

Using the Digital Platforms by Journalists of the Middle East and North Africa (MENA) in Promoting Common Human Values

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Abstract

Digital platforms had been employed during the ideological, economic, and security conflicts in different world areas with different goals. Sometimes they caused big disputes among individuals and societies and violated the system of values.

Publishing this article aims to find out how journalists use digital content in entrenching common human values, using the descriptive approach. A questionnaire distributed (in January 2021) to a simple random sample included (1568) journalists from the Arab Middle East and North Africa (MENA). The most important results were; the most digital platforms and applications that were adopted by Journalists were facebook (mean=4.48), Instagram (mean=4.22), and WhatsApp (3.16). The journalists worked through digital media to promote the values of love (mean=4.58) and peace and to promote the spirit of brotherhood in one society (mean=4.57). They used most of the mechanisms of social media to promote highly the values of love and peace; Participation in dialogues and comments on social networks (mean=4.45), and Share publications that call for love and peace (mean=4.36), but it had been displayed that journalists use rarely the films and documentaries (mean=1.65).

Keywords: Digital media, Arab journalists, digital content, human values, peace culture.

توظيف الصحفيين في منطقة الشرق الأوسط وشمال إفريقيا للمنصات الرقمية في تعزيز القيم الإنسانية المشتركة

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ملخص

استخدمت المنصات الرقمية خلال الصراعات الأيديولوجية والاقتصادية والأمنية في مختلف مناطق العالم بأهداف مختلفة. كما تسببت في بعض الأحيان في خلافات كبيرة بين الأفراد والمجتمعات، وانتهكت منظومة القيم من خلال التغريدات والمنشورات السيئة. وعليه، هدف هذا المقال إلى الكشف عن دور الصحفيين في توظيف المحتوى الرقمي في ترسيخ القيم الإنسانية المشتركة باستخدام المنهج الوصفي واستبيان وزع خلال شهر يناير 2021 على عينة عشوائية بسيطة بلغت (1568) صحفياً من الدول العربية في منطقة الشرق الأوسط وشمال إفريقيا (MENA) وتوصلت الدراسة إلى عدد من النتائج أهمها: إن أكثر المنصات والتطبيقات الرقمية التي اعتمدها الصحفيون هي facebook (بمتوسط حسابي 4.48) و Instagram (بمتوسط حسابي 4.22)، وبمرتبة متوسطة whatsapp (بمتوسط حسابي 3.16)، عمل الصحفيون من خلال منصات الإعلام الرقمية على نشر قيم المحبة والسلام (بمتوسط حسابي 4.58)، وتعزيز روح الأخوة في مجتمع واحد (بمتوسط حسابي 4.57)، واستخدموا معظم آليات وسائل التواصل الاجتماعي للترويج لقيم الحب والسلام، مثل المشاركة في الحوارات والتعليقات من خلال المنصات الرقمية (بمتوسط حسابي 4.36) بينما أظهر البحث ندرة استخدام الأفلام والأفلام الوثائقية في تعزيز القيم (بمتوسط حسابي 1.65).

الكلمات الدالة: الصحفيون، منصات الإعلام الرقمية، المحتوى الرقمي، القيم الإنسانية، ثقافة السلام.



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Introduction

Today, the world passes by conflicts of internal and external agendas. After they targeted their security, livelihood and their lives, destroyed the plow and offspring, drained the human treasure of youth energies and scientific competencies, the elements of their strength, well-being and well-being, these conflicts have decimated the community and value structure of the peoples; such as love, peace, cooperation, synergy and solidarity.

In any case, the soft power represented by digital media platforms, including social media in particular, cannot be absent from the scene, as the platforms have a social communication movement that represents an image of what is happening in the reality of people's public behavior, so we find ourselves in front of a communicative environment, in which people and content makers are divided into two teams, one that stirs up disputes and divides people, increases hatred and hatred, and mobilizes supporters in order to increase the fire, and a second works to extinguish social fires, direct advice, promote social values that reduce the gap among individuals and prevent the conflicts in the world.

The Arab society has witnessed a period of conflicts that destroy everything, and hid all the shades of love and peace. So, this article comes to find out the level of using digital media content and digital media platforms specifically in consolidating common human values, asking a sample of professionals of formulating and understanding the news, as well as their closely contacting with most of the events taking place in the Arab region.

The human values represent the principles upon which life is based, and all religions have brought them with the aim of a decent life for humanity, and the greatest of those values are the value of peace and coexistence, acceptance of others, rejecting extremism, division and discrimination, and thus working to strengthen the bonds of brotherhood and love among all individuals society, they are human values that a person must adhere to, and maintain their application in his behavior and morals.

In the middle of conflicts and wars, and with the new communication revolution represented by digital media and its applications, communicative initiatives and journalistic efforts have emerged that seek to enhance human values, including the values of love and peace between peoples and societies. Spreading the truth and investigating it and protecting human rights. Journalists must have benefited from the new communication revolution and the applications of digital media in achieving their noble goals, and therefore the problem of the study focuses on knowing the extent to which Arab journalists(in MENA region) employ digital media platforms to consolidate human values and values of love and peace in the contemporary Arab society.

The importance of rticle is for discussing the common human values, the values of human coexistence, and the harmony sought by peoples; Individuals and governments, and the urgent need for people to touch areas of love in all aspects of life, including the process of communication through various media, including applications and digital media platforms. The research also deals with a topic in a time full of conflicts and struggles. Terrorism has stripped people's homes of their security and joy, and has become the most urgent need for a decent life with love and peace.

Also , the digital media applications are witnessing a great expansion, and they have sometimes disturbed the peace of life, so the study comes to display the importance of employing these applications and platforms for the benefit of society as a whole with more coexistence, love and peace, and common humanity values.

The article aims to reveal the effectiveness of MENA journalists' employment of digital media platforms in consolidating common human values in contemporary society. Also it seeks to identify the most prominent digital media platforms that journalists employ in promoting common human values, the most prominent of those values, and the mechanisms of employoing platforms. So the research seeks to answer the following questions:

Q1. Are the MENA journalists using certain digital media platforms to promote common human values? What are they?

Q2. What are the most common human values that are promoted by MENA journalists using of digital media?

Q3. Which mechanisms that are adopted by MENA journalists when they are using digital media platforms to promot common human values?

Literature review

The theoretical background of the subject is based on social responsibility theory that emphasizes the responsibility of

the media in spreading and clarifying the values and goals of society, considering that the media is an educational tool, as it is a means of social upbringing, with an objective presentation that is not tainted by forgery (Al-Musa, 2009, p. 83).

Also, it suggests that the media have to be obligated with ethical controls. It emphasizes a set of principles represented in the necessity of the press and the media, through their various means, contribute to certain obligations towards society, and that the media can act according to societal logic and fulfill the obligations entrusted to them by respecting the standards related to the information publishing such as; accuracy, balance, objectivity, etc. So, the media must avoid publishing what encourages crime, violence and social chaos, and must respect pluralism, reflect the freedom of diversity of opinions, the right to reply, and the society has the right to get the media that maintain professional standards during the performance of their functions (McPhail and Phipps, 2019, P.106). The theory states that media must avoid conflicts during wars and conflicts, accept public opinion and works for the citizens, publish the truth, and it can be questioned by the law and public (Bajracharya, 2018).

So, the social responsibility is an ethic theory in which individuals are responsible for fulfilling their civic duty, and the actions of the individual should benefit the entire community. Accordingly, it is expected that journalists will be more socially responsible through using the digital communication platforms and publications, which must adhere to the ethics of the journalism, especially since they are the most knowledgeable people in publishing ethics. Therefore, as social media applications have impacts on all sides of our life and present a good opportunity and a suitable environment for communicating, (through the form of text, image and video), the users will be in responsible of respecting all the human and social values.

Human values; concept and significance

The Values are “a set of laws and standards that arise in a group, and from which they take criteria to judge actions and material and moral actions, and have power and influence on the group, so that it becomes obligatory, necessary and general, and any infringement of its directions it is considered as a infringing to the principles of the group and its ideals” (Ahmed, 1986, P.250).

Common human values are “beliefs associated with emotions and motivational constructs that encourage people to pursue desirable goals in a peaceful society”. Also he defined them as “criteria that guide the selection or evaluation of actions, policies, people, and events” (Schwartz, 2012, p.4).

Terminologically, the human values are the principles and laws that represent a universal standard for humanity, without racial, national or religious discrimination. They are like common morals among people, such as love, peace, coexistence, generosity, cooperation and good treatment. Linguistically, the vocabulary of peace means “the safety, wellness, delivery, safety and reconciliation” (Academy of the Arabic Language, 2004).

So, the values – in general- refer to a state of harmony, security and stability that prevails in society and allows development and prosperity for all. There are three concepts used in the field of peace and they are; Peace making, that is helping the conflicted nations and societies to reach a negotiating agreement, peacekeeping: which means preventing the parties to fight among themselves, and peace building: it means building the conditions of society in order to be able to live in peace, and this includes several methods such as education In the field of human rights, economic development, increasing aid, social solidarity, and restoring harmony and harmony among groups of a single society (Al-Sarraf, 1996, p 134).

According to the United Nations, the culture of peace is defined as “a set of values, attitudes, traditions, patterns of behavior and ways of life, which are based on a set of obligations thereof; Respecting life, ending violence, promoting the practice of non-violence through education, dialogue and cooperation, full respect for the principles of sovereignty, territorial integrity, political independence of states, and non-interference in matters that are fundamentally within the local responsibility of any state according to the principles of the United Nations and international law” (United Nations General Assembly, 1999). In same direction, the United Nations stated in the Universal Declaration of Human Rights 2003, that the ideal human values are “peace, freedom, social progress, equal rights, and human dignity” (United Nations, 2003).

The role of digital media in enhancing human values

Digital Media Platforms: A set of new digital websites and tools that enable us to produce, publish and receive media

content, in its various forms, through electronic devices (media) connected to the Internet, in an interactive process between the sender and the receiver, such as Facebook, blogs of all kinds, videotex and digital television (Alrahbani, 2011, P. 39). The digital media platforms include Facebook, Twitter, Instagram, WhatsApp, Viber, Snapchat and others. The posts and tweets are called digital content to indicate to all materials and content published on digital communication platforms, including publications and tweets, whether text, pictures, or other attachments.

The right role of the media is to promote a culture of love and peace by teaching the viewers and followers, the basic human values and skills of evaluating the products of media. As well as providing the viewers with skills of monitoring the media and analyzing its effects, in addition to, legalizing the media in order to eliminate intolerance, excessive violence, abuse and exploitation (Al-Abd, 2002, pp13-33). Some researches suggest that intense viewing of television violence can change children's views of the acceptability of violence and possibly even hinder the development of their moral reasoning. Fictional violence portrayed as justified or heroic is heavily involved here again indicating the importance of content that children are viewing (Jamwal, 2016, P. 5726).

The digital media have allowed people to be producers of content and participate in the dialogue that spans the world in real time. These changes are an integral part of the global landscape today and are a revolution in and of themselves when viewed in the context of the history and course of communication patterns (Lilian and Philip, 2012, P.6).

The digital media is a suitable platforms for who has the competence to communicate and influence public opinion, or in a group of human groups, and it is a giant interface for the positive influence of whoever wants, and for this many institutions, organizations and countries have embarked to design special programs to address their audiences through these digital platforms, looking for speed, impact, response and interaction. The necessity of spreading the good values and coexistence is urging matter at the present time. So the digital platforms such as social media represent a wide space and a communicative environment that is common to all, in which must be invested for enhancing the high human values and morals, rather than exploited from the sick souls in spreading what disturbs security and peace conditions.

The digital media and emotion

The digital media are suitable environments to spread the emotions, so it is logically that some users, individuals or companies try to promote the expression of feelings because emotions keep people interacting on the platforms. The way emotions attract attention is an important part of explaining why emotional content is so prevalent on social media (Brady et al. 2020). So, the emotional information spreads more quickly on social media than information that is not related to emotions. For example, Tweets about cancer that included joy, sadness and hope are liked more than others, and those containing joy and anger are retweeted more than others (Wang and Wei 2020).

The previous studies

Hmessi and Hamidi (2020) suggested in their analytic descriptive study on (100) students about effect of Social Networking Websites on Social Values of Algerian University Students, that most value promoted by social media was "Volunteering work" 57.4% , then the value of "friendship" 53.3%, followed by the value of "cooperation" by 54.4%, with the same percenta the values of "respect" by 50.5%, and value of "helping the needy" 50.5%. , and "tolerance with others" 47.5%.

In a critical theoretical study, Wahyuningsih (2018) revealed the importance of using the language of peace in social media and its effects to promote peace, and the effects of language (which constitute the basic content of digital platforms) cannot be denied exceptionally to preserve peace or possibly harm it. The promise of language is one of the things that can become problematic on social media when language users tend to display rude methods and speeches. Sometimes they use words that may be accompanied by gestures, shouting, pictures, shouting, etc. As a result, it will lead to chaos, conflict, verbal, and physical violence and possibly death. Given this, it must be the users of the language, writers or speakers who were responsible for choosing their own words to spread to mitigate conflicts. In addition, they should be aware of the use of language, and its social connotations to promote peace and coexistence.

Al-Azizi (2016), in his survey research with a regular random sample of (150) Yemeni journalists, focused on Yemeni journalists' uses for digital media platforms and their achieved gratifications. The results of research showed a statistically

significant relationship between the motives for journalists' use of digital media platforms and the fulfillment of their press satisfaction and showed a significant difference in the motives of journalists' use of digital media platforms due to personal variables. It also showed that journalists' use of digital media platforms is for the purpose of expressing opinions first, and secondly to follow news and developments. It also displayed that journalists spend the most time using Facebook (at least three hours). She also clarified that journalists use Facebook to a high degree in their journalistic work, and Twitter and YouTube in a mid degree.

Al Tayyar(2014) stated, in his descriptive- analytic study on (2274) students at King Saud university about effect of social networks on values, that the most important feature of changing values was enabling the students to talk freely, and make a dialogue darely.

In his descriptive and analytical research using a questionnaire distributed on (255) of Facebook users, Farrugia (2013) referred the effect of new media on interpersonal relationships. The research resulted that the use of Facebook affects in relationships, increases jealousy between friends, and the relationship was positive between the use of Facebook and the jealousy of users, and the study showed that facebook develops the relationship between spouses, but it increases the jealousy between them, and showed that Facebook allows the user a confrontation arena that is not facing This leads to a different development in the relationship.

Sadrudin (2012) focused, in her qualitative descriptive research, on explaining the role of the media and non-governmental organizations in promoting pluralism in Pakistan, and their contributions to protecting human values such as freedom, justice, brotherhood, religious ties, respect for opinion and belief...etc. The research showed that civil society organizations have had significant contributions in consolidating the concept of unity and citizenship, strengthening the spirit of brotherhood among the various groups of Pakistani society, and focusing on civil rights for all members of society.

In more details, Mcgrath(2012) revealed the impact of new media technology on social interaction at home, and whether digital media technologies inside the home are working to produce new generations of families, or lead to privatization within the family. The study adopted the descriptive and analytical approach using a case study on four cases of families that included observing the participants and conducting interviews (continuous interviews with two from each family). The total number of the members of the families under study is (17), and the results of the study revealed that digital media technologies negatively affect the social interaction between individuals within the family. And that the family is immersed in digital media technologies. And that there is a close relationship between digital media technologies within the home and social interaction. In addition, the main findings concluded that digital media technologies in the home are increasing social isolation and privatizing people's lives within the family.

Comments on previous studies

Previous studies showed the impact of digital communication platforms on various social and human values, and some of those studies highlighted the impact of digital platforms in promoting pluralism and the values of freedom and brotherhood among members of society, as indicated by Sadrudin (2012). In addition, social networks may be misused, negatively affecting social interaction, causing isolation, and privatizing life even within the family, as shown by Mcgrath's study (2012), and may increase jealousy between friends and spouses, as shown by Farrugia (2013) study.

Other studies, such as Al-Tayyar's (2014) and Al-Azizi (2016) studies, showed that digital communication platforms have a significant impact on enhancing the user's ability to dialogue, express opinions, and follow developments. In addition, studies have highlighted the impact of these platforms in promoting general universal values, as in the study of Wahyuningsih (2018), which confirmed the impact of social media in promoting peace values using linguistic capabilities, and choosing appropriate words for this that emphasize the promotion of peace and coexistence, as well as a study Hmessi and Hamidi (2020), which showed that among the most prominent values received by university youth through digital communication platforms are volunteerism, friendship, cooperation, respect and tolerance.

The Method

This research is a survey one that analyze the role of digital media in promoting a culture of peace in society, and work

to interpret and analyze it based on logical inferences and statistical methods, to reach results that work to achieve the general objective of the article, which is: the extent to which digital media platforms are used in promoting Common human values in the society. The research population is represented by journalists active on digital media platforms (social media).

Participants and procedures

To explore this study's research questions and hypotheses, an online survey was launched in October 2020. This study's focus is "human values in social media", and the journalists' role in promoting the good values in their posts and tweets in different digital platforms. Participants (N=1568; male=1240, female=328) were selected randomly to answer the online questionnaire, (the researcher published it in many pages and different accounts of Arab journalists in MENA), as shown in Table (1).

Data collection tool and Measures

The article used the questionnaire tool as a tool for collecting data, and it consisted of (41) items, distributed to three fields; were as follows: (1) the most prominent digital media platforms, (2) the most prominent human values, and (3) mechanisms for promoting human values. The validity of tool in measuring the purpose for which it prepared was done by presenting it to (3) arbitrators specialized in media, sociology and psychology research, then they expressed their suggests and notes about it, then the researcher modified it according to that. The items of questionnaire demonstrated an acceptable degree of internal consistency when subjected to reliability analysis; thus, the items were summed and averaged to create a composite measure. Reliability statistics for each measure are provided below. Fifth Likert scale was adopted, where 1 = strongly disagree, 2=disagree, 3= neutral, 4= agree and 5= strongly agree. The whole responses were (M = 3.73, SD = 0.57), and Cronbach's α = (0.87),

Table (1): demographic characteristics of sample

Variable	the number	The ratio
The country*		
Iraq	408	26.1
Jordan	532	33.9
Algeria	196	12.5
Lebanon	104	6.6
Palestine	80	5.1
Morocco	64	4.1
Egypt	184	11.7
Total	1568	100.0
Years of Experience		
less than a year	16	2.0
From 1 to less than 3 years	72	9.2
From 3 to less than 5 years	32	4.1
From 5 to less than 7 years	96	12.2
7 years or more	568	72.5
Total	784	100.0
Career Title		
Secretary	20	1.3
Journalist	572	36.5
Reporter	88	5.6
Editor	264	16.8
Adviser	28	1.8
Photographer	32	2.0
Sales Manager	12	0.8

Variable	the number	The ratio
Academic	176	11.3
Clerk	88	5.6
Broadcaster	32	2.0
Editor in chief	112	7.1
Designer	64	4.1
Office manger	16	1.0
Proofreader	16	1.0
Director of Editing	48	3.1
Total	1568	100.0

Source: by the researcher based on the research results of spss.

* More participants were from Jordan and Iraq; that may due to the large number of Iraqi and Jordanian pages which researcher had reached to publish the questionnaire. Another reason; most of questionnaire online webinar and conferences that researcher published the questionnaire through them, during period of study, were from Iraq and Jordan.

Data analysis

Data cleaning and preliminary analyses were all performed in SPSS® (Version 26.0). To explore the answers of sample, a series of analyses of means and deviation standards respectively were conducted to examine communicative behaviors by journalists in their digital efforts towards human values.

The Results

Results of the first Question: Are the MENA journalists using certain digital media platforms to promote common human values? What are they?

To obtain the results of the sample responds on this field, the means and standard deviations of responds were extracted as shown in Table (2):

Table (2): The means and standard deviation of the sample responses to the most prominent digital media platforms used to promote a culture of peace and common values of humanity.

#	Item	Mean	Standard deviation	Rank	Concord
1	Facebook	4.48	.880	1	High
3	Instagram	4.22	.970	2	High
5	Whatsapp	3.16	1.30	3	Mid
12	Imo	2.97	1.57	4	Mid
8	YouTube	2.94	1.61	5	Mid
10	Electronic journals	2.93	1.59	6	Mid
4	Snap Chat`	2.87	1.28	7	Mid
11	Websites	2.83	1.49	8	Mid
2	Twitter	2.82	1.33	9	Mid
6	Viber	2.36	1.03	10	Low
7	Telegram	2.27	1.17	11	Low
14	Tik Tok	2.23	1.10	12	Low
9	LinkedIn	2.12	1.04	13	Low
13	Tango	2.00	1.02	14	Low
	Total mean	2.92	.610	Mid	

Source: by the researcher based on the research results of spss.

From the table (2), it is displayed that the total mean of field "the most prominent digital media platforms that journalists adopt in promoting the values of love and peace" is (2.92), and it comes in the mid level. The means of the items of field range between (4.48) and (2.00). Item (1), which stated that one of the most prominent networks used by journalists is facebook, had a mean (4.48) and a standard deviation (0.88), which was within the high level. It was followed at the same level by item (3), which stated that (Instagram) was one of the most used applications by journalists in promoting the values of love and peace, with a mean (4.22) and a standard deviation (0.97), then at the medium level, items (5) and (12) which included whatsapp and Imo, with means (3.16) and (2.97) and standard deviation (1.30) and (1.57) respectively. While in the last ranks, item (9) (LinkedIn) came with a mean (2.12) and a standard deviation (1.04) which was within the low level, and in the last place, item (13) (Tango) came with a mean (2.00) and a standard deviation (1.02). It was definitely within the low level.

Results of the second question: What are the most common human values that are promoted by MENA journalists using of digital media?

To obtain the results of the sample responses on this field, the means and standard deviations of responses were extracted as shown in Table (3):

Table (3): The means and standard deviation of the sample responses to the most prominent values that journalists promote them

#	Item	mean	Standard deviation	Rank	Concord
20	Peace and harmony among members of society	4.58	0.71	1	High
15	Spreading the spirit of brotherhood among individuals of society	4.57	0.80	2	High
28	Warning against terrorist ideas and activities	4.55	0.86	3	High
25	Rejecting the hate speech	4.52	0.77	4	High
26	Rejecting the sectarianism and fanaticism	4.50	0.81	5	High
17	Consolidating the value of cooperation in overcoming adversity	4.48	0.79	6	High
23	Consolidating the value of tolerance and forgiveness	4.45	0.86	7	High
19	Spreading the culture of volunteering and charitable work	4.45	0.69	8	High
21	Condemnation of ongoing conflicts and struggles	4.44	0.92	9	High
18	Developing the altruism and donating to humanitarian cases	4.42	0.72	10	High
24	Promoting the method of dialogue and the value of the other opinion	4.32	0.98	11	High
27	Awarening of misinformation methods	4.27	0.91	12	High
16	Promoting the unity and warning the squad	4.26	1.08	13	High
22	Reconciliation among disputing parties	3.96	1.23	14	High
	Total mean	4.41	0.63		High

Source: by the researcher based on the research results of spss.

The table (3) displays that the total mean of field "the most prominent values of love and peace that journalists tried to promote through digital media platforms" is (4.41), and it comes in the high level. The means of the items of field range between (4.58) and (3.96).

Item (20), which stated that the most prominent values of love and peace that journalists work to promote through digital media platforms were (peace and harmony among members of society), which scored a mean (4.58) and a standard deviation (0.71) in high level. It was followed at the same level by item (15), which stated that (spreading the spirit of brotherhood among members of society) was one of the most used applications by journalists in promoting the values of love and peace,

with a mean (4.57) and a standard deviation (0.80).

Results of the third question: Which mechanisms that are adopted by MENA journalists when they are using digital media platforms to promote common human values?

To obtain the results of the sample responses on this field, the means and standard deviations of responses were extracted as shown in Table (4):

Table (4): The means and standard deviation of the sample responses to the most prominent mechanisms used by journalists to promote the culture of peace and common values of humanity.

#	Item	mean	Standard deviation	Rank	Concord
33	Participation in dialogues and comments on social networks	4.45	0.62	1	High
34	Share publications that call for love and peace	4.36	0.64	2	High
32	Writing articles and publishing them on social networks	4.35	0.76	3	High
29	Preparing and designing publications that contain the values of love	4.31	0.75	4	High
39	Spreading emotional stories and anecdotes that enhance love and community coexistence	4.28	0.68	5	High
35	Make an invitation (Tag) for publications that call for love and peace	4.14	0.78	6	High
30	Create special pages on social networks	4.13	0.77	7	High
36	Design videos calling for love, peace and coexistence	4.11	0.82	8	High
40	Special hashtags to reject extremism and hatred	3.85	1.34	9	High
37	Selecting and publishing video clips calling for love and coexistence	3.68	1.23	10	High
31	Creating groups to support the calls of love and peace	3.64	1.16	11	Mid
38	Employing a mechanism for direct broadcasting of the dialogue on love and peace	3.40	1.26	12	Mid
41	Designing and publishing documentaries	1.65	1.22	13	Low
		3.87	0.49		

Source: by the researcher based on the research results of spss.

Table (4) shows that the total mean of field "the most prominent mechanisms used by journalists to promote common human values in society through digital media platforms" is (3.87) and it is within the high level. Its "means" range between (4.45) and (1.65).

Item(33) came in first rank. It stated that the most prominent mechanisms used by journalists to promote common human values in society through digital media platforms, are (participation in dialogues and comments on social media), which have a mean (4.45) and a standard deviation (0.62) within the high level. It was followed at the same level by item (34), which stipulated (making a share of publications calling for love and peace) with an mean (4.36) and a standard deviation (0.64), then item (32) which stipulated (writing articles and publishing them through digital media) with a mean (4.35) and a standard deviation (0.76), which was within the high level as well.

Most of the paragraphs of this field came within the high level, and in the second place, item (38) which stipulated (the use of the direct transmission mechanism for the dialogue on love and peace) had gotten a mean (3.40) and a standard deviation (1.26), which was within the mid level. In the last place came item (41) which stipulated (documentary films) with an arithmetic mean (1.65) and a standard deviation (1.22), which was within the low level.

Discussion

On the above results of the most prominent digital media platforms used to promote a culture of peace and common values of humanity, it has been concluded that the most prominent digital media platforms adopted by journalists are primarily facebook, followed by Instagram, then Whatsapp and Imo at the same level. The result equivelant with results of Al-Azizi (2016), which clarified that journalists use Facebook to a high degree in their journalistic work, and Twitter and YouTube in a mid degree. This is attributed to the fact that these platforms and applications include communication capabilities that have facilitated the process of sharing and knowledge exchange compared to others, such as creating groups for a specific topic, or creating specialized pages to cover a specific event, in addition to the widespread, use and ease of that.

The levels of all items of the most prominent values that journalists promote them are the high level, and therefore the other paragraphs come at a relatively high level from such as (renouncing hate speech, rejecting sectarianism, tolerance, forgiveness, promoting unity and warning against division, etc.) It concludes that Arab journalists work through digital media to promote the values of love and peace and to spread the spirit of brotherhood in a single society, and this is also shown by the Sadruddin (2012), who emphasizes the role of media and civil society organizations in promoting pluralism, diversity, and peaceful coexistence among members of community. Sadruddin (2012),also,suggested that media has a big role in consolidating the concept of unity and citizenship, strengthening the spirit of brotherhood among the various groups of society.

It is concluded from the results of the most prominent mechanisms used by journalists to promote the culture of peace and common values of humanity, that journalists use most of the mechanisms provided by social media, employing their media and journalistic capabilities and skills in promoting a culture of peace and common human values. In same direction, Hmessi and Hamidi(2020) indicated to some of these values that promoted by digital media; Volunteering , friendship, cooperation, respect, helping the needy, and tolerance with others.

However, it is noticed that they do not use films and documentary stories that encourage coexistence and aim to strengthen and consolidate peace values except by a percentage very little, and this may be explained by the fact that documentaries often require a long time to prepare and watch, while social media and digital media in general are based on speed, immediacy and renewal, but this does not mean that documentary films on digital platforms are not necessary to establish common human values.

In the same context, Al Tayyar(2014) stated that digital media enable the users to make a dialogue good. Also, Wahyuningsih (2018) emphasized the use of the language of peace in social media and its effects to promote peace, and its results showed that the use of polite language effectively contributes to strengthening societal peace among the peoples of the world.

The results above, according to social responsibilty theory, indicate to the responsiblity of the individuals and media toward the values of society and consolidating them at its members.

Finally, one of the most prominent results of article is that the most digital media platforms adopted by journalists were primarily facebook, followed by Instagram, then Whatsapp and Imo at the same level. Also, one of the results is that the Journalists work through digital media to promote the values of love and peace and to spread the spirit of brotherhood in society. In related to machenism, the Journalists use most of the mechanisms provided by social media and, their journalistic abilities and skills to promote the values of love and peace. The results have confirmed that there is a little using of films and documentaries that encourage coexistence and entrench the values of peace.

Conclusion

Digital media represent a malleable environment to be employed in the appropriate direction, instead of being exploited by those with stray ideas while causing devastation and, moral and material damage to society. So, they are an appropriate

environment to promote the values of love and peace, emphasize peaceful coexistence, provide an opportunity to practice discourse skills, and employ journalistic efforts in consolidating the common human values through writing articles, short films, and other journalistic genres.

So, digital communication platforms have a significant impact in promoting general human values, such as the values of love, coexistence, peace, cooperation and acceptance of the other, and the study assumed that Arab journalists have an impact on those values. The study showed that journalists in the Arab region (MENA) use the Facebook and whatsapp platforms to a large extent, and that through their publications they seek to promote those human values and the spirit of brotherhood and, thus promote coexistence and love among individuals of society. For this, they resort to the various mechanisms available through these platforms such as commenting and sharing publications to play their role in protecting society and promoting its common human values.

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