The Role of Media on Social Change and Community service from Mutah University Students' Perspective

Dr. Mostafa Mohammad Airout[1] Dr. Heba Ibraheem Hammad[2]
[1]Associate Professor of Educational Administration, [2]Associate Professor of Educational Psychology / Measurement and Evaluation

Abstract

This study aimed at investigating Mu'ta university students' perspectives about the role of media on social change and community service. The sample of the study consisted of (250) respondents. The results of the study shows that the most influential means of communication on social change and community service are, Facebook, the Internet, Arab satellite channels, religious forums and courses, educational institutions, seminars and lectures, while the least influential were non-Jordanian FM stations, and Jordan Television.

The results of the study showed that university students played a big role in the process of social change and community service, and there were statistically significant differences in the students' perspectives about the role of media on social change due to the variable of the academic level. Also, there were no statistically significant differences due to the variables of gender, age and place of residence. The study reached some recommendations.

Keywords: Media, University media, Social Change, Community service

Introduction

University media is considered of the major challenges facing the higher education system in Jordan, and that because of its importance in changing ideas and explaining educational policy and facilitate access to information for all mankind university and work to provide students with the necessary information about their careers academic resources (fields configuration for new students and Orientation towards the disciplines for students according to those fields). university media has a big role in guiding and inform students of different information that they may need in order to facilitate their university and thus help them to succeed in school, and of the most important roles played by the university press, which emphasizes its importance in improving the quality of university configuration based on improving student university performance as a university human resources

Allport has defined the word attitude as "a nervous psycho aptitude organized by experience, and affects the individual responses to all situations and subjects related to it" (Allam 2006, p514) and the attitude is a self-component inferred by virtual responding and it can be learned by through cohabitation and interaction with multiple expertise and positions. The attitude also represents one of emotional goals that the educational institution at all levels is seeking to achieve in learners. (Nashwaty, 2006)

Volunteering in social work is a fundamental pillar in community building and dissemination of social cohesion among citizens, so Western governments are interested in volunteer work greatly, and many studies have confirmed Weak volunteerism in the Arab and Islamic countries compared with western countries (Sharif, 2008 & Al-Quthmi, 2007) because of its recognition of the importance of volunteering in the promotion and renaissance of societies, as well as its role in fostering citizenship and belonging to the community among community members.

Voluntary work is a means of advancement in societies, and in this sense is a tool of development, a form of participation of different kinds. If it is thought that Volunteerism work has developed and developed in the absence of the state in some societies, but it is of great importance in the present age, despite the existence of the state, has become a need for concerted efforts and assistance in particular in the abnormal situations that States and societies are going through from time to time. Hence, some people mistakenly believe that voluntary work was found with the presence of civil society institutions, although these institutions have institutionalized volunteerism, volunteering is more important than these institutions. It is rooted in the human psyche,It expresses humanitarian and emotional motives. (Rahal, 2006)

Problem of the study

Volunteering work represents a civilized behavior promoted by societies and civilizations since ancient times, as it has become a symbol of solidarity and cooperation between members of society in various institutions, where Volunteerism has been closely linked to all aspects of good and good work in all Human societies as a human practice.

There is no doubt that volunteerism is of great importance that positively affects the lives of the individual, the family and society, and from all economic, social and developmental levels, where volunteerism is a practical embodiment of the principle of social solidarity, as a collection of humanitarian, charity and community work.

Voluntary social work is one of the most important means used to participate in the promotion of Societies' status in our time, but the complexity of living conditions, the increase of social needs, make the largest need for voluntary organizations and charities to stand together with the Government agencies to meet these needs. (Al-Farih, 2011)

University media heavily affect students' attitudes towards social change and community service.

This study has attempted to identify the role of university media on the attitudes of master students in Mu'tah University towards social service and community service

Objectives of the study
This study aims to achieve the following:
1- To know the role of media on the students' perspectives about social change and community service.
2- To examine the significant differences between the role of media on students' perspectives at Mutah University about social change and community service according to the variables of gender, age, and place of residence.

Questions of the study
This study seeks to answer the following questions:
1. To what extent does Media affect social change and community service from the point of view of Mu'ta University students?
2. What is the role of media in the social change in Jordanian society from the perspective of Mu'ta university students?
3. Is there any statistically significant relationship in the role of media in the social change in Jordanian society due to the gender variable, age, place of residence, and educational level from the point of view of Mu'ta university students?

Importance of the study
The importance of this study lies in that it helps researchers and readers with the following:
1- It shed light on one of psychological dimensions (attitudes) which affect students' perspectives about role of media in social change and community service
2- To determine the extent to which the variables of (gender, age, and area of residence) would affect students' attitudes towards the role of media in social change and community service.

Determinants of the study
This study was determined only for university students at Mu'ta University during the second semester of the academic year 2015/2016.

Definition of Terms
Volunteerism: is an effort based on a specific skill and experience, which is made by choosing and imposing a social duty and without a financial sanction

Previous studies
The following studies related to the subject of this study:

Bar (2001) conducted a study examined the importance of voluntary work and its individual and social effects, the factors of the success of volunteerism and its obstacles, as well as the effective methods of attracting volunteers to participate in volunteer services, as well as the importance of volunteer work in the Kingdom of Saudi Arabia, the aspects of volunteerism that can be shared by Saudi youth in the field of voluntary services for land.

Al-Baz, 2002, conducted a field study on youth and voluntary work at the university level, and the study was limited to dealing with a number of issues related to youth and volunteer work in the Kingdom of Saudi Arabia. The researcher used social survey of a sample of (163) students from Imam Muhammad bin Saud Islamic University. The study showed the following results:
1. The majority of young respondents are not involved in volunteering despite their desire to volunteer and serve their community.
2. The study adopted the theory of social exchange in interpreting the relationship between the desire of young people to participate in volunteer work and a number of factors related to that desire.

Dominik (2003) conducted a study about the mobilization of young people to volunteer work in Poland to develop programs for young people to make them accept voluntary work. The study concluded that volunteer work will contribute to the achievement of personal and social abilities and enhance self-confidence.

Rahal (2006) conducted a study aimed to find the possible solutions to the problem of the involvement of different segments of society and its potential in social life, voluntary work for the benefit of society, and highlighting on the reality of volunteerism in Palestine, and the disclosure of obstacles and obstacles that prevent active participation in volunteer work. The researcher used the historical method, and the most important results of the study were as follows:

1. Volunteering work in Palestine has declined significantly since the arrival of the Palestinian Authority due to the decline in the positive values, and the lack of interest of the different institutions of socialization to deepen this value for children.
2. There is a lack of awareness of the concept and benefits of volunteering work.
3. Lack of encouraging voluntary work by government and private institutions.

Jabali (2007) conducted a study aimed to know the educational role of the government high school for girls in terms of promoting Volunteer work for Saudi girls, by knowing how well the school is doing in its educational role by clarifying the concept of volunteer work, and awareness of the importance of volunteering, and promote the values of solidarity, cooperation, altruism, sacrifice and sacrifice of girls. A questionnaire was distributed to (630) students, and the most important findings of the study:

The school has an educational role in promoting the values of volunteerism to a minimum degree.

2. The school explains the concept of volunteerism to a minimum degree. 3. The school is aware of the importance of volunteerism to a minimum degree.

4. The school promotes the values of Takaful and cooperation to a minimum degree.

5. The school promotes the values of altruism, sacrifice and sacrifice to a minimum degree.

Zamoum (2009) study entitled Value Change in Social Marketing Campaigns aims to identify the most important values of social marketing campaigns in the UAE society and their relation to the idea of social change. The results of the study showed that different social values The results of the study showed that behavioral campaigns ranked first (37.5%), and behavioral change ranked first (57.5%) of the total levels of social change.

Susanne (2011) also conducted a study about voluntary work in European universities, the researcher called for the need to encourage volunteering in European universities. The field of volunteerism is still traditionally practiced in Europe despite calls for volunteering in some universities to map the current state of research on volunteering in Europe and to contribute to Transfer and exchange of knowledge between theory and practice

Owens, et al (2011) conducted a study the role of young people in bringing about change in local and regional communities. The study aims to involve young people in the Sacramento area to explore the issues they face in their daily lives and identify obstacles to their development in their communities. Young people have produced videos, photographs and a map on The Internet and poetry to express their perceptions and ideas for transmission to others. As a result, young people have an innovative and effective role in social change initiatives that improve their situation and involve them in decision-making processes in their communities.

Design and Methodology

Methodology of the study

Is a social survey aimed at identifying the role of university media in social change from the point of view of students in Mutah University. A questionnaire was constructed along the same lines as the five-digit scale.

Population of the Study

The study population is composed of all students of Mutah university who are enrolled in the study and enrolled in the bachelor's degree during the first semester of the academic year (2016/2017).

The sample of the study

A random sample of the study population was selected equally from the students of Mu'tah University. The total number of responding students was (250) students

Study Tool

In order to achieve the objectives of the study, a questionnaire was developed as a tool for data collection through the review of previous literature, and consultation of experienced and competent. The study tool consists of the following parts:

Part I: Includes the following demographic information:

1. Gender
2. Age
. Study level: first, second, third, fourth and above.
4. Colleges have two levels: (humanitarian) (scientific).
5. Family residence.

Part II: Covers the following paragraphs:

1. the most important means of communication is to influence young people to bring about change.
2. Media role in change

Validity and Reliability of the study tool

The validity of the tool was verified in terms of apparent honesty by presenting it to (4) specialized arbitrators in the field of study. The observations were introduced. The tool was applied to a sample of 30 students. The reliability of the tool was calculated through Statistical Package for Social Sciences (SPSS). The value of reliability coefficient (0.83) is acceptable for scientific research in humanities colleges.

Statistical Methods

SPSS was used to process data, using the following statistical measures:

1. Descriptive Statistics, based on frequency and percentages.
2. One WAY ANOVA analysis, in order to answer the study questions. A level of alpha is less than or equal to (0.05).

The Results of the Study

Below we presented the results of the study according to its questions, where the results are presented according to the sequence of questions.

The First Question: To what extent does Media affect social change and community service from the point of view of Mu'ta University students?

Table (1): Percentages and frequencies to see how the means of communication contribute to influencing young people to social work

Item	Agree		Disagree	
	Frequency	Percentage	Frequency	Percentage
Jordanian TV	174	%69.4	76	%30.6
Jordan Radio	183	%73.2	67	%26.8
Local newspapers, daily and weekly	184	%73.8	65	%26.2
Local FM stations	188	%75.2	62	%24.8
Non-Jordanian FM stations	173	%69	78	%31
Arab Satellite TV	207	%83	43	%17
Non - Arab Satellite TV	165	%66	85	%34

Forum and religious lessons	206	%82.4	44	%17.6
Educational and cultural institutions	203	%81	95	%19
Youth Centers	191	%76.4	118	%23.6
Sports clubs	198	%79.2	104	%20.8
Seminars and lectures	200	%80	100	%20
Internet	208	83.2	84	%16.8
Face Book	211	84.4	78	%15.6

Table (1) shows that the most influential means of communication affecting the role of media in the change, according to respondents, was Facebook (84.8%), followed by the internet (83.2%), Arab satellite channels (83%), then religious institutions(80.4%), followed by educational institutions (81%) then lectures and seminars (80%) followed by sports clubs (79.2%), then youth centers (76.4%), then local FM stations (75.2%) while the lowest percentage was for non-Jordanian FM stations (69%), and the Jordanian TV (69.2%),then non-Arab satellite channels (66%).

The Second Question: What is the role of media in the social change in Jordanian society from the perspective of Mu'ta university students?

Table (2) Percentage and frequency of media role in change

Item	Agree		Disagree	
	Frequency	Percentage	Frequency	Percentage
Media has a role in the involvement of young people in voluntary work and community service methods which contribute to the process of social change	230	91.8%	30	8.2%
Youth participation in social activities contributes to the process of social change	227	91%	23	9%
Young people's sense of responsibility contributes to social change	224	89.4%	27	10.6%
Media has a role in the awareness of young people of political challenges and constructive dialogue, which achieve social change	220	88%	30	12%
The media contributes to changing one's psyche towards achieving social change.	216	86.4%	34	13.6%
Media contributes to change of mindset, thinking and creativity.	215	86%	35	14%
Youth's respect for opinion and other opinion in dialogue has a role in the process of social change	215	85.8%	35	14.2%

The role of media in helping students achieve psychological discipline to achieve social change	214	85.6%	36	14.4%
Youth participation in elections contributes to social change	212	84.8%	38	15.2%
The role of media in the affiliation of youth to parties contributes to the process of social change	205	82.2%	45	17.8%

Table (2) shows that the role of media in enhancing the youth in change focuses on the participation of youth in voluntary work and community service methods, the percentage was (91.8%), then youth participation in social activities (91%), youth responsibility (89.4%) then the youth awareness with political challenges reached (88%), then the role of media in helping the youth in self-control (85.6%), followed by youth participation in elections (84.8%), then role of media in youth affiliation to parties reached (82.2%).

The Third Question: Is there any statistically significant relationship in the role of media in the social change in Jordanian society due to the gender variable, age, place of residence, and educational level from the point of view of Mu'ta university students?

Table (3) the results of variance analysis to examine differences in the role of media in motivating young people to change due to the gender variable, age, school level, and place of residence

Source of variance	Sum of squares	Df	Mean of squares	F value	Sig
Gender					
Between groups	7.566	29	.261	1.047	.401
Within groups	117.146	470	.249		
Total	124.712	499			
Age					
Between groups	14.444	29	.498	1.606	.025
Within groups	145.756	470	.310		
Total	160.200	499			
Academic level					
Between groups	68.281	29	2.355	2.221	.000
Within groups	498.237	470	1.060		
Total	566.518	499			
Area of residence					
Between groups	448.595	29	15.469	1.161	.261
Within groups	6264.627	470	13.329		
Total	6713.222	499			

Table (3) shows the results of the variance analysis to examine the differences in the role of media in enhancing the youth in the change in Jordanian society. There were statistically significant differences due to the variable of the educational level where the value of (F = 2.221) and the level of significance equal (.000) There are no differences in the role of media in enhancing youth in change due to the gender variable, age, and place of residence.

Discussion of findings and recommendations

The aim of this study is to find out the role of media in the motivation of youth in change from the perspective of the students of Mu'tah University. The following is a discussion of the results of the study in the order of its questions.

Discussion of results:

Results related to the first question:

The First Question: To what extent does Media affect social change and community service from the point of view of Mu'ta University students?

The results showed that Facebook is the most influential means of communication on the role of youth in the change according to the opinion of the respondents, followed by the Internet, then the Arab satellite channels, then the forums and religious lessons, then the educational institutions, and then the seminars and lectures, while the lowest percentage was for non-Jordanian FM stations, and the Jordan Television and this result is consistent with the study of Zamoum (2009).

Results related to the second question:

The Second Question: What is the role of media in the social change in Jordanian society from the perspective of Mu'ta university students?

The results of the study showed that the role of the media in motivating young people in change focuses on the participation of young people in voluntary work and methods of community service, the participation of young people in social activities, the youth's sense of responsibility, the youth's awareness of political challenges and constructive dialogue, Then the participation of youth in, and then the affiliation of young parties. This finding is consistent with the study Owens, et al (2011).

Results related to the third question:

The Third Question: Is there any statistically significant relationship in the role of media in the social change in Jordanian society due to the gender variable, age, place of residence, and educational level from the point of view of Mu'ta university students?

The results of the study showed that there were statistically significant differences in the role of the media in the motivation of the youth in the change in the Jordanian society due to the variable of the educational level where the value of (F = 2.221) and the level of significance equal (.000). Also, there were no statistically significant differences due to gender variable Social status, age and place of residence.

Recommendations

In light of the results of this study, the researcher recommends the following:

1. To focus on seminars, conferences, lectures, guidance and educational activities to increase the social awareness to make positive changes
2. Focus on modern means of communication in the process of positive change in community.
3. Encourage youth to integrate into political parties, associations and organizations in order to achieve positive change in the community.
4. To engage youth in the development of political, social and economic plans and programs to contribute to the development of their societies in order to achieve positive change in their community.
5. Encourage dialogue to raise awareness to achieve positive change through media campaigns and propaganda.
6. Including topics in the university curricula on the participation of young people in the political, economic and social programs of the events of positive change in community.
7. Invite researchers to conduct more social studies on scientific bases that address the role of youth in social change and community service.

References

Al-Baz, R. (2002) Youth and Volunteer Work, Journal of Research Security, King Fahd Security College in Riyadh

Al-Farih, A. (2011) "The role of the school in instilling the culture of Volunteering work among young people, preparing and participating in it ", unpublished master's thesis, Imam Mohammed bin Saud Islamic University.

Allam, S. (2006), Educational and Psychological Measurement and Evaluation, Cairo, Arab Thought House.

Al- Quathmi, H. (2007) Volunteering and Motivating our Children towards it, a paper presented to the Second Saudi Volunteer Conference, held in Riyadh from 11-14 / 3/2007.

Bar, A. (2001) The extent to which charitable associations and humanitarian organizations benefit from volunteer work in the Kingdom of Saudi Arabia Dammam Social and Human Studies Center at Al Bir Association in the Eastern Region.

Dominick, M. (2003) Impact study (European Voluntary Service) of the YOUTH Programmers in Poland.

Jabali, A. (2007) "Educational Role of the State High School for Girls in the City of Riyadh in promoting the values of volunteering work for Saudi girls from the point of view of teachers ", Unpublished MA thesis, Mohammed bin Saud Islamic University.

Nashawaty, A. (2006), Educational Psychology, Beirut, Al Risala Foundation for printing, publishing and distribution.

Owens, Patsy Eubanks, Rochelle, Maggie La, Nelson, Alyssa A, Montgomery- Block, Kindra,(2011), Youth Voices Influencing Local and Regional Change, Children, Youth & Environments; Vol. 21 Issue 1, p253-274, 22p.

Rahal, O. (2006) "Youth and Volunteer Work in Palestine", research presented to the Foundation Life for Relief and Development

Sharif, O. (2008) The economic impact of business Volunteerism, research presented to the symposium on volunteerism and its impact on Economic Development, held in Riyadh, 14.4.2008

Susanne, K. (2001) Impact study on Action 2 (European Voluntary Service)Mary, H., A description study of older person performing volunteer work and the relationship to life satisfaction, purpose in life and support, Ph.D., dissertation, University of Laws.

Zamoum, Kh. (2009) Value Change in Social Marketing Campaigns, A Critical Study of Umayyad Campaigns in the UAE Society, University of Sharjah, University Library.