

Social Communication Networks the Most Powerful Present at the Service of Education

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Abstract

This study aimed at building up a knowledge matrix in which the features of the pictures of social communication networks, their concept, most famous ones and their role in serving teaching are revealed. They are web sites and different and various software's which allow people to interact around an idea , a piece of information , a topic or a certain aim .Any educational institution , for example , can initiate blogs or electronic sites specific for them . They allow their students to have access to communication and writing in them about their affairs, interests and educational activities. Social networks have been designed as a new communication language for internet users in society in order to overcome the factors of both place and time cope with current novelties, strengthen social relationships between users to break the barrier of some individuals social isolation, create opportunities for knowledge interactivity and communication and keep up with the huge amount of information, in a way that has increased the desire for learning. Social communication networks are important information media which have recently spread and played political, economic, social and educational roles in the world as are the case in the USA and china. The role of social communication networks (new media) is no longer confined to communication with friends, exchange of social and political debates and spread of beliefs, but their role exceed them .Many companies started to use these sites for marketing their products for communicating with the target crowd. Governments used them for spreading data, information, news and receiving views and comments from people.

However, some people disagree with the idea of using and incorporating some sites of social networks in education as this does not allow equal learning opportunities and makes the learns thinking mechanic and addict to the computer some government like Germany and china expressed their concern about the use of face book, twitter and you tube sites because it violates the private and public rights of students personal files. The study concluded the emphasis on the importance of informational revolution and benefit from their various sites and networks and their current and future effects, especially in educational and teaching fields by encouraging governments to pass legislations on those sites to protect their citizens from the risks and disadvantages of those social networks. People of businesses and companies also should think of solutions such as the use of-Search drives- more specialized Arabic social and scientific network to enrich users scientifically and socially.

Keywords: Network, Social communication, Electronic sites, Blogs, Electronic learning.

1. Introduction

The world nowadays faces great challenges in all political , economic , social, and educational fields .It is described as a small village or a universal village which was launched by (Marshal Macohan) following the end of the cold war which was rooted in all aspects and influenced , in its turn, mans a awareness and perceptions , and his relationship with other individuals as it in flounced his culture and his self and national identity ,as a result of his daily knowledge of the media messages carrying different models of universal cultures and creating a kind of clash between what is inter- national and local , with what accompanies that of the feeling of anxiety and confusion resulting from economic, social and cultural instability (Gharaibeh, 2002).

Education, regardless of its level, has obtained the greatest share in this respect. Globalization has entered all educational institutions without limits or restrictions technology has invaded all different human activities. It has become part of the new educational systems and has taken its natural place in educational curricula. In this case ,the content of education has become covered with the pattern of change, novelty and quantitative and qualitative development for its essential importance in the lives of peoples and countries because educational institutions shoulder big responsibilities related to the states economic plans and human development aiming at the achievement of levels of economic, social and food progress whose positive effects are reflected on the great majority of people and to maintain the societies ability to keep up with the rapid changes in all aspects of lift (To'eima, 2000).

The Twelfth meeting of the Arabic network for the management and Development of human resources which

was held in Oman in 2004 recommended the need for spreading awareness for the importance of the role of electronic learning in the Arab world. It stated the importance of the application of remote learning in the processes of teaching, learning and training which increases individual's competence and efficiency and ends the barriers of time and place. the report also emphasized the necessity for the preparation and rehabilitation of people who develop electronic learning programs through the care of specialists in Arabic departments to provide necessary equipment to carry out electronic learning programs like the (E-learnity) institution in Europe in 1996. It is an institution that take care of electronic learning and spreads it in all European countries (Fuad, 2005).

The use of technology in teaching reinforces the methods of educational communication opportunity becomes available for participation, listening thinking and explaining to create the learners balanced growth in different cognitive skillful and affective domains and to create the analytical skills which the teacher performs through research , training and assessment to achieve the desired aim(Hawkins and Collins,1995).

Based on what has already been mentioned, the educational issue has entered the doors of the fourth revolution, namely, the revolution of communications and information technology. This was preceded by their revolutions stated by American Carnegie institution report. The first revolution happened when writing was invented; The second when the textbook was used in teaching following the invention of printing ; the third when the system of general education was used and the fourth revolution can contribute to the achievement of teaching aims through the use and employment of technology , electronic teaching and social communication networks for the possibility of reaching any piece of information and its ability to develop the individuals skills and satisfy their needs. The spread process of social networks, via wire and wireless techniques, represented in cell phones , computers and the internet and programs and multimedia related to the instructional process among the students of universities and schools , is considered one of the most successful means to create such rich environments and educational systems full of learning and teaching resources , training , growth and self- development in a way that accomplishes students, needs and interests , reinforces their motivation on one part and serves the teaching process and promotes its outputs on the other (Ali, 2010).

Social communication networks are of the most important mass media which have recently increased and people have adopted them in the whole world in general and in Arabic societies specifically. They have played influential political, economic social roles; their influence has extended to the field of education in a way that expert of education assured that they have added a part of human identity through the participation and interaction of the human component in the teaching process, the tact which has increased the desire for learning (Abdalhafez, 2012).

Social networks have been made for the user in the first place and the truth that should be stated is that the user is the one who directs them. If he does well, they will do and vice versa. Their fame and popularity is not courted toy the number of users , but in the manner of their use , employment and outcomes of their users , the networks have become a social , practical and learning personality , they have been used in reality by companies , individuals and institution in differ cat tasks as ways of publication , communication and interaction .

2. Problem of the study

Scientific progress and current technological development have brought the world into the age of rapid connection and communication in which communication means have been moving among individuals, carried by hand and put in a pocket for their small size. their use has become accessible at any time and everywhere .portable devices including cell phones with their developed wireless, Audi and visual techniques have occupied the first place in these means which have rapidly and widely spread regardless of the age , sex or economic standard of the learner to the degree that the number of cell phones in some countries outnumber the individuals in them (Al-Showbalci,2005). This urged governments in both underdeveloped and developed countries to employ whatever new in the fields of education for the sake of developing their systems and furthering their inputs to promote their functional role at the service of individuals and society. the network of social communication , nowadays , embodies an interesting daily topic and an interest core of human thought and busy material for current life as a result of the technical age we are living and the clear concern about innovating education and developing the methods of teaching and instruction as being the most competent in using different types of the sites of connection and communication within the frame of purposeful educational situations based on participation and interaction for the creation of rich educational environments .These enrich the individuals, requirements, satisfy their needs and increase their products to reach high quality educational out puts that keep up with age innovations and achieve the present stage requirements (Al- Harithi ,2008)

Therefore, this study shed light on the role of social networks at the service of education or what is called learning through the third generation amidst what the world witnesses in regard to rapid technical changes and development in the world of communication these developments have dictated new tasks and responsibilities on the educational real state these have made the people in change of education especially the teacher and the

learner seriously think of the importance of the stage that teaching under goes in order to be qualified and able deal with these social networks with a highly efficient degree of mastery that pushes the teaching learning process toward the change qualitative and quantitative development.

3. Study Aims: *The study seeks to achieve the following aims:*

- Shedding light on an important coming stage of education in general and electronic education in particular, it is the hypothetical learning or learning through social communication networks.
- The identification of social networks and their most well know types.
- The study dealt with the uses of social communication networks by some countries.
- The study reviewed the role of social networks in education, their advantages and disadvantages.

4. Study Questions: *The study will answer the following questions:*

- What is the social network, its concept and definition?
- What are the types and most famous social communication networks?
- what are the international and Arabic experiments in the field of using social communication networks?
- What is the role of social communication networks in serving teaching?
- What are the advantages and disadvantages of social communication networks?

5. Study Importance

This study acquires its importance through the discussion about a new technology that is approaching aiming at educational systems with their connections and their wireless devices in general and portable ones in specific to add a new learning type which is the role of the networks of social communication at the service of education as being a form of assumed learning and a crowning of the principles of electronic learning which has spread in the world through its audiovisual cognitive interaction and participating means via intelligent and digital electronic devices within the frame of creating a social environment that should be teaching –learning , constant and vital , free and direct , not tied by the restrictions of time and place . It could eliminate the culture of imitation and classrooms and allow the learner to connect and freely move and reach educational materials and knowledge resources. psychologists have proved that the human mind s process of storing information is determined by the recipients psychological stats .The Greek philosophy supported this idea when Aristotle , in his discussion about know ledge theory , emphasized the necessity for the commitment to the recreational dimension during the process of in instruction . Therefore , there sites will be of the most means which could result in a revolution in the field of education employed in way that conforms with the requirements of cognitive and scientific address, the students will be more enthusiastic, especially when things are relating to the use of social communication networks in the lessons that are considered difficult.

6. Study methodology:

The researcher will follow the descriptive and analytical approach in collecting views, analyzing information, facts and concepts relating to the cores of the study for the sake of building an integrated knowledge matrix which shows the problem, background, importance and aims of the study. This happens through the reference to many studies, researches, articles and examination of some international experimenter the field of using social communication net-works in order to benefit from the presentation about the aspects relating to the concept of social networks, their types, role in education, their advantages and disadvantages

7. Study plan. The study will go through five main cores as follows:

First core: The concept and definition of social networks.

Second core: The types of social communication networks

*Third core:*Some international experiments in the field of using social net-works.

Fourth core: The role of social communication networks in serving education

Fifth core: The advantages and disadvantages of social communication networks

7.1 First core: The concept and definition of social networks.

7.1.1 The concept of social network: First and before talking about social network, the researcher presents what some studies and scientific researches explained and linked connection means and modern information to many models the first model is represented in the technological fact, namely technology only has the power of change in social reality. The optimistic view of technology welcome this change and believes it is a symbol of human progress and a factor of making up for its failure in the field of comprehensive democratic connection shared by humanity however the pessimistic view considers technology as a way of dominating weak peoples and controlling the personal life of the individual and disintegrating his social relationships the second model is represented in the social fact which implies that social structures control the contents and forms of technology ,

namely, the social powers own mass media and determine their content, the third model is the informational fact whose traces started to appear in the beginning of the third millennium. The extent of the progress of countries has no longer been measured on the basis of their national product but on the whole national informational product the most important intellectual in this regard is the sociologist (Scott Lash) who was interested in the current change in the age of post-novelty. He pointed out the contradiction of post-novelty age because it imposes difficult life on man without his connection instruments which connect him with his society. For example, we cannot work without a mobile phone or a computer or any technical forms of social life (Scott Lash) is certain that life will have new characteristics through the work with technology the most important characteristics are its multi-forms and the increase in the efficiency of communication means (Rahouma, 2007). The progress that it witnesses and its consequences in all branches of knowledge has imposed new variables in social and changed a lot of behavioral patterns in it. The knowledge explosion has resulted in a revolution in intellectual, research and media products which changed the world from the age of industry to the world of communications and information network. All this has led to the spread of internet services and their technological applications and the movement toward their employment in the process of teaching and learning. This means that the internet as a media mean has become an expression of the flow of media content in more than one direction. The interactivity is considered the most prominent characteristic that the internet has provided, this characteristic did not distinguish but the forms of individual communication, the interactive or network communication completely lacked it. Interactivity means the end of the idea of linear communication or one-way communication from the sender to the receiver; this was the characteristic of mass and cultural communication based on traditional communication means (Al-Shammari, 2012).

The network in itself is a hypothetical universal system which depends on electronic devices and protocols to transfer information and communication, it is not owned by any country or government, it is supervised by a group of companies and institutions called international society whose job is drawing measures and criteria for the networks supervised. Any computer can be linked to the network, communication; sending and reception. The word meeting has different meanings such as the gathering of individuals or ideas. However, in this study it will be dealt with through the technical hypothetical dimension across the different channels of communication with distant individuals and different thoughts.

Therefore, the term social network is used for the group of sites on worldwide web. It makes it possible for communication and transfer of information among individuals in a hypothetical society environment incorporated by concern or affiliation to a country, school or specific class in an international order (Assa'edi, 2012)

Web page for social networks offers individuals a brief instance about them, and allowing them to choose the people who share their views and thoughts. The appearance of Facebook, MySpace and CyWorld has led to the attraction of a great number of internet users to become the most popular sites. The services of social networks have appeared as a main constituent of the techniques of second generation (blended learning and learning by mobile) for the exchange of information and increase of the ability to learn as a preparation for building electronic teaching societies via the internet. They are incorporated by common interest or activities of one type. They provide for them the tools which help them as they have helped in solving educational problems represented in the shortage of electronic teaching in some emotional and social aspects. The human dimension has been added through the participation and interaction of the human element in the teaching process, the fact which led to the attraction of learners' interest and the increase of their desire for educational situations (Abdel Azim, 2012). The role of social communication network has no longer been restricted to communication with friends and exchange of social and political debates and spread of beliefs. Their role has exceeded that when several companies began to exploit these sites for commercials, products marketing and the public communication. The government has also used them for publishing data, information and receiving views and comments from individuals. In this context, "Phillip Tsang" and others stated in their book titled "Hybrid learning" during the Third International conference About Hybrid Learning held in China: Pechin 2010 about the importance of social communication networks, especially "Facebook" in the programs of learning and teaching. These elite representing the most important higher education institutions in China stated that "Facebook" is the most popular among social communication networks. It is a distinguished frame that could compensate some well-known features of teaching in educational and university institutions. The members of this conference stated in their book that the use of Facebook in the service of learning can lead to a lot of benefits such as the ability to reach most portable devices and facilitate the process of distributing instructional materials inside classrooms as well as the facilitation of assessment process, tests conducting and exchange of information among pupils and students (Abdul Razzaq, 2012).

7.1.2 Definition of social networks:

Social networks appeared in the mid-nineties. (Classmates.com) had the precedence in that when it was established in 1995 by Randy Canards, then followed by (SixDegrees.com). These sites were based on the

opening of personal pages for users and sending messages to group of friends, however, they were closed as a result of their in profit ability to their owners . Several years later, a lot of sites were opened which widely spread in the world and had millions of users. It was clear that these social networks caused a great change in the manner of communication and participation among individuals, societies and exchange of information .They are web sites which provide a group of individuals with the possibility of participation in their interests and activities, formation of friendship with other people who have the same attitudes. Social networks have been designed as a new language of address among the time and to break the obstacle of some individual's social isolation, besides the creation of opportunities for known ledge communication and keeping up with the huge amount of information. According to the statistics conducted by the Arabic Network for Human Rights Information in 2009 concerning the real state. The internet in the Arab world , the number of internet users was about 58 millions , Face book users were nearly 12 million and the number of Arabic entries was about 600.000 . Algasair is considered the most country in which there is a wide spread of most country in which there is a wide spread of internet cafes to a number of 16.000. in Egypt , the number of internet user is millions. Moritania is the least country in the use of internet , but the highest number of the users of internet in comparison with population is the United Arab emirates to reach 50%, and Egypt is the most country in the use of you tube (Hamdi, 2010).

Social networks are soft ware's which allow people to interact around an idea, topic or a specific aim. Any educational institution can establish its own entry and allow its students to have access to writing expressing their study or scholastic affairs. It was stalled in ODLIS dictionary that social network is an electronic service which allows users to establish and organize their own personal files as well as to communicate with others (AL-Bustnana, 1995).

Al-Gareeb(2003) defines it as a medium carrying information between connected computers with it , by control systems of data and special protocols and addresses.

He mentioned that is hundreds of millions of mechanic computer around the world linked to each other. With the linking of this huge number of computers, it has been possible to send electronic message in a rapid way in addition to the exchange of files and stable or moving picture and sounds (Al-Ghamdi, 2008).

In another definition, it can be said that social networks are a group of individuals whom we can call friends linked together in a certain way.

7.2 The types and most famous social communication networks

7.2.1 The types of social network: The types of network and their divisions are united in regard to topic and aim, but the result at the end is based on the service presented by a network or another. The following is a presentation of these networks with their different names (Assa'edi, 2012):

A- Networks according to interest and use: 1- Educational network: interested in the gathering of students, learners and teachers at schools and universities through various sites with the aim of the exchange of teaching – learning services. 2- Personal networks: interested in the gathering of specific personalities and a group of friends with the aim of acquaintance and establishing friend ships among them like face book. 3- Cultural network: interested and specialized in a science or an issue or a certain topic with the aim of gathering interested people, each according to his specialization like library thing. 4- Professional networks: interested in gathering of people of similar trades in order to create effective teaching and training environment like linked in

B- Networks according to the way of communication: 1- Written communication networks. 2- Vocal communication networks. 3- Visual communication networks.

C- Networks according to the groups of people: 1- Internal social networking: these networks consist of a group of individuals in a specific or a special community inside a company or an educational institution or organization these are responsible for controlling and entering the site and participating in its activities such as recording, exchanging views and files, attending meetings and taking part in direct debates and other activities like linked in. 2- External social networking: they are the networks which allow all the users of internet, but they have been specially designed to attract the users of the network and allow a lot of users to participate in its activities as soon as the user registers in the site and presents him to it, like face book network.

7.2.2: The most famous (wide spread) social networks: Social networks are not only face book or twitter or you tube there are many other networks which are interested in specialized fields as a result of being not famous , they use Arabic the following presentation will shed light on a group of these networks with their importance and fields :

1- Face book is the biggest social network in regard to applications and number of members it is a site that helps to form relationships between users and help them to exchange information personal photographs , videos and comments all this happens in a hypothetical world which overcomes the obstacle of time and place(Abdul Razzaq, 2011).

2- My space: in spite of the fact that it is older than face book, it has become second in the number of members and it includes a page that can be modified as required.

- 3- Twitter: it is a social network for brief news and you can follow the micro blogs of the members you try to follow up.
- 4- We blogs: it is a personal site on the internet on which a person writes his views and attitudes about various issues these blogs have a date and put in order they are self organized which help individuals to interact through participation and learning via the exchange of ideas and information, besides solving social and political problems the following are examples of the sites which allow the establishing of free blogs (Mansor, 2009): [http://www. blogspot.com](http://www.blogger.com): Bloggrs. <http://www.maktoobblog.com>: maktoob <http://ar.wordpress.com>:wordpress.
- 5- You tube: it is the biggest social network for video own line
- 6- Met cafe: the difference between it and the you tube is the existence of a special program of the site that allows you via it to down load any video immediately in any category or any country you want
- 7- Viemo: you can find a lot of videos in it , but they are inaccessible for recording
- 8- Ikbis: it is one of the strongest Arabic specialized sites as a social network for videos which includes a lot of creative members.
- 9- Deviant art: the biggest site for arts lovers whether they are traditional or digital (drawing, sculpture, photography, design, propaganda).
- 10- Linked in: on of the most famous special social networks of business people and workers in any sector each person there has his own specialization and work through it, you can identify any person in your field.
- 11- Flickr: it is for photography lovers presented by yahoo.
- 12- Blogger catalog: it is a social network for bloggers through which you can put your blogging in the guide existing in the site and identify bloggers in the same field of your blogging.
- 13- Good reads : it is one of the most beautiful specialized social networks for people who like reading there are a lot of these ,but reads has a big number of Arabic books and the number of its members in the Arab world is bigger than any you can participate and look for the books that you have read to add to your list and put the books you intend to read in your list in order not to forget them , besides viewing nomination of your friends or nominations of the site itself (the site includes books in all languages).
- 14- Mawalee: it is the biggest social site for lovers of music and Arabic songs
- 15- Wayn: it is a social network for people who love travel.
- 16- Tagged, Friend star, we game, Ripto, Gamer Dana: they are social networks for people who love games.
- 17- Imdb: they are specialized social networks for movie watchers and lovers.
- 18- El cinema: specialized in the date of Arabic movies.
- 19- There is a group of networks such as Pinterest, Multiply, Ning, Hi5, Orkut

7.3 Some international experiments in the field of using social networks

It appears from the above mentioned presentation that some countries started to use social communication networks as an important way of teaching .As a result of the difficulty of dealing with all these international experiments in this field, the following ones will be referred to (Abdalhafez, 2012)

The American experiment: It is currently applied in many public and private schools and institutes it is widely practiced by teachers and students a recent study was conducted by a group of researcher in Minnesota university which showed that 77% of all students enter communication networks with the aim of learning, developing skills and being open to new views according to the data gathered in the last six months for students between 16 and 18 years , it was revealed that the students who use social networks sites developed their skills and creativity in a good way. Christine Jrinho , a researcher in the study , pointed out that including helped teaching curricula in social networks helped schools to become more important and purposeful to students the teachers became able to increase students involvement in education , further technological competence , reinforce the spirit of co-operation in classrooms and build up better communication skills . she added that thinking is not just in blending your own technology , but in creating more spreading and important tasks which will lead to the development of critical thinking , problem solving and the capability for students international participation.

The Chinese Experiment: A lot of schools in Chinese regions and areas have used social communication networks to promote the relationship between the teacher and the learner. Studies proved the efficiency of this experiment. Rangowye Hang stated that the experiment broke the routine of instruction and the student became more creative. Simon tchyang added in his book recently published under the title (hybrid Teaching) that these networks have a great ability to convey information to the mind of the recipient easily and spontaneously. He called all educational institution for the expansion in this experiment and scrutinizing in its psychological and practical aspects this can remove the feeling of alienation which some students may have inside classrooms. This will help to overcome the obstacles which sometimes separate students from the educational institutions to which they belong. Meanwhile, we do not call for an ultimate negligence of the formal nature of the course of classes. This happens in a balanced way which ensures stability inside educational institutions. The expert in modern education, Philip Tsang, stated that gradation in the use of social communication networks within the , Chinese

educational planning can achieve more benefit to students. It provides the principle of motivation and desire and ensure, getting them to a greater amount of enthusiasm especially when things are related to lessons that some people consider as complicated. An example of them is the lessons (classes) of learning foreign languages which basically depend on openness, dialog and harmony with the scholastic environment.

7.4 The role of social communication networks in serving education

1- The role played by social networks in the development of electronic teaching happens through the addition of social dimension to and making it possible for all participating sides in the matrix of education, starting from the school principal, the teacher and parents and not just concentrating on the presentation of the syllabus to students. This increases the opportunities of communication and contact outside the rang of schools and breaks the obstacle of time. Communications outside the time of the study overcome a lot of formalities that happen inside school. in this way , the individual can communicate with the teacher in a way that provides the environment of considering individual differences . Communication also equips the student with other skills such as discussion and expression of views what have very little room with in the walls of schools in light of the crowding of students in classrooms and too many subjects with the existence of little time for discussions and debates. 2- Some studies pointed out the importance of using social communication sites and social networks in order to benefit from their renewed services in furthering the educational and teaching process, they emphasized that it is necessary for people working in universities and colleges to develop the technological capabilities, offering services to students and following up continuous innovations in a way that goes with time. They called reinforcing positive points which the social networks sites work for their achievement, reducing negative points and avoiding their risks (AL-Masree, 2012). 3- AL- Debiee (2012) in his research called for the employment of social communication sites in education the social communication sites started pare their way to classrooms and a lot of people of education seek to benefit from those medium in achieving their educational aims because the activities of social networks help to concentrate on research , collecting data and communicating with experts , stating that electronic blogs can be used to stimulate discussions constructive dialogs , reaching famous experts and professional development , benefit and mutual co-operation in electronic knowledge sites. The research stated that micro blogs are the most recent social communication sites which go inside classroom but "twitter" is the most important and recent in the world of social mediums because a lot of people of education allow their students to use it in order to communicate with experts for the purposes of research and its use as a source of information about events and social investigation and a network for linking and communication between colleagues. The research mentioned that the use of "twitter" in instructional systems around the world has been increasing and that the past two years witnessed a great number in international educational researches about this topic and its manner of use in classroom- (Abu Dora, 2012). 4- The use of social networks helps in activating the learner's skills, provides an opportunity for learning promotes their abilities and stimulate, creative thinking with different ways because communication and interactivity happen between educated people from different educational environments. 5- The use of social networks in teaching deepens participation, communication and interactivity with other people, learning effective communication methods. It also makes the learner positive and has a role in dialogue. 6- The use of social networks in teaching enables the learners to have a strong teaching aid and it also promotes the educational methods of learning. The learning process requires cooperative environment in which the learner becomes a core of leaning process. 7-The use of social networks in teaching provides an amount of amusement to learners and this is for a specific learning aim of the teacher. 8-The use of social networks in teaching has opened and produced a new language between users with their different language. 9- Challenge participation which enables the teacher to let students participate in the implementation of projects relating to their educational intuitions with the aim of measuring their talents and enriching their capabilities and the extent of their self _trust. 10-Contribution in the transfer of teaching from the stage of competition to that of integration by asking all learners to take part in dialogue and gathering information. 11- Providing learners with ambition by encouraging them to establish and design new applications on communication networks which help the instructional material and spread them for the learners to benefit from then .Many students present their practical applications to each other like those of international schools and institutes who form groups on sites. 12-The most important social networks which have proved their efficiency in the teaching process are the following (Al-Muhya, 2009): Second life, Orkut, Ning , Face book , Teaching English

7.5 Advantages of Social Networks

7.5.1 The following are advantages of social networks:

First: General uses: 1-Social communication networks (new media) nowadays have become the most influencing on individuals, the most dangerous on governments and of an effect on efficiency that has not been imagined by the analysts and experts of media and communication. They have excelled a lot of satellite stations in live transmission of events and incidents which the young people of the new electronic generation have

received in a media race with satellite channels. Those networks cancelled geographical barriers and international borders in a way that communication with any area or individual became simple and easy. This has had the great effect on making the culture of change by influential people of the users of the internet as it happened in the last Arab revolutions which electronically started to become a young popular revolution in the real state as a result of the easy use of electronic sites which contributed to the increase of their users. Statistics showed the number of active participants in 2012 was more than 700 millions. The numbers of users in the USA alone was more than 157 millions in 2012. The users of Face book in the Middle East was more than it millions in 2011 and most of them were less than thirty years old (Abu Dora, 2012). 2- Interactivity: The individual in it is a receiver and a render in the same way as he is a writer and a participant they cancel the bad negative way in the old media television and paper newspapers and provide a space for effective participation the part of the viewer and the reader (Al -Agha, 2010).

3- Variety and multiuse: they are as a means of communication between different sectors of social, each according to specialization and aims. They are used by the student, the teacher, the scholar, the politician, the economist and the trader to exchange communication between the people concerned. 4- Easy use: social networks are used for symbols and pictures which facilitate the process of contact communication and interactivity besides letters and simple language. 5- Saving effort and money: they save effort, time and money in light of participation and registration. The ordinary individual can have a space on the social communication network in a way that they are confined to people with money or a group rather than another.

Second: special uses: Personal uses: they are most common uses: the first spark of social networks might have been for personal communication between friends in a certain area or certain community. This aim has been existed in spite of the development of social networks at the level of services, devices or soft wares and their coming out of the borders of the country to a wider space in this world. through special social networks , information , special files , pictures and video parts can be exchanged , in addition to their being a wide space for acquaintance , friend ship and creation of a climate of a community characterized by unity of thoughts and desires even if their ages , places and qualifications are different

Third: Governmental uses: A lot of governmental departments started to follow the method of communicating with public through the sites of social communication with the aim of measuring developing their governmental services electronic government and keeping up with modern devices. Technical communication with public has become one of the tasks of governmental departments and their offered services. This service is characterized by low cost, direct access to the first user and direct feedback in a way that faults are avoided and distinguished service is obtained social networks can be used for appointments reservation and confirmation , spreading information and procedures , immediate communication with the boss and presentation of notices and suggestions

Fourth: News uses: Social networks have become an original source of news for a lot of their users. This news is characterized by being form its first source and a free individual formation in order to be used in different area of politics and propaganda. Social blogs have been characterized by attracting people interested in news and specialized news sites.

Fifth: calling uses: Social networks have opened the door for communication and call with other people from the sectors of society with their different languages, races and countries a lot of callers and people have opened their special pages and rich sites. It is a positive transfer for international communication in light of official media blocking in a lot of countries. The call through social networks is characterized by being international, spontaneous, continuous with a break of the obstacles of place and time, easy use and communication and saving effort and cost.

7.5.2 Disadvantages of social networks : In spite of the good points of social networks, there are some views which stand against the use and blending of some sites of social networks in teaching because of the following: 1- They are based on unequal opportunities which lead to furthering classes in teaching. 2- They make the learners thinking mechanical some learners may face a difficulty in expressing their opinions in writing and prefer to deal with them orally face to face because they have been accustomed to that . Moreover, dealing with social networks lacks direct experiences that should be acquired by learners. 3- The connection of the learner with this type of interactivity and communication will increase in a way that leads to autism and addiction to the computer as well as the in ability of learners to communicate with their relatives. 4- Their use may imply the violation of private and public rights of some students personal files , German Minister for the protection of consumers , Elsa Agneur stated that the German government is also in a big trouble against face book and Google about issues relating to privacy because German laws protect it more than the agreements of social networks and there are calls in Germany for boycotting face book and others by civil society committees trying to protect the consumers right(Al –Agha, 2010) . 5- The spread of destructive thoughts, forgery and corrupted groups. The American president, Bark Obama expressed his worry about face book in particular during a meeting with the students of wiki field school in Virginia. China also reacted by blocking face book, twitter and you tube sites and used filters

against foreign sites with a content opposing the thoughts of communist party in china it cancelled the search drive Google and The search drive Baide replaced it (Hamdi, 2010). 6- Some anarchist material shows, The American Ministry of Justice, in a study, stated that the trade of indecency and anarchism has a capital of eight milliard dollars and has strong ties with organized crime. This indecency trade includes different means such as books Magazines, videos, anarchist satellite channels and the internet. The statistics of American FBI stated that the indecency trade is the third biggest income source for organized crime after drugs and gambling (AL Gadhee, 2012).

8. Conclusion and recommendation

Current challenges confirm the importance of employing modern scientific innovations in the activities of teaching and learning in order to meet the unprecedented flow of information which constituted the society of knowledge. There have been a connection and integration in services between technology, information connection and media the coming stage, as predicted by a lot of people, will witness new types of different aspects of life in which the internet and its instruments, including social communication sites, play an essential role learning and teaching will not be isolated from these developments. In all cases, the positive use of these sites may contribute to furthering a lot of positive points taking into account the following: 1- The society undergoes a state of new and continuous changes, especially in the field of communications and internet which spread in the whole world and eliminated the barriers of place and time. 2- Young people are the most important core in society which undergoes an importance stage which is overwhelmed by a lot of needs at the top of which is the process of contact and communication in society. 3- Man is sociable by nature and cannot live isolated from people and society. 4- The new hypothetical society witnesses participation from investigators, researchers and people of education. 5- The world, in general and Arabic society, in particular, nowadays lives the post face book time. 6- The number of social networks visitors and participants is increasing and the face book is one of the most important sites in many countries of the world not only in regard to population but in regard to the number of participants. Finally before this tide of information its various sites and its present and future impacts, especially in educational and teaching fields, governments should pass legislations for those sites in order to protect their citizens from the risks and negative points of those social networks. The communities of business and companies have their own responsibilities of finding solutions such as the use of. Search drives and Arabic scientific social networks that should be more specialized to enrich users at scientific and social levels.

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The end

After discussing the study background, importance, problem, aims and question, the study will be in the following five main cores:

First core: Blended learning and electronic teaching.

Second core: Blended learning matrix.

Third core: The models of blended learning and its success factors.

Forth core: Designing the program of blended learning program.

Fifth core: Advantages and disadvantages of blended learning.

8.1 Blended learning and electronic teaching

8.1.1 Blended learning: it is a type of electronic learning that has carried different names which imply the same name in educational circles. It has its method and way of teaching and has been applied in some studies. Several definitions have been common for this type of learning reflecting the researchers' views and their interest in the types of electronic learning, the following are of these definitions:

*It is the restructuring and reformation of teaching content by depending on the theories of learning and combining it with different modern electronic media which provide an interactive environment for the learner the programs of managing the content by transferring it form the traditional classroom to a wider one which is not restricted by time or place (Shatarat, 2010)).

* A type of learning in which tradition learning and electronic learning meet in different ways to obtain productivity with little cost (Byrne 2004).

* The teaching which uses an efficient group of various assessment methods, teaching ways and teaching patterns which facilitate the learning process. It is based on the incorporation of traditional methods, in which the students meet face-to-face and electronic learning (Aleks 2004).

* An integrative system which aims at helping the learner through each stage of learning and is based on the incorporation between traditional learning and electronic learning in different forms inside the classroom (Khameess , 2003) .

* It is a type of learning which combines connected models through the internet and disconnected ones that occur in traditional classes (Harveys 2003).

It is clear that the previous definition emphasized the fact that blended learning is the use of modern communication means such as the computer, multimedia and the internet in the classroom in a way that teaching methods are integrated and students and teachers interact by using electronic materials in an individual way or in groups, without abandoning the normal teaching reality and students' presence, away from the limits of time and place, with least possible cost, in a way that enables the management and control of the teaching process and the measurement and evaluation of students' performance. The study proposes a definition of blended learning: it is an unfamiliar teaching learning method which blends traditional and electronic methods through the employment of modern teaching techniques without neglecting the normal teaching reality inside the classroom for the sake of creating an objective rich interactive teaching environments, not restricted by time or place, that meets the students' needs and reinforces the teacher's position in order to enhance excellent teaching and elevate its outputs. The use of blended learning technology in teaching is not a modern phenomenon, but it is historically connected with the development of man across history. The scientific and educational experiments the early Arab and non-Arab scholars carried out before and after the renaissance were examples of connecting teaching and incorporating it with real facts and going to nature and benefiting from it in reinforcing the senses of individuals and satisfying their needs. In spite of this call, blended learning has not entered the world of education in its modern technical characteristic and its intended organized use before the first half of last century when a limited

number of western school, institutes and universities, especially the united states of Amharic started to use and blend some audio and visual teaching aids in the educational process however, the actual recognition of the importance of aids in education and the necessity of incorporating them in teaching occurred after the second World War when they became an essential part in the educational matrix in general. The most supporting proponents of blended learning called for making teaching without restrictions and limits, respecting the learners, positive role, freedom and culture besides supporting specialized and strategic teaching patterns, strengthening the concept of long life teaching, coping with scientific development and teaching progress, concentrating on knowledge, its discovery, production and employment in teaching situations. Another important thing is the link and partnership between public and private sectors in order to provide financial and technical support necessary for this teaching. Dealing with technology does not eliminate the role of the effective teacher in the teaching process. Without the teacher no appropriate material or teaching media can be assigned or selected. Without his knowledge, guidance, instructions and activities, there will be no effective teaching. The teacher is person who draws the teaching aims, designs and develops programs, is responsible for implementation and assessment. (AL-Ghamidi, 2007).

It is worth noticing that process of blending between different teaching methods does not happen randomly, but through scientific, organization and homogeneous way, which is controlled by many criteria related to the requirements of the educational situation. Some educated people prefer it to electronic learning for the following reasons: 1- Electronic learning concentrates on cognitive and skillful aspects disregarding affective domain. 2- It causes students introversion in which there is interaction between them and the teachers. 3- It faces some difficulties in the application of assessment methods. 4- It requires a certain type of teachers. 5- It lacks social intimacy between the teacher and the learner. 6- Many students still prefer the traditional way of attending lectures.

8.1.2 Electronic Teaching: Some teachers believe that their use of the computer in the classroom or entering the computer lab or sitting in front of the computer and the use of the internet have completely eliminated electronic teaching. Other people think that electronic teaching can be achieved by distributing computers and multimedia to universities, schools and offices. The common belief is that the main field of electronic teaching is the intelligent and electronic brains which characterize language with scientific and technical development. On the other hand, this type of teaching has been famous recently, in a way that its definitions have been about it and the various information media have been interested in it by reviewing its aims and its role in the teaching process. However, the real facts are far away from its reality because electronic teaching is an integrative educational matrix (inputs, processes and output) which includes (Abdulmajeed 2009): 1. Hardware: it includes the infrastructure, the computer and high speed internet. 2. Software: it includes: a learning management system which depended on the internet which provide management and follow-up for the learning in regard to his going in or out and giving him authority and content arrangement, it performs the following processes: registering learner's data, scheduling syllabuses and teaching plan, making content accessible to the learner, tests and assessment communication between learners via the e-mail and other communication means, checking up the learner's performance and issuing reports. B-content management system: it belongs to learning management system which is an advanced system that controls content and it could be open or closed.

3. Human resources: they include system manager, instructional designer and a specialist. In various drawings, programming, goodness control and technicians of support and aid.

4. Legislations and regulations: they include assessment methods, students' attendance, publication rights, quotation, individuals' and information privacy, academic credit and degree conferment.

In light of that, the concept of electronic teaching has gone beyond the use of international machines and instrument and traditional and random methods. It is similar to a complete revelation built on the shoulders of computer technology, soft wares and communication revolution. This blending is not something arithmetic but maximized capabilities in scientific production in regard to quantity, quality and kind. This way emphasizes the integrative view of the electronic teaching matrix and its connection with other system in a mutual way, aiming at achieving the aspired aims. Which ensure the high goodness of teaching and the elevation of its outputs, in a way that conforms with students' needs, individuals ambition the world development and keeping up with international civilization and cultures.

8.2 The matrix of blended learning:

One of the most important things which help in the success of blended learning is to mark sure about its inputs. It should have the potential of implementation, application and assessment in light of the existence of an educated supportive, trained and qualified human infrastructure, as well as a wide societal base in the field of using the computer and the internet. It also requires a dynamic electronic university community which includes instructors, lecturers, learners, technicians, syllabuses, labs, guidance and orientation, training and teaching. The people concerned should have the ability to grasp technology, research, thought, indication, design and an effective electronic connection matrix. These inputs are the following:

8.2.1 Aims: the formation of sound, clear and reasonable aims which are appropriate for teaching ways, syllabuses and students' needs that can be implemented performed, applied, measured and assessed in the appropriate place and time.

8.2.2 Ways and methods of teaching: choosing the ways and methods of teaching which are various, purposeful, equipped with electronic and technical means and co-curricular activities appropriate for implementing study content, accomplishing teaching Aims, meeting students' desires, stressing the principle of learning through practice, partnership, interaction, dialogue, problem solving and enhancing students' creativity, innovation and continuous learning.

8.2.3 Content (syllabus): It is the heart of study plan because it should be characterized by interaction and include aims, knowledge and techniques which the student studies to enrich their skills appropriately. Therefore, syllabus goodness is one of the most important factors related to the goodness of university teaching. The following are requirements that should be available in the syllabus for the sake of blended learning (Ahmed 2007):

- Division of the instructional content into graded and logical units that can be easily understood and achieved, on one hand serve individual learning, on the other.
- Each lesson should contain a detailed integrative explanation, exercises, questions and simulation according to students' needs and allow a continuous student.
- Each lesson should include additional and external knowledge resources that complete students' needs.
- The content should cover the same content included in the traditional syllabus, and should be in harmony with the strategies of the teacher and learning methods.
- The content should employ all possible aspects of technology.
- Capability of syllabus modification (dynamics and flexibility) and Capability of use and re-use

8.2.4 Infrastructure: it includes physical and climate conditions, space, speed and the ability to hold communication means and possible alternatives.

8.2.5 Technical requirements which imply (Amashah 2010):

- Providing a sufficient number of modern computers which are supplied by data show and internet.
- Providing an electronic place for each course and system for electronic learning management.
- A system for managing instructional content electronic assessment programs.
- Electronic sites for communication and dialog guidance and orientation by teachers.
- Hypothetical and traditional classes, and e-mail, messages and electronic simulation.

_ Weekly meeting between student and course supervisors

_ Partnership and connection between public and private sectors

8.2.6 Human requirements (AL-hade 2005)

8.2.6.1- The teacher who should have: _ Desire to transfer from traditional teaching to e-learning

_ Desire to enter hypothetical classes. _ Ability to combine traditional and electronic teaches.

_ Ability to deal with the internet to renew his information and develop syllabuses.

_ Ability to train student to deal with computers. _ Ability to deal with programs of designing syllabus.

_ Ability to design computer tests. _ Ability to deal with e-mail and exchange messages with students.

_ Ability to stimulate students' motivation and create the spirit of participation and interaction in the classroom.

_ Complete understanding of students' characteristics, needs and requirements at all their levels.

_ Observing each student's performance. _ Understanding the aim of blended learning.

8.2.6.2- The learning: the centre of concern for all circumstances of learning to perform this task, the following should be available: _ Real desire in teaching and blended learning

_ Independence which means commitment and persistence for the sake of electronic learning success.

_ Ability to participate in the teaching process in order to be interactive and not just a recipient.

_ Ability of training and dealing with e-mail. _ Capability of perception, complete awareness and mature thinking. _ Capability of dialogue, debate, objective criticism and decision taking. _ Respecting, managing and maintaining time.

8.2.6.3- Computer labs technicians who possess sufficient knowledge and skills which make them qualified for performing their technical, orientation and training roles toward students according to the teaching situation requirements and providing all aid, and support for the sake of the instructional process success.

8.3 Blending learning models and its success factors.

8.3.1 Blending Learning Models: valetan said that blending learning has the following three models as cited by (Al-Ghamidi 2007): 1- Skill development model: it combines self-learning and the teacher who performs the role of supporting and developing knowledge. 2- Situation development model: it is a way in which events and their presentation means are blended in order to develop certain behaviors. 3- Competence development model: this approach blends performance, its supporting instruments with the management of knowledge, guidance and experts resources for the sake of developing competences, acquiring and transferring knowledge. Salem (2004)

pointed out that the process of blending is conducted in several dimensions:

a- Blending network learning with non-network on. b- Self-learning with co-operative one. c- Special pre-prepared content according to need and ready content. d- Learning by practice.

Driscoll, as cited by Abu moussa, stated that blended learning has the following four meanings (Abu (Moussa 2010): a- Learning by blending computer techniques with traditional teaching methods. b- Learning by blending audio visual instructional aides and machines with traditional methods and learning by practice.

8.3.2 Blending Learning Success Factors:

The program starts by a meeting with teachers and students, in which the program aims, its plan, who it is implemented; employed strategies and the role of each one in the success of blending learning are explained through (AL- Buhair ,Muhammad 2009):1- Effective communication between the parties of the teaching process.2- Learners independence in his learning according to his potential and capabilities.3- Encouraging creative work. 4- Emphasis or knowledge and how it is employed in teaching situation. 5- Co-operative work in the form of a team.6- Continuous and flexible choices.7- Students participation in choosing the appropriates syllabus. 8- Reparation as the student is allowed to get the message from different resources in several forms. 9- Its outputs should be measurable to make sure that they are effective.10- This type of learning should be appropriate for a big number of people.11- Availability of the infrastructure which supports its application through the use of teaching technology.12- Its outputs enhance teaching .

8.4 Designing the program of blended learning:

Based on the previously mentioned information blending different teaching methods are not random or moody but occur in a scientific, organize and homogeneous method which is controlled by criteria and standards related to the requirement of the teaching situation . So, designing the blending learning program requires the following:
A _ Determining the type of blended learning program: is it a transferring creative one which implies changing the existing program into a blended pro-gram with technological and electronic means and instruments with the aim of developing and improvising it in order to enhance its performance , or will there be ready blended a teaching program that can be used ?

B- Determining blending ways, types and manner .This is based on the following questions:-

_ What is the best teaching way for conducting content learning in a good way?

_ what is the best way o guiding student learning?

_ what is the best way for providing re-agreement, procedures and institutional limits in blending learning?

Therefore, the designer of lessons based on learning has to implement blended learning by depending on

(Abu Moussa 2010): 1- Analyzing the content into graded antis which include facts , concepts , generalizations ,principles and additional resources in order to make it easier for understanding, explaining, analyzing, structuring, criticizing and assessing them. 2_ Determining the way and method through which each content item will be implemented. 3_ determining students' needs and recognizing ideating their interests and individual differences. 4- Organizing requirements and records to organza the work environment (registrations of attendance, absentees and lecture times hours). 5- Determining unnecessary time and place circumstances for the program.

8.5 Advantages and disadvantages of blended learning.

8.5.1 Advantages of blended learning:

studies and researches unanimously agree that blended learning has many advantages, We can state what was cited by (Abu khutwah 2009) and (Charles and other2004) as follows: 1- It provides mechanisms of connection and communication, enhances social and partnership relationships and increases interaction between the parties of the teaching process (teacher, student, syllabus, trainer and technician). 2- Low cost and financial expenditure in comp-arisen with electronic learning. 3- Linking aims with results. 4- Increase in the possibility of obtaining information quickly, freely and flexibly between sites and people going beyond the limits of time and place. 5- Promoting the concepts of group and co-operative work. 6- Generating the learners feeling that learning occurs outside the four walls of classroom. 7- Combining the advantages of electronic learning and those of traditional learning without any aversion. 8- Enriching human knowledge and employing it by using the methods of understanding, analysis, structure and enhancing the goodness of teaching process, product and teachers competence. 9- Perfect use of teaching technology in the field of design, implementation and application in blended learning.10- Perfect use of financial and hypothetical resources.11- supporting traditional teaching ways through modern technical media.12- Integrating the formation and final assessment systems of students and teachers.

8.5.2 Blended Learning Obstacles

In spite of all that has been mentioned about the advantages and benefits of blended learning, there are sometimes some human, financial and procedural obstacles which hinder its application as follows:

1- The low level of experience and skill of some students and teachers when dealing seriously with teaching technology and computers.2- The low level of specialist's actual participation in curricula, education and

teaching in marking compact electronic syllabuses. 3-The difference in the competence of computers, the versatility and capability of computer nets and their fast development from one generation to another hinders coping up with them. 4- The low level of efficiency of the system of observation, assessment, correction, attendance and absentee of students.5- Feedback, encouraging and marking-up are sometimes available. 6- For some academic stages, especial elementary, and some curricula and syllabuses, especially those demanding practical skills, use of electronic teaching is useless. 7- Emphasis is on the students' cognitive and skillful domains rather than the affective ones.

9. Recommendation

Before this scientific progress and knowledge revolution and its present and future impacts, especially in educational fields and in light of has been referred to in the students literature, the researcher recommends the following: 1- Electronic teaching is a precious requirement for teaching circles, but its high cost and its many requirements prevent its complete application in the teaching process, in a way that it is possible to apply one of its types such as blended learning or remote learning or open learning.2 - Reconsidering university programs, curricula and their implementation strategies for the sake of coping up with electronic and technological concepts, combining them with high quality instructional ways, presenting them to student in a way that achieve the requirements of invention and creation and meet the need of individuals and society.

3_ Confirming the importance of blended learning and its possibility in the teaching process as it combines more than one method of teaching and meets the requirements of teaching situation.4_ Confirming the importance of using technology in teaching together with information technology.

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The end

7. Definitions of procedures:

***Blended learning:** IT is one of the forms of the forms of electronic learning which combines, in its use, information and communications technology and the other traditional teaching methods. In a way that they become integrative and interactive with students and teaching aims and students benefits without disregarding the teaching reality of the classroom.

* **Electronic learning:** It's a *teaching* – learning methods in which modern communications means, many various multimedia and computers techniques are used in the in frame of free interactive practical matrixes among the sides of the teaching process, which is not limited by time or place in order to achieve specific aims that serve the individual and society quickly and with low cost

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