of the study questionnaire have been verified by applying them on 30 students who are randomly selected from the same population , then re- applying them on the same sample after two weeks of doing the first application for the purpose of verifying their reliability and validity for the current study.

3.3.2 Basic Sample of the Study

1- The basic sample ,which the tool of the study has been applied on it , consists of (200) students who are randomly selected from the faculty of science and Art , Qassim university, ArRass , in the second semester 2015/2016. The researcher has introduced the demographic characteristics of the basic sample of the study:

Based on the general data included in the questionnaire, female students can be classified till the qualities and nature of sample have become clear as well as the independent variables which affect the evaluation of students to the impact of the use of "snapchat' on the emergence of values of " social hatred" :

Frequencies and percentage for the students are calculated in accordance with the study variables : hours use , age, specialization, use unreal name , as illustrated in Chart (1)

Table (1) frequency and percentage for the population study, distributed according to the study variables

Number of hours use	No.	Percentage %	age	No.	Percentage %	college	No.	Percentage	Unreal name use	No.	Percentage
Less than one hour	60	30%	Less than 20 years	100	42%	Arts	100	50%	yes	50	25%
One hour to three hours	76	38%	More than 20 years	100	58%	Science	100	50%	no	150	75%
More the three hours	64	32%	Total	200	100%	total	200	100%	total	200	100%
Total	200	100%									

3.4 The study tool

The researcher has developed and designed a questionnaire aims to identify the impact of using social networks "snapchat" on the appearance of values of "social hatred" among the population of the study. Below is the description of the tool and its statistical characteristics and how to respond to it .

3.4.1 Description of the tool (questionnaire)

The final version of the questionnaire involves two dimensions:

The first dimension: it contains initial data concerning the population of the study (female students)

The second dimension: it includes the questionnaire's items since they are considered as indications to the effects of using "snapchat" on the emergence of values of "social hatred". This dimension consists of (20) items .The researchers has exploited three responses of likert scale - disagree, neutral agree- to identify the student's evaluation of the effect of "snapchat" on the emergence of values of "social hatred", these degrees corresponding with the degrees (1,2,3) , respectively. All the questionnaire's items takes the positive direction , which means that the highest degree expresses effects of using "snapchat" on the emergence of values of "social hatred".

3.4.2 Statistical indicators of the questionnaire

3.4.2.1 Validity of the questionnaire

The researcher has depended on two ways to ensure validity of the questionnaire as follows :

3.4.2.2 Face validity:

The validity has been evaluated by a number of arbitrators who are experts and specialists in the field of education and psychology as well as sociology .They have been asked to study the tool and ngive their point of view in terms of the extent to which each item is connected to the aim of the questionnaire, and the extent to which the items are clear and their appropriateness to the achieve the goal for which they are designed .In addition to suggest ways of improvement the tool by omission , addition or reformulating .The necessary adjustment have been done.

3.4.2.3 internal consistency validity:

The consistency and cohesion of questionnaire's items have been verified by calculating the Pearson correlation between the degrees of each item and the total degree of the questionnaire , *correlation coefficient are as illustrated in table (2) :*

No .	correlation coefficient	No .	correlation coefficient	No .	correlation coefficient	No .	correlation coefficient
1	0,613**	6	0,711*8	11	0,628**	16	0,506**
2	0,449**	7	0,703**	12	0,544**	17	0,776**
3	0,610**	8	0,501**	13	0,501	18	0,523**
4	0,740**	9	0,633**	14	0,739**	19	0,694**
5	0,461**	10	0,592**	15	0,679**	20	0,622**

correlation coefficient statistically significant at the level of 0,01 , sample size 30

As shown in table (2) that *correlation coefficient of each item and the total degree are statistically significant at the level of 0,01, which indicates that the items are consistent and cohesive .*

3.4.2.4 Reliability of the questionnaire;

To ensure the reliability of the questionnaire, Cronbach Alpa has been used which is appropriate to this kind of measure tools ,which also depends on measuring opinions and attitudes .The *total reliability coefficient* for the tool is (0.835), it is a high value for *reliability coefficient* which in turn asserts that the degrees of the questionnaire are *reliable*.

4. Discussing and interpreting of the outcomes of the study

Introduction

This chapter introduces the study outcomes and their possible interpretations .Hiving finished entering data to the computer by using the statistical application SPSS, the results have been analyzed :

4.1 Outcomes of the first question:

What is the effect of snapchat on the emergence of the values of (social hatred) based on the perspectives of female students at the faculty of Science and Arts in Ar Rass city?

To answer this question , the averages has been calculated and standard deviations for the students responses on each item of the questionnaire in order to identify the extent to which the effect of snapchat on the emergence of values of (social hatred) based on the perspectives of Qassim female students, faculty of Science and Arts in Ar Rass city, as shown in table (3)

Table (3) Frequency, means and standard deviation of student's responses questionnaire 's items , ordered in accordance with effect degree

No	Effect of social network "snapchat"	Average	Standard deviation	Degree of effects	Order
7	Snapchat video segments explain the difference of physical status from one person to another	2,580	0,727	high	1
9	Video segments posted by girls showing off via snapchat bother me	2,470	0,731	high	2
13	Female students misuse of snapchat	2,460	0,673	high	3
41	Photos and introduced information posted on snapchat do not reflect the real personality	2,440	0,729	high	4
20	Posted details of our life leads to the prominence of hatred and envy feelings among families	2,380	0,693	high	5
19	Days to discover the falseness of what is posted by some people via snapchat will come.	2,380	0,736	high	6
11	Snapchat has negative effect on social relations between relatives	2,350	0,744	high	7
4	Sending video segments for trips via Snapchat provokes jealousy of others	2,300	0,798	mid	8
3	The purpose of sending photos via Snapchat is showing off	2,290	0,808	mid	9
17	beware him whom you have been charitable to	2,270	0,802	mid	10
8	Hoping to have the better among my colleagues	2,180	0,783	mid	11
6	Posting details of private life converts blessing to a curse	2,170	0,853	mid	12
16	Some people use Snapchat to set others up	2,140	0,779	mid	13
12	Video segments and photos on Snapchat are not real	2,130	0,849	mid	14
1	My friends exaggerate posted belongings photos via Snapchat	2,050	0,809	mid	15
18	My activities and contribution on family occasions have been decreased since I started using Snapchat	2,010	0,859	mid	16
15	Snapchat is used to enjoy troubles of others	1,970	0,822	mid	17
2	I feel bothered and annoyed when I see photos which are sent by my friend via snapchat	1,910	0,900	mid	18
10	I feel angry with photos sent via snapchat	1,900	0,882	mid	19
5	Family relations are stressful due to videos and photos sent via Snapchat	1,800	0,841	mid	20
		2,209	0,406	mid	

Table (3) has shown that: The total degree of the effect of using snapchat on the appearance of values of 'social hatred' is mid , where the weight average for the total degrees of individuals on response to the questionnaire items equals (2,290) , it is close to the minimum limit to the effect variable which is 2,340 .

The following paragraphs associated with the effect of using snapchat on the appearance of values of 'social hatred , represent the highest degree : First in order is the item "Snapchat video segments explain the difference of physical status from one person to another", with an average (2,580), the second is " Segments posted by girls showing off via snapchat bother me ", with an average (2,470) .The third is " Female students misuse of snapchat", with an average (2,460), The fourth is the item " Photos and introduced information posted on snapchat do not reflect the real personality" , with an average (2,440), . The fifth are the items "Posted details of our life leads to the prominence of hearted and envy feelings among families", with an average (2,380), and the day to discover the falseness of what is posted by some people via snapchat will come with an average (2,380), Finally, "Snapchat has negative effect on social relations between relatives" , with an average (2,350).

Some items related to the effect of snapchat on the appearance of values of social hatred have a mid degree , but they occupied an advanced order in terms of effect . The item " Sending video segments for trips via Snapchat evokes jealousy of others" has occupied the eighth order , with an average (2,300) .The item " The purpose of sending photos via Snapchat is showing off" has occupied the ninth order , with an average (2,290). The tenth order goes for the item " beware him whom you have been charitable to", with an average (2,270). the item " Hoping to have the better among my colleagues" has occupied the eleventh order , with an average (2,270). The twelfth order goes for the item "Posted details of our life leads to the prominence of hearted and envy feelings

among families", with an average (2,170). The item " Some people use Snapchat to set others up" has occupied the thirteenth order, with an average " 2,140).The fourteenth order goes of the item " Video segments and photos on Snapchat are not real', with an average (2,130).The item " My friends exaggerate posted belongings photos via Snapchat', with an average (2,050) .the sixteenth order goes for the item " My activities and contribution on family occasions have been decreased since I started using Snapchat", with an average (2,010).

Some items related to the effect of snapchat on the appearance of values of social hatred have a mid degree, but they have occupied the last order .The item " Family relations are stressful due to videos and photos sent via Snapchat" has occupied the last order as it is the least item in terms of achievement, with an average (1,800).The item which has the nineteenth order in terms of effect is " I feel angry with photos sent via snapchat", with an average (1,900).The eighteenth order goes for the item " I feel bothered and annoyed when I see photos which are sent by my friend via snapchat', with an average (1,910).Finally, the item " Snapchat is used to enjoy troubles of others ' has occupied the seventeenth order , with an average (1,970).

The Reason for this returns to the nature of Saudi family which characterized by maintaining strong ties among its members , and at the same time it welcomes other cultures via the use of social networks which provide some kind of privacy and freedom into the virtual society.

4.2 Outcome of the second question:

Are there static significant difference in the student's evaluation of the effects of snapchat on the appearance of the values of (social hatred) due to the difference of hours use?

To answer this question , One Way ANOVA has been used to identify the statistical difference in the evaluation of student to the effect of snapchat on the emergence of values of (social hatred) , which are due to the difference between hours of use (less than one hour, from one hour to three hours, more than three hours) as illustrated in table (4):

Table (4) Statistical significance in the students evaluation of the effects of snapchat on the appearance of the values of (social hatred) due to the difference of hours use

No	Effect of social network "snapchat"	Source of discrepancy	SST	Degree of freedom	MS	ANOVA(f)	Statistical significance
1	My friends exaggerate posted belongings photos via Snapchat	Between groups	0,989	2	0,495	0,752	0,474
		Within groups	63,761	97	0,657		
2	I feel bothered and annoyed when I see photos which are sent by my friend via snapchat	Between groups	1,781	2	0,890	1,102	0,336
		Within groups	78,409	97	0,808		
3	The purpose of sending photos via Snapchat is showing off	Between groups	0,189	2	0,094	0,142	0,868
		Within groups	64,401	97	0,646		
4	Sending video segments for trips via Snapchat provokes jealousy of others	Between groups	0,652	2	0,326	0,507	0,604
		Within groups	62,438	97	0,642		
5	Family relations are stressful due to videos and photos sent via Snapchat	Between groups	1,362	2	0,681	0,692	0386
		Within groups	68,638	97	0,708		
6	Posting details of private life converts blessing to a curse	Between groups	1,751	2	0,875	1,207	0,304
		Within groups	70,359	97	0,725		
7	Snapchat video segments explain the difference of physical status from one person to another	Between groups	0,299	2	0,150	0279	0,757
		Within groups	52,061	97	0,537		
8	Hoping to have the better among my colleagues	Between groups	2,439	2	1,219	2,028	0,137
		Within groups	58,321	97	0,601		
9	Video segments posted by girls showing off via snapchat bother me	Between groups	0,961	2	0,481	0,898	0,411
		Within groups	51,949	97	0,536		
10	I feel angry with photos sent via snapchat	Between groups	0,002	2	0,001	0,001	0,999
		Within groups	76,998	97	0,794		
11	Snapchat has negative effect on social relations between relatives	Between groups	0,436	2	0,231	0,413	0,662
		Within groups	54,287	97	0,560		
12	Video segments and photos on Snapchat are not real	Between groups	0,396	2	0,198	0,271	0,764
		Within groups	70,914	97	0,731		
13	Female students misuse of snapchat	Between groups	0,400	2	0,200	0,436	0,648
		Within groups	44,440	97	0,458		
14	Photos and introduced information posted on snapchat do not reflect the real personality	Between groups	0,231	2	0,115	0,436	0,808
		Within groups	52,409	97	0,540		
15	Snapchat is used to enjoy troubles of others	Between groups	0,180	2	0,090	0,214	0,878
		Within groups	66,730	97	0,688		
16	Some people use Snapchat to set others up	Between groups	1,131	2	0,565	0,131	0,398
		Within groups	58,909	97	0,607		
17	beware him whom you have been charitable to	Between groups	2,764	2	1,382	0,931	0,116
		Within groups	60,946	97	0,628		
18	My activities and contribution on family occasions have been decreased since I started using Snapchat	Between groups	0,976	2	0,488	2,200	0,521
		Within groups	72,014	97	0,742		
19	Days to discover the falseness of what is posted by some people via snapchat will come	Between groups	0,575	2	0,288	0,657	0,592
		Within groups	52,985	97	0,546		
20	Posted details of our life leads to the prominence of hearted and envy feelings among families	Between groups	1,008	2	0,504	0,527	0,354
		Within groups	46,552	97	0,408		
the impact of social networks "snapchat" on the appearance of values of "social hatred"		Between groups	0,003	2	0,002	0,001	0,990
		Within groups	16,349	97	0,169		

Table (4) shows that there are no statistical significant difference in the total degree for the students

evaluation of the effect of social networks "snapchat" on the emergence of values of "social hatred due to the differences between hours use of social networks , where the value of "F" is (0,010) , and does not have statistical significance at the level($\alpha \leq 0.05$).The outcome, collectively, assert the agreement among students on the effect of social networks "snapchat" on the emergence of values of "social hatred" whose its degree of effect has become clear in question number one of the current study, and the evaluation of students of the effect does not differ in terms of the difference of hours use of the social network "Snapchat", and this may be because student's attitudes are not affected by hours of use.

4.3 Outcomes of Question number three:

Are there static significant difference in the student's evaluation of the effects of snapchat on the appearance of the values of (social hatred) due to age differences based on the perspectives of female students?

To answer this question independent Samples T Test has been used to reveal the statistical significance differences in the students evaluation of the effects of snapchat on the appearance of the values of (social hatred) due to age differences(less than 20 years, 20 years and more).The results shown in table (5)

Table (5) Statistical significance in the student's evaluation of the effects of snapchat on the appearance of the values of (social hatred) due to age differences (degrees of freedom 98)

No	Effect of social network "snapchat"	age	Average	Standard deviation	T -value	Statistical significance
1	<i>My friends exaggerate posted belongings photos via Snapchat</i>	Less than 20	1,967	0,811	0,775	0,440
		20 and more	2,103	0,810		
2	<i>I feel bothered and annoyed when I see photos which are sent by my friend via snapchat</i>	Less than 20	1,881	0,916	0,273	0,785
		20 and more	1,931	0,896		
3	<i>The purpose of sending photos via Snapchat is showing off</i>	Less than 20	2,214	0,842	0,796	0,428
		20 and more	2,345	0,785		
4	<i>Sending video segments for trips via Snapchat provokes jealousy of others</i>	Less than 20	2,262	0,798	0,405	0,687
		20 and more	2,328	0,803		
5	<i>Family relations are stressful due to videos and photos sent via Snapchat</i>	Less than 20	1,738	0,857	0,625	0,534
		20 and more	1,845	0,834		
6	<i>Posting details of private life converts blessing to a curse</i>	Less than 20	2,048	0,854	1,223	0,224
		20 and more	2,259	0,849		
7	<i>Snapchat video segments explain the difference of physical status from one person to another</i>	Less than 20	2,643	0,656	0,734	0,465
		20 and more	2,534	0,777		
8	<i>Hoping to have the better among my colleagues</i>	Less than 20	2,071	0,808	1,182	0,240
		20 and more	2,259	0,762		
9	<i>Video segments posted by girls showing off via snapchat bother me</i>	Less than 20	2,476	0,740	0,072	0,943
		20 and more	2,466	0,731		
10	<i>I feel angry with photos sent via snapchat</i>	Less than 20	1,786	0,898	1,104	0,272
		20 and more	1,983	0,868		
11	<i>Snapchat has negative effect on social relations between relatives</i>	Less than 20	2,381	0,764	0,353	0,725
		20 and more	2,328	0,735		
12	<i>Video segments and photos on Snapchat are not real</i>	Less than 20	1,952	0,909	1,801	0,752
		20 and more	2,259	0,785		
13	<i>Female students misuse of snapchat</i>	Less than 20	2,476	0,634	0,204	0,839
		20 and more	2,448	0,705		
14	<i>Photos and introduced information posted on snapchat do not reflect the real personality</i>	Less than 20	2,524	0,707	0,978	0,331
		20 and more	2,379	0,745		
15	<i>Snapchat is used to enjoy troubles of others</i>	Less than 20	1,690	0,780	3,009	0,01
		20 and more	2,172	0,798		
16	<i>Some people use Snapchat to set others up</i>	Less than 20	2,048	0,854	1,010	0,315
		20 and more	2,207	0,720		
17	<i>beware him whom you have been charitable to</i>	Less than 20	2,238	0,790	0,337	0,337
		20 and more	2,293	0,718		
18	<i>My activities and contribution on family occasions have been decreased since I started using Snapchat</i>	Less than 20	1,738	0,885	2,785	0,01
		20 and more	2,207	0,789		
19	<i>Days to discover the falseness of what is posted by some people via snapchat will come</i>	Less than 20	2,143	0,814	2,840	0,01
		20 and more	2,552	0,626		
20	<i>Posted details of our life leads to the prominence of hearted and envy feelings among families</i>	Less than 20	2,333	0,687	0,571	0,569
		20 and more	2,414	0,702		
	<i>the impact of social networks "snapchat "on the appearance of values of "social hatred"</i>	Less than 20	2,131	0,443	1,648	0,102
		20 and more	2,266	0,372		

As shown in table (5), with regard to the total degree , there are no statistical significance differences in terms of the total degree related to the students evaluation of the effects of snapchat on the appearance of the values of (social hatred) due to age differences, where T -value equals (1,648) ,which has no statistical significance at the level ($\alpha \leq 0.05$).

There are statistical significance differences in favor of the higher age in terms of the students evaluation of the effects of snapchat on the appearance of the values of (social hatred) , which are represented in the following items : " *Snapchat is used to enjoy troubles of others* ", " *My activities and contribution on family occasions have been decreased since I started using Snapchat* " and " *Days to discover the falseness of what is posted by some people via snapchat will come* ". This reveals that students who are older have more experience in evaluating the effect of "Snapchat rather than younger girls as experience plays a key role in changing attitudes.

4.4 Outcomes of question number four:

Are there static significant difference in the student's evaluation of the effects of snapchat on the appearance of the values of (social hatred) due to the diversity of faculties ?

To answer this question independent Samples T Test has been used to reveal the statistical significance differences in the students evaluation of the effects of snapchat on the appearance of the values of (social hatred) due to the diversity of the faculty (Science and Arts) . The results shown in table (6).

Table (6) statistical differences regards the students evaluation of effect of social networks "Snapchat" on the emergence of values of "social hatred" due to diversity of college (freedom degrees 98)

No	Effect of social network "snapchat"	Faculty	Average	Standard deviation	T -value	Statistical significance
1	My friends exaggerate posted belongings photos via Snapchat	Arts	2,000	0,808	0,616	0,539
		Science	2,100	0,814		
2	I feel bothered and annoyed when I see photos which are sent by my friend via snapchat	Arts	1,980	0,915	0,776	0,439
		Science	1,840	0,889		
3	The purpose of sending photos via Snapchat is showing off	Arts	2,160	0,817	1,623	0,108
		Science	2,240	0,785		
4	Sending video segments for trips via Snapchat provokes jealousy of others	Arts	2,260	0,803	0,500	0,619
		Science	2,340	0,798		
5	Family relations are stressful due to videos and photos sent via Snapchat	Arts	1,820	0,800	0,237	0,813
		Science	1,780	0,887		
6	Posting details of private life converts blessing to a curse	Arts	2,080	0,853	1,055	0,294
		Science	2,260	0,853		
7	Snapchat video segments explain the difference of physical status from one person to another	Arts	2,360	0,851	3,159	0,01
		Science	2,800	0,495		
8	Hoping to have the better among my colleagues	Arts	2,320	0,768	1,807	0,074
		Science	2,040	0,781		
9	Video segments posted by girls showing off via snapchat bother me	Arts	2,500	0,678	0,409	0,648
		Science	2,440	0,787		
10	I feel angry with photos sent via snapchat	Arts	2,060	0,818	1,836	0,069
		Science	1,740	0,922		
11	Snapchat has negative effect on social relations between relatives	Arts	2,340	0,717	0,134	0,894
		Science	2,360	0,776		
12	Video segments and photos on Snapchat are not real	Arts	2,240	0,771	1,301	0,169
		Science	2,020	0,915		
13	Female students misuse of snapchat	Arts	2,400	0,756	0,891	0,375
		Science	2,520	0,580		
14	Photos and introduced information posted on snapchat do not reflect the real personality	Arts	2,400	0,728	0,547	0,586
		Science	2,480	0,735		
15	Snapchat is used to enjoy troubles of others	Arts	2,200	0,808	2,901	0,01
		Science	1,740	0,777		
16	Some people use Snapchat to set others up	Arts	2,200	0,700	0,769	0,444
		Science	2,080	0,853		
17	beware him whom you have been charitable to	Arts	2,180	0,825	1,123	0,264
		Science	2,360	0,776		
18	My activities and contribution on family occasions have been decreased since I started using Snapchat	Arts	2,120	0,824	1,285	0,201
		Science	1,900	0,886		
19	Days to discover the falseness of what is posted by some people via snapchat will come	Arts	2,460	0,676	1,089	0,279
		Science	2,300	0,789		
20	Posted details of our life leads to the prominence of hearted and envy feelings among families	Arts	2,440	0,675	0,865	0,389
		Science	2,320	0,713		
	the impact of social networks "snapchat" on the appearance of values of "social hatred" as a whole.	Arts	2,226	0,347	0,417	0,678
		Science	2,192	0,461		

As shown in Table (6), there are statistical significance differences with regard to the students evaluation to some effects of snapchat due to diversity of the faculty , represented as follows:

There are statistical significance differences at the level 0,01 with regard to the students evaluation of the item " Snapchat video segments explain the difference of physical status from one person to another" due to the

diversity of the college and in favor of students of science faculty, where T- value equals 3,159 , and it is a statistical significance value .

There are statistical significance differences at the level 0,01 with regard to the students evaluation of the item" *Snapchat is used to enjoy troubles of others* " due to the diversity of the college and in favor of the students of Arts faculty, where T- value equals 2,901 , and it is a statistical significance value. There are no statistical significance differences with regard to other items due to the diversity of the college.

4.5 Outcomes of question number five:

Are there static significant difference in the student's evaluation of the effects of snapchat on the appearance of the values of (social hatred) due to the unreal name(implicit name) ?

To answer this question independent Samples T Test has been used to reveal the statistical significance differences in the students evaluation of the effects of snapchat on the appearance of the values of (social hatred) due to the unreal name (use unreal name , use real name). The results shown in table (7).

Table (7) static significant difference with regard to the student's evaluation of the effects of snapchat on the appearance of the values of (social hatred) due to the use of unreal name (freedom degrees 98)

No	Effect of social network "snapchat"	User nname	Average	Standard deviation	T - value	Statistical significance
1	My friends exaggerate posted belongings photos via Snapchat	real	2,320	0,690	1,955	0,053
		unreal	1,960	0,829		
2	I feel bothered and annoyed when I see photos which are sent by my friend via snapchat	real	2,080	0,862	1,092	0,278
		unreal	1,853	0,911		
3	The purpose of sending photos via Snapchat is showing off	real	2,520	0,770	1,658	0,100
		unreal	2,213	0,810		
4	Sending video segments for trips via Snapchat provokes jealousy of others	real	2,520	0,770	1,605	0,112
		unreal	2,227	0,798		
5	Family relations are stressful due to videos and photos sent via Snapchat	real	2,040	0,978	1,662	0,100
		unreal	1,720	0,781		
6	Posting details of private life converts blessing to a curse	real	2,240	0,926	0,472	0,638
		unreal	2,147	0,833		
7	Snapchat video segments explain the difference of physical status from one person to another	real	2,720	0,614	1,113	0,269
		unreal	2,533	0,759		
8	Hoping to have the better among my colleagues	real	2,240	0,879	0,440	0,661
		unreal	2,160	0,754		
9	Video segments posted by girls showing off via snapchat bother me	real	2,400	0,816	0,551	0,538
		unreal	2,493	0,705		
10	I feel angry with photos sent via snapchat	real	2,120	0,927	1,448	0,151
		unreal	1,827	0,860		
11	Snapchat has negative effect on social relations between relatives	real	2,560	0,651	1,644	0,103
		Science	2,280	0,763		
12	Video segments and photos on Snapchat are not real	real	2,560	0,651	3,045	0,01
		unreal	1,987	0,862		
13	Female students misuse of snapchat	real	2,440	0,768	0,171	0,865
		unreal	2,467	0,644		
14	Photos and introduced information posted on snapchat do not reflect the real personality	real	2,640	0,638	0,196	0,114
		unreal	2,373	0,749		
15	Snapchat is used to enjoy troubles of others	real	1,960	0,841	0,070	0,944
		unreal	1,973	0,822		
16	Some people use Snapchat to set others up	real	2,360	0,757	1,645	0,103
		unreal	2,067	0,777		
17	beware him whom you have been charitable to	real	2,400	0,707	0,935	0,352
		unreal	2,227	0,831		
18	My activities and contribution on family occasions have been decreased since I started using Snapchat	real	2,240	0,879	1,558	0,123
		unreal	1,933	0,844		
19	Days to discover the falseness of what is posted by some people via snapchat will come	real	2,480	0,770	0,783	0,435
		unreal	2,347	0,726		
20	Posted details of our life leads to the prominence of hearted and envy feelings among families	real	2,600	0,645	1,855	0,067
		unreal	2,307	0,697		
	the impact of social networks "snapchat "on the appearance of values of "social hatred" as a whole.	real	2,372	0,424	2,369	0,05
		unreal	2,155	0,388		

As shown in table (7) , there are statistical significance differences at the level 0,05 with regard to the total degree of the students evaluation of the effect of snapchat on the emergence of values of "social hatred" ,

and in favor of those who use real names, where T-value is 2,359, and it has a statistical significance.

There are statistical significance differences related to the students' evaluation due to differences in the use of unreal names as follows:

There are statistical significance differences at the level 0,01 related to the students' evaluation of the item "Video segments and photos on Snapchat are not real" due to differences in the use of unreal names, where T-value is (3,045), and the difference is in favor of those who use unreal names.

There are no statistical significance differences related to the students' evaluation of the effect of Snapchat due to differences in the use of unreal names, represented as follows: increase the attitude among students to use unreal than real the use of real names as social networks "Snapchat" has a big effect on the emergence of values of social hatred. The increase of their evaluation to "Video segments and photos on Snapchat are not real" indicates that those who use unreal names are those who post unreal things and information via Snapchat. While, there are no statistical differences between those who use real names and those who do not in the evaluation of the effect of social networks concerning the rest of the values of social hatred, which can be interpreted in light of the group feeling of the effect of Snapchat on other aspects.

5. Conclusion

This study aimed to investigate the effect of social media "Snapchat" on the emergence of some negative social values (social hatred) based on the perspectives of female students enrolling at Qassim University, College of Science and Arts & Ar Rass, the academic year 2015/2016. The results have shown, collectively, the agreement of the students that the use of social media "Snapchat" has led to the emergence of social hatred. The outcomes also show that the overall extent to which the use of social media "Snapchat" plays a role in the emergence of social hatred values is mid, the weighted average of the overall *degrees* regarding students' responses to the items is (2.21), which is close to the minimum value of the effect criterion which equals (2.34). Moreover, the results show that there are no static significance differences in the overall degree of the student's evaluation of the Snapchat effect on the social hatred aspects due to use hours, age and faculty, whereas the results show that there are static significance differences in favor of big age regarding the evaluation of students to some effects of Snapchat, and static significance differences due to type of college.

6. Recommendations

In light of the study outcomes, the researcher recommends the following:

- Conducting more research on "Snapchat" topic and its different social effect sides in order to reach more acceptable results since the outcomes of the current study are limited only to the sample of the study.
- Organizing seminars to educate females how to use Snapchat well and how to invest the social, cultural and scientific benefits introduced by networks.
- Exploiting modern communication technology in the process of teaching and learning, interactive teaching and scientific research since this has many positive influences on the activity and efficiency of students.
- Conducting studies for the purpose of identifying challenges and troubles that hinder the use of modern communication technology, and based on students and faculty members' views. In addition, putting forward remedial plans to overcome such problems.
- It is necessary to monitor and analyze what is posted on social networks "Snapchat", and do thorough studies to reveal the public attitudes towards many issues.

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