

The Role of Digital Media Platforms in Shaping the Values of University Students Youth- Palestine Technical University- Kadoorie as a Case Study

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Abstract

Objectives: This study aims to explore the role of digital media platforms in shaping values among university students, using the case of Khadouri Palestine Technical University.

Methods: The study adopts a descriptive-analytical approach, constructing a questionnaire and testing its validity and reliability. The questionnaire is then applied to a sample of university students, totaling 564 participants.

Results: The study revealed several results. Firstly, there is a role for digital media platforms in shaping values among university students, and the increased use of these platforms contributes to shaping values in their various dimensions to a greater extent. Secondly, the most influential digital media platforms on the values of university students are, in order, social media platforms, followed by information platforms, and finally, specialized platforms. Thirdly, the level of overall value formation, including personal, social, political, national, religious, economic, theoretical, and aesthetic values among university students is significant.

Conclusion: The study concludes that the continued focus on the objectives and content of digital media platforms, including the values they convey, both short-term and long-term, has a substantial impact on university students and captures their attention.

Keywords: Digital media, value shaping, university students, Palestine.

دور منصات الإعلام الرقمي في تشكيل القيم لدى الشباب الجامعي دراسة حالة - جامعة فلسطين التقنية خضوري

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ملخص

الأهداف: تهدف الدراسة إلى تناول دور منصات الإعلام الرقمي في تشكيل القيم لدى الشباب الجامعي جامعة فلسطين التقنية خضوري انموذجاً.

المنهجية: اعتمد المنهج الوصفي التحليلي، وبناء استبيان واختبار صدقه وثباته، وتطبيقه على عينة من الشباب الجامعي بلغ عددها (564) من الطلبة.

النتائج: وقد توصلت الدراسة إلى النتائج الآتية : أولاً- هناك دور لمنصات الإعلام الرقمي في تشكيل القيم لدى الشباب الجامعي، وكلما ازداد استخدام منصات الإعلام الرقمي أسهمت في تشكيل القيم بأبعادها المختلفة على نحو أكبر. ثانياً- أكثر منصات الإعلام الرقمي تأثيراً بقيم الشباب الجامعي هي وعلى التوالي منصات التواصل الاجتماعي، و يليه منصات المعلومات، وأخيراً المنصات التخصصية. ثالثاً- مستوى تشكل القيم الكلية وهي وعلى التوالي للقيم الشخصية والاجتماعية والسياسية والوطنية والدينية والاقتصادية والنظرية ومن ثم الجمالية لدى الشباب الجامعي يعد كبيراً.

الخلاصة: استمرار الاهتمام بأهداف ومضمون منصات الإعلام الرقمي وما تتضمنه من رسائل قيمية قريبة وبعيدة المدى تؤثر بفئة الشباب الجامعي وتستقطب اهتمامهم.

الكلمات الدالة: الإعلام الرقمي، تشكيل القيم، الشباب الجامعي، فلسطين.

Introduction:

The information revolution and the accompanying development, as well as the rapid spread of Internet usage, have contributed to a contemporary shift in work methods across various fields. This has led to an unlimited exchange of ideas, knowledge, and culture, giving rise to what is commonly referred to as a small global village that transcends the boundaries of time and space (Al-Mahwes, 2009). The emergence of various social networks has further facilitated a new level of civilized openness in communication and interaction between nations and peoples (Mustafa & Nushi, 2018). These platforms have particularly empowered individuals, especially university students, to communicate, stay informed about global events and news, and rapidly exchange and acquire information. This ease of use, sustainable availability, and cultural openness, along with the diverse and enriching content they offer, both cognitively and culturally, have contributed to this trend. The number of Internet users continues to increase significantly, indicating a noteworthy impact on their behavior, social relations, thought processes, and life's dynamics (Abdul Salam, 2012). Within the broader societal framework, the media, with its diverse tools, functions as an effective system, influencing the various value systems presented within multiple social contexts. This influence contributes to cultural and cognitive changes both between societies and within them, leading to the formation of different value structures, which can carry either positive or potentially negative attributes (Al-Jamal, 2014). The Palestinian university youth are actively keeping up with these technological advancements, serving as engaged users and influential followers of digital media. They are both influenced by and exert influence on the intellectual, ethical, and cultural contents of digital platforms. These contents reflect personal values, as well as the broader values of social, economic, and political spheres, encompassing national orientations, religious beliefs, and aesthetic theoretical philosophies. Through interactive engagement with these platforms, the attitudes of young people are shaped, driving them to align with and integrate these digital media values into their own value systems. The study primarily investigates the role of digital media platforms in shaping the value structures of university youth in Palestine, aiming to discern the most prominent values that have been shaped through this process.

Problem of the Study:

Communication and media technologies have undergone significant development with the emergence of digital media, commonly referred to as new media. This is considered a distinctive new stage in the realm of mass media. New digital media exhibits features that render its presence a valuable opportunity for receiving, producing, and disseminating media content using available multimedia, alongside its constant connection to the Internet (Barran, 2009: 60). New digital media encompasses all digital platforms, devices, communication means, and information linked to the Internet, enabling users to create, distribute, and share information globally, at their preferred time and in their desired format (Salih, 2011).

Digital media encompasses all online platforms and websites tailored to connect and engage individuals and groups, offering them a means to express their personal and intellectual inclinations and interact with the cultures around them. This fosters the creation of unique communities that unite people sharing common interests (Marius, 2014).

Media in general, and digital media in particular, are crucial in the life of societies due to their significant role in reaching a diverse array of groups within society. They possess the capacity to promote and disseminate a wide range of social, intellectual, ideological, economic, cultural, and political content. This content can have a positive impact that contributes to human progress and advancement. This positive outcome is achievable when media messages are employed in a manner that promotes positivity, ensuring its effective role in instilling social values within the framework of cultural standards. Conversely, when media deviates from these societal values and cultural heritage, it can become a tool that negatively influences segments of society, particularly the youth (Ismaili, 2019).

Social media plays a crucial role in shaping individual values, and this shaping process is intricately tied to specific temporal and spatial contexts. Values are subject to influence from a multitude of social, psychological, cultural, and economic factors, and while they may evolve alongside the changes and developments in society, they also tend to exhibit a certain degree of constancy (Abdel Fattah, 2014). Beyond the impact of social and digital platforms on the formation of an individual's value system, these attitudes are also subject to the interplay of biological, psychological, economic, and cultural dynamics (Kharouf, 2003).

This confirms the role of new media, under various names and employing various tools, in captivating the youth segment and capturing their attention with content that forms an axis catering to their needs and inclinations, offering them an avenue of escape and an outlet. It facilitates seamless navigation of its platforms through enticing tools and means that allure users towards a diverse array of content encompassing science, knowledge, and culture. This is a pursuit embraced by the passionate youth (Alqam, 2018).

Young people in general, and university students in particular, are among the age groups that most interact with digital media, as it provides them with a sustainable opportunity to communicate and connect, and through it, their individual and collective identity is shaped (Zemmels, 2012: 6).

As one of the most polarized segments of society by media and information technology, young people serve as the most accessible entry point for societal change. They are particularly receptive to new ideas due to their limited connection with established cultural norms. This is a crucial stage in their lives, where their value systems, identity, and self-perception solidify (Abu Laila, 2014).

In general, Palestinian youth, including university students, are heavy users of digital media. A report spanning from 2007 to 2017 on the state of youth in Palestine revealed the prevalence of IT-friendly electronic devices and internet services among Palestinian youth (Central Bureau of Statistics, 2020).

The widespread availability of digital media and the Internet presents a unique opportunity for young individuals to engage with news, information, and trending content. Over time, these interactions can lead to the internalization of beliefs that evolve into contemporary values, mirroring the demands and needs of the current era. This research aims to address a critical question: 'To what extent do digital media platforms influence the formation of values among university students?'

The following presents several questions and hypotheses:

1. Which form of digital media holds the greatest influence over the values of young university students?
2. Which values are primarily shaped by the impact of digital media on university students?
3. Is there a correlation between the use of digital media platforms and the development of values among university students?

Purpose of the Study:

The research aims to achieve the following goals:

- 1-To determine the extent of the use of digital media by university youth in Palestine, from information sites and social networking networks, and electronic blogs.
- 2- Illustrate the values most shaped by the digital media's impact, represented by the theoretical, social, political, economic and religious values of Palestinian university youth
- 3- Discover the role and relation of the use of digital media in shaping the values of Palestinian university youth and clarify the nature of this role.

Significance of the Study:

The significance of the current research arises from one of its scientific contributions that address a topic of concern for researchers across various fields of knowledge, including the media. Specifically, this research delves into the role of digital media in shaping the values of Palestinian university youth. Given the widespread global dissemination of digital media, its ongoing development and evolution, and its profound impact on the values and life orientations of young people, a thorough investigation is warranted. This study aims to observe and monitor its continuous evolution while recognizing the nature of its influence and its contributions to societal development, particularly among the university youth. Additionally, it seeks to identify any potential negative values that may arise, potentially leading to internal conflicts within individuals and groups.

The practical importance of addressing this topic is evident in the fact that it concerns Palestinian university youth, as they are the most culturally open and widely engaged in various subjects and specialties. Furthermore, the significance of

the study's findings and recommendations lies in their potential to offer proposed solutions, aiding researchers in the field of media and other disciplines to elucidate the impact of these technological developments and their role on young people across different aspects of life. This study aims to scrutinize these developments and their effects, providing a foundation for subsequent investigations.

Theoretical Background:

I) - Digital media platforms:

A new set of digital media tools, activities, and methods allows individuals to participate in sharing, producing, employing, and consuming media content in interactions between future senders using media and devices in both communication and offline situations (Shamayla et al., 2015: 18). It is a process in which several individuals or groups assume roles in broadcasting and producing content and media messages to achieve specific goals using digital systems and their various means, while being remotely connected (Shamayla, 2015: 18).

Digital Media Platform Rating:

Digital media refers to the array of digital technologies and media resulting from the integration of efforts among computers, smart devices, and digital media formats such as audio, images, and videos. There exist several classifications for digital media, as outlined by the researcher:

First) Platforms that serve as social networks, facilitating virtual connectivity, such as Facebook, Telegram, WhatsApp, and Twitter.

Second) Platforms dedicated to electronic informational blogs, personal blogs, and specialized platforms focused on specific fields such as art, literature, entertainment, economics, politics, or education.

Third) Specialized platforms and websites that include identification platforms for individuals and institutions, along with news media like traditional outlets such as newspapers, magazines, television, radio, and various political and literary websites, among others (author, 2003).

Theories explain the role of digital media and its platforms:

Media studies are founded upon theories that establish a frame of reference, which aids in the interpretation of relationships within the data presented by media research, particularly in the era of modern digitization. The present study draws upon the following theories:

1) - Digital transformation theory: The theory, developed in the 1990s by Roger Fiedler in his book "Mediamorphosis: Understanding New Media," illustrates the radical transformation of media, communication, and modern expression. It delves into the introduction of human, cultural, and technological elements into civilization, forming a complex interplay of interactions between emerging needs and pressures, alongside a series of sustainable technological innovations. These factors led to the convergence of media with these elements, resulting in a new form characterized by diverse and integrated electronic platforms. Thus, this amalgamation of digital language, human intervention, and machine interaction became the foundational basis of modern communication across multiple media. This is marked by its capacity to effectively leverage and utilize all available digital media platforms and resources (Abdellatif, 2020).

The researcher benefits from this theory in identifying the media that accompanied this integrated digital transformation, examining the digital platforms that university students interact with and use in their daily, academic, and professional lives.

II) The theory of value determinism: This theory pertains to the media's impact of digital media content, particularly in the value system of individuals. It begins with several assumptions, with a focus on young people being the group most influenced in terms of their values by new media. These assumptions stem from the idea that young individuals seek adventure and identity through interactions with a different world in both form and content. Importantly, the theory emphasizes the distinct social, family, and personal environmental effects that contribute to varying levels of impact across different societies.

The theory posits that media content's association with values dictates its impact. The more closely content aligns with

certain values, the more positive its effect; conversely, as content deviates from these values, its impact becomes more negative. This theoretical framework underscores the message conveyed to the audience through digital media, wherein value-laden content influences the social system on both an individual and group level, fostering a broader cultural and open dimension. The role of the media system is intricately tied to the presence of values and their ensuing impact, whether positive or negative (Badani, 2014; Dawey, 2018).

This theory offers the potential for researchers to gain insights into the intricate nature of the impact resulting from individuals' interaction with modern media, particularly in shaping the values of university youth. It aids in comprehending the essence of these values and their relative importance in the formation process.

3) - The theory of dependence on the media: The theory acknowledges the media's role in the process of socialization, particularly during periods of change and crises. In addressing cognitive needs, these media tools have assumed a significant role in individuals' social, psychological, and cognitive lives (Stanely and Dennis, 2003). This is primarily because individuals engage with the media as a means of accessing information that caters to their diverse cognitive, emotional, and behavioral requirements (Abu Osbaa, 2010).

This theory also underscores the position of contemporary media within the social fabric of societies and its impact on individuals through a dynamic relationship. This impact is evident in the realm of information dissemination, knowledge sharing, analysis, and explanations. These aspects significantly influence the audience's perception and awareness, particularly concerning matters related to customs, interests, values, and intricacies.

Furthermore, the emotional influence of media is evident through its content, which shapes the recipient's sensations and feelings. This emotional influence leads to the experience of both positive and negative emotional states. Consequently, a behavioral impact becomes apparent, compelling individuals to exhibit certain behaviors due to a blend of cognitive and affective factors. Over time, these factors contribute to the establishment of enduring values (Makawi and Al-Sayed, 2007: 314-316).

This engenders a reliance of individuals on the media, encompassing digital media, to achieve self-understanding and self-knowledge through their experiences as learners. It fosters an awareness of their social comprehension, which evolves from their interaction with the knowledge presented by their surroundings. This, in turn, empowers them to navigate their endeavors interactively, enabling the provision of evidence and facilitating progress towards novel situations. Relying on the media also serves as a source of individual entertainment, fostering feelings of comfort and excitement. Furthermore, it facilitates social entertainment stemming from interactions with others (Makawi and Al-Sayed, 2009).

This theory can be used to explain the impact of university students' dependence on digital media on the level of self-understanding and the other.

The ongoing research is rooted in the amalgamation of the aforementioned media theories, along with the synergistic points they intersect. This foundation is built upon the contemporary inclination among researchers in the realm of the impacts of modern communication methods. It involves connecting theories pertinent to media studies with those concerning audience engagement on the Internet. This connection extends to the emerging digital media platforms and their role in shaping the principles governing moral conduct.

Features of digital media platforms:

Digital media platforms offer several advantages, the most important of which is interactivity. These platforms allow individuals to interact, produce, formulate, and edit media content. Moreover, they facilitate two-way communication, enabling roles in the interactive communication process to be exchanged. Individuals can both send and receive messages, contributing to a dynamic communication flow. Furthermore, the diversity of media performances and the significant freedom they provide have contributed to the sustainability of the Internet. This sustainability now rests directly on individuals, who depend on the selectivity of their interactions. This selectivity applies to both publication and message transmission using smart devices, which boast features allowing the direct sharing of images and audio. Consequently, digital media has become a rich and varied medium, encompassing both individual and collective aspects.

Digital media platforms connect individuals who share similar inclinations, interests, and creative pursuits. These

platforms extend to specialized electronic networks, characterized by their global reach. They transcend temporal, spatial, and cultural boundaries, creating a passionate and immersive communication experience for recipients. Ease of use, affordability, and sustainability further contribute to the global cultural exchange facilitated by this new form of communication (Shamalia et al., 2015).

The new digital media is also characterized:

A diversity of content that combines text, sound, pictures, and video, along with a variety of perspectives and an understanding of different orientations and cultures. Additionally, there is the freedom and ease of access to all digital media content, which is sophisticated and competitive. This has led to the emergence of new forms of presenting digital media messages that are accessible to everyone and have become tools in the hands of individuals with various specialties. This accessibility has somewhat reduced the level of professionalism due to the widespread use of these advanced media, including programs and applications that are utilized by people from various backgrounds (Al-Badrani, 2017).

Second) -Values:

Values are defined as the set of emotional, behavioral, and cognitive beliefs and perceptions chosen by the individual after deep thought and with full freedom, reflecting their positive or negative judgment for acceptance or rejection of objects and events that influence their behavior in a systematic and repetitive manner (Aljallad, 2008).

Values serve as the frame of reference that regulates societies, guiding principles that establish a society's ability to confront challenges and crises, thereby safeguarding its national security and contributing to the development of its cultural and civilizational distinctiveness (Alomari, 2015). The value system plays a crucial role in the lives of young people, particularly university students, as it contributes to the formation of their personalities and the establishment of their goals based on a sound normative foundation. The clarity of individual values also ensures predictability of individual behavior across different situations. Moreover, values serve as an impenetrable bulwark against antisocial, particularly ethical, currents (Yildirim, 2000).

Rating values

The classification of individuals according to their values is credited to Spranger, Albert, Vernon, and Lindsay. They explain the existence of a set of fundamental values that guide their thinking and behavior by establishing six types of values: theoretical, economic, aesthetic, social, political, and religious values (Giacomino et al., 2010).

Theoretical values refer to the search for facts in a reasonable way and the discovery of their truth with an objective, realistic, and cognitive outlook. This is usually found among scientists, philosophers, and those interested in ideals and principles (Sofian, 2012).

Aesthetic values represent all that is related to the aesthetic artistic taste of nature, objects, and creatures that surround the individual. These individuals are creative, innovative, and inclined toward everything related to the artistic side (Aljallad, 2008).

Economic values represent and indicate an interest and commitment of individuals to useful work, a pragmatic approach to various issues, and an interest in all material and economic aspects (Shaheen, 2010).

Social values represent patterns of social interactions and behavior with the environment. They are an expression of society's culture and attitudes in the pattern of caring relationships with others (Yusof, 2000).

Political values also refer to the interest of individuals in political activities represented by issues and problems of society. These people are characterized by leadership and a desire for control, power, and influence (Al Mahzormi, 2008).

Religious values also represent issues, spiritual and religious matters, the search for universal truths, and questions related to life and existence (Dabbagh and Hatem, 2012).

National values encompass everything that contributes to the promotion of the meaning of loyalty, justice, tolerance, freedom, responsibility, vision, and human participation. They also emphasize all that enshrines belonging and local privacy (Quran, 2010). National values also pertain to loving the country, working for it, sacrificing for it, and striving for its national unity (Alkhmoor et al., 2019).

Factors influencing value formation:

1- Neediness: Maslow categorized the pyramid of needs that drive human behavior and push individuals towards choices that, over time, shape their values and confirm their development and hierarchy. Biological needs form the base of the pyramid, and once they are satisfied, individuals gradually progress towards social needs. Once these social needs are stabilized, individuals seek to develop higher-level values.

2. Motivation: Making the decision to work towards a goal of significant importance to oneself transforms the goal into a value in its own right, thereby becoming a new source of motivation (Aljallad, 2007).

3- Interest: To shape value, one must care about something that becomes central to one's own being. When interest is key in the formation of values, especially those related to self-realization (Khalifa, 2012).

The technological imperative has played a role in shaping cultural values, which, in turn, have been influenced by digital media. These media platforms have directed focus towards these values and prompted societies to adopt new perspectives, including these values. All of this occurs within the context of global changes that prioritize individual values over collective ones, and universal values over local ones. These changes have been influenced by the diverse cultural and developmental backgrounds of individuals, resulting in a form of true civilizational conflict (Aljumaa, 2019).

Literature Review:

Caldeiro-Pedreira et al., in their 2021 study on Digital Youth and Internet Literacy, aimed to investigate the potential relationship between Internet usage and social communication in the acquisition and promotion of values among university students, while also considering the influence of gender, age, and academic year variables. To address this, they employed a descriptive and analytical approach, developing a questionnaire focused on Internet usage and social values. The sample for the study comprised 305 university students from the Faculties of Humanities and Social Sciences in Spain. The findings of the study revealed a discernible connection between the Internet usage patterns of university students and their awareness of social values. These connections were observed in relation to both gender and academic year. Notably, the results indicated a prevailing inclination among young individuals to purposefully employ the Internet in alignment with the social values they uphold.

Nawi and Ben Yay conducted a study in 2020 titled "The Impact of Using Social Media Talk on Ethical Values in University Youth: A Field Study on a Sample of Students from Muhammad Kheidar University-Biskra." The study aimed to assess the influence of TikTok usage on the moral values of university students. Additionally, it sought to identify usage patterns, motives, and underlying needs for TikTok use among university youth. The study was grounded in the theory of value determinism and employed a survey methodology. A questionnaire was developed and administered to a sample of 100 male and female students. The findings indicated that a majority of university students use TikTok for entertainment purposes, typically spending less than an hour on the platform at home. The platform serves cognitive and emotional needs, facilitating communication and filling personal gaps. Notably, a significant portion of university students reported delays in adhering to their prayer schedule. Moreover, the study highlighted that TikTok is implicated in the propagation of values while not actively contributing to individual values formation. Furthermore, the study revealed that a majority of university students exhibit awareness of the moral and ethical risks associated with technology, particularly within the realm of TikTok. The platform was found to have intentions of influencing the users' values and morals.

Laninhun (2019) conducted a study on the impact of social media on the moral values of undergraduate students at Edbine University in Nigeria. The study produced several results, with the most significant one indicating that students' moral values tend to align with knowledge and learning. The values of love were found to be the ethical principles most frequently associated with them. Additionally, the study revealed that social media platforms generally exert a more negative influence than a positive one on moral values. Notably, among these platforms, WhatsApp emerged as having a comparatively more positive impact on moral values.

Mostafa and Nushi's study (2018), entitled "The Uses of Digital Media and Their Impact on Building the Value System of Iraqi Society: A Field Study on a Sample of the Audience of the City of Baghdad as a Model," aimed to ascertain the most widely used digital media platforms among the Iraqi public, the extent of their daily usage, preferred times for usage,

devices and tools most commonly utilized for accessing these digital media, determine the researchers' purposes for employing digital media, and discern the positive and negative effects of digital media usage on the value system of Iraqi society. The researchers employed a descriptive analytical survey method on a sample of 300 individuals, leading to several findings, with the foremost being that the most prevalent digital platform in Iraqi society is Facebook, closely followed by YouTube. Additionally, the study revealed that young individuals constitute the primary user demographic. The positive effects of digital media usage include its assistance in seeking new scientific information and fostering a sense of belonging to a wider society. However, it also revealed negative consequences such as fostering illicit relationships with the opposite sex, which indicates a shift in the societal value system attributed to the influence of digital media usage in Iraqi society.

The study titled "Media and Communication Technology and Its Effects on the Values of Algerian University Youth Society" (Ayed, 2017) aimed to elucidate the impact of information and communication technology on the values of university youth in Algeria. The study employed a descriptive analytical approach, utilizing a questionnaire, observations, and interviews. The results concluded that the proliferation of information and communication technology holds significant importance, and it exerts an influence on shaping the aesthetic and consumer values of university youth. Additionally, it plays a role in altering cognitive and intellectual abilities. The study put forth several recommendations, including the necessity to enhance the awareness level of university youth regarding the perils associated with modern information and communication technology.

Fahmy's Study (2016) entitled "The role of new media in changing the value system among young people an applied study on Egyptian youth," aimed at clarifying the impact of the use of new media on the value system of Egyptian youth , and the role of their use in changing the values of young people, determining the nature of change, and using the survey method of a sample of (400) young people, and reached several results, namely: The level of exposure of young people to new media is considered intensive, the most widely used media are social networking sites such as Facebook and Twitter, and utilitarian motives are the most dominant and visible compared to ritual motives, media has a role in changing the value system by(74%), which is a positive change by (89.9%), it also turned out that the values most affected by New Media Are Social, then political, religious, psychological and then economic values. One of the proposals of the study is to conduct research on the relationship of new media in the formation of the value system among young people, and its effects on different age groups.

Method and Procedures:

Method of the Study:

A descriptive-analytical approach was adopted, centered on describing the phenomenon, identifying its causes, and highlighting the most significant factors influencing it. The collected data were analyzed and organized to deduce conclusions, offer suitable explanations, and formulate generalizations (al-Mashhadani, 2017: 162).

Population of the Study:

The study's population comprises a total of 6341 university students at Palestine Technical University - Kadoorie, who are enrolled across seven faculties, each representing a distinct academic specialization.

Sample of the Study:

The study's sample comprised (564) students who were distributed among seven colleges at Palestine Technical University - Kadoorie. The confidence level was set at (98%), and the relative stratification method was adopted to select the sample. This ensured that each major at Palestine Technical University - Kadoorie was represented in the sample proportionate to the number of students enrolled in it. The following explanation provides further details.

Table (1) characteristics of the sample of university youth at Palestine Technical University Khadouri in terms of gender

Gender			Sample
Total	Female	Male	
564	258	306	Number
100%	45.74%	54.25%	percentage%

The table shows that the number of males in the sample of university students has reached (306) and accounted for (54.25%), and the number of females has reached (258) and accounted for (45.74%).

Table (2) characteristics of the sample of university youth at Palestine Technical University Khadouri in terms of specialization

University specialties								
Total	Community College	Information technology	Applied Sciences	Business and economics	Literature and Educational Sciences	Engineering and technology	Agricultural science and technology	Faculties
6341	1730	163	557	1236	440	2041	174	Population
564	154	14	50	110	40	181	15	Sample
100	27.30%	2.50%	8.86%	19.50%	7.10%	32.09%	2.65%	Acting pedigree

It is clear from the table that the number of sample members was drawn in a stratified way from each college, taking into account the total number of students in each of them. The samples were represented from the colleges respectively: the College of engineering and technology (181) of students, the Community College of Palestine Technical University Khadouri (154), the College of business and economics (110), the College of Applied Sciences (50), the College of Agricultural Science and Technology (15), the College of Information Technology (14) of students to reach the total sample number (564) of the students of the seven colleges.

The Instrument of the Study:

In order to achieve the research objectives and address the research questions, the researcher developed a questionnaire consisting of two main aspects. The first aspect focuses on the utilization of digital media platforms by university youth. This aspect comprises nine phrases that encompass various types of digital media platforms. These include:

First Aspect - Digital Media Platforms:

1. Social Media Platforms: This category encompasses personal platforms like Facebook, Twitter, Telegram, TikTok, and others. Additionally, it includes cultural communication platforms within literary, scientific (physicists, mathematicians), and artistic fields (musicians, visual artists). Furthermore, platforms that facilitate connections among professional specialists, such as LinkedIn, are considered.
2. Specialized Platforms: This category encompasses platforms where individuals publish personal ideas (blogs) and engage in specialized areas like culture, art, entertainment, politics, economics, social matters, religion, and education.
3. Information Platforms: This category includes platforms catering to business-related information for institutions, companies, and individuals. It also encompasses specialized information platforms for literary scholars and artists. Furthermore, platforms providing news and event-related information, such as newspapers, electronic news sites, internet TV, and radio, are considered.

Second Axis - Values:

The second aspect of the questionnaire is centered around values. It is based on the Albert Vernon and Lindsay scale of values, which classifies values into personal, political, economic, social, religious, theoretical, aesthetic, and national categories. In this aspect, the questionnaire consists of 40 phrases aimed at assessing the impact of digital media on the formation of values among young people. The values are classified into eight dimensions:

Teleological Values - Eight Dimensions:

1. Personal Orientation
2. Political Orientation

3. Economic Orientation
4. Social Orientation
5. Religious Orientation
6. Theoretical Orientation
7. Aesthetic Orientation
8. National Orientation

Each dimension comprises five phrases that contribute to understanding how digital media influences the development of values among university youth. The overall design of the questionnaire intends to explore the intricate relationship between digital media usage and the formation of various values within this demographic.

Then the validity of the questionnaire was tested in the following ways:

1 - **Content validity:** A group of media-specialized arbitrators reviewed the phrases and offered their guidance on them. The wording of certain phrases was adjusted, and the level of agreement among the arbitrators, as calculated by the Cooper equation, is 0.82. This can be considered for adoption.

2- **structure validity:** Validate the method of internal correlations for the phrases in each axis, and for the dimensions according to each axis of the questionnaire, and the following is a presentation of the results

Table (3) Validity internal correlations of the two axes of the questionnaire on the impact of digital media platforms on the values of university youth

The first axis	Digital media platforms	Total digital media platforms
	Social media platforms	0.923**
	Information platforms	0.907**
	Specialized platforms	0.944**
	Values of university youth	The total degree of values
The second axis	Personal values	0.945**
	Social values	0.816**
	Political values	0.983**
	Economic values	0.879**
	social values	0.987**
	Spiritual religious values	0.861**
	Aesthetic values	0.770**
	Theoretical values	0.983**
** the significance level of 0.01.		

The table shows that the values of the correlation coefficients between each axis of digital media platforms and its dimensions ranged between (0.944-0.907), and between the axis of values and its dimensions ranged between (0.983-0.770), all of which are high and statistically significant at the significance level of 0.01, that is, the questionnaire is suitable for studying the role of digital media platforms in shaping values among university youth, and thus can be adopted.

Reliability of the questionnaire

In order to test the Reliability of the resolution by the method o Alpha Kroniach coefficient of internal consistency, the results showed the following:

Table (4) Alpha Kroniach coefficient for the two axes of the questionnaire on the impact of digital media on the formation of university youth values

Axis	Variable	number of phrases	Cronbach's alpha coefficient
Digital media	Social media platforms	3	0.753
	Information platforms	3	0.781
	Specialized platforms	3	0.865
	Total digital media platforms	9	0.820
	Personal values	5	0.779
Values of university youth	Social values	5	0.830
	Political values	5	0.792
	Economic values	5	0.723
	National values	5	0.700
	Spiritual religious values	5	0.753
	Aesthetic values	5	0.784

The table displays the Alpha Kronbach coefficient values on both axes of the questionnaire, representing digital media platforms and the values among university youth. It signifies the stability of internal consistency, all of which serve as a function, allowing the questionnaire to be effectively utilized in achieving the study's objectives.

The Results of the Study:

Answering questions:

In order to answer the questions, the categories of scores on the questionnaire were determined in the field of the most widely used digital media platforms, and the values most affected by those platforms were determined according to the following: the range of the category = the largest score – the smallest score /5= .08 categories were determined by the extent of the category .08)

Very Large	large	Medium	few	very rare
5-4.2	4.2-2.6	3.4-2.6	2.6-1.8	1.8-1

The answer to the first question: What is the level of influence of digital media on the values of university youth?

In order to identify the most important and influential digital media platforms in the values of university youth, the calculation of the averages and percentages shown above was adopted, and the results were as follows:

Table (5) averages and percentages of the most influential digital media platforms with university youth values

Digital Media	SMA	Standard deviation	importance and relative weight	Description	Rankings
Personal platforms (Facebook, WhatsApp, Twitter, Telegram)	4.23	0.96	83.40%	A big role	1
Educational platforms(interested in a specific literary, scientific, health field)	4.12	1.01	80.20%	A big role	2

Digital Media	SMA	Standard deviation	importance and relative weight	Description	Rankings
Professional platforms such as LinkedIn	3.94	0.96	78.80%	A big role	4
Total social media platforms	4.02	0.88	80.8%	A big role	The first
Personal platforms for spreading ideas	3.56	1.12	71.20%	Middle role	9
Educational and entertainment platforms (cultural - artistic - entertainment)	3.91	1.05	78.62%	A big role	5
Educational platforms about (literary scholars, artists ...Etc.	3.98	0.843	78.13%	A big role	6
Total specialized platforms	3.63	1.02	75.98%	A big role	Third
Introductory platforms about institutions, companies and individual businesses	3.62	0.899	72.40%	Middle role	8
Specialized platforms(political-economic-social-educational)	3.44	0.90	72.43%	A big role	7
News platforms (electronic newspapers, TV and internet radio)	4.83	0.921	79.20%	A big role	3
Total information platforms	4.14	0.91	76.57%	Major roles	The second
Total digital media platforms	3.93	0.94	77.15%	A big role	1

The table illustrates that the most widely used and influential digital media platforms with youth values are social media platforms (80.8%), followed by information platforms (77.15%), and then specialized platforms (74.08%). These percentages collectively indicate a significant impact of digital media platforms on university youth.

The highest usage is observed on personal platforms such as Facebook, WhatsApp, Twitter, and Telegram (83.40%). Following closely are educational platforms focusing on specific literary, scientific, and health fields (80.20%). News platforms, encompassing electronic newspapers, internet TV, and radio, garner a usage rate of 79.20%. Subsequently, professional platforms like LinkedIn hold a usage rate of 78.80%.

Artistic and entertainment educational platforms come next, with a usage rate of 78.62%. Specialized political and economic platforms, both social and educational, maintain a usage rate of 78.13%. Following closely are specialized knowledge platforms catering to literary scholars and artists, with a usage rate of 79.20%.

In contrast, platforms introducing institutions, companies, and individual businesses exhibit a relatively lower usage rate (72.40%). Finally, personal platforms for disseminating ideas record the lowest usage rate (71.20%). Notably, university youth display significant interest in all platforms, except for those introducing companies and individuals, as

well as personal platforms for spreading ideas, which show an average level of interest.

The results can be explained in light of what has been stated in the literature: that the most important features of modern digital media are continuity and interactivity, allowing constant contact between individuals through social networks. This, in turn, reflects the tendencies and interests of the recipients through their presence on specialized platforms that facilitate the continuous and free exchange of experiences and knowledge. This phenomenon is achieved through content that integrates modern technology and embraces diverse cultural perspectives. Such an explanation aligns with the theory of digital transformation, which explores the relationship between various forms of digital media and human communicative activities at both individual and institutional levels.

This distinction is particularly evident among university students who are affiliated with academic institutions that drive them to stay abreast of technological advancements in their studies and future professional lives. Additionally, their unique attributes and individual characteristics become apparent through their communicative interactions within the realm of digital media. This phenomenon is elucidated by the theory of media dependency, which underscores the role of media, including digital platforms, in shaping an individual's self-awareness and their interactions within their social milieu. Moreover, this theory emphasizes the media's role in providing entertainment on both an individual and collective scale.

This result is consistent with a study (Penguin et al., 2014) that noted the role of internet-connected media as a source of news and information for young people. And a study (al-Wazzan, 2015) that confirmed that university students use the internet permanently for social communication. And a study (Abdul Salam et al., 2020) that confirmed that the most frequent use of digital media is for social media and then for various information sites.

The answer to the second question: What is the percentage of the impact of digital media on the formation of values among university youth?

To answer the question, the averages and percentages of each value were calculated for university youth and the following is a presentation of the results:

Table (6) averages and percentages of values among university youth

Dimensions of the scale of values	The average	Standard deviation	Relative importance	Description	Rankings
Personal values	4.52	0.97	84.94	A big role	1
Social values	4.10	0.96	82.00	A big role	2
Political values	4.31	1.09	81.20	A big role	3
Economic values	3.84	1.04	76.80	A big role	6
Patriotic values	3.98	0.95	79.60	A big role	4
Spiritual religious values	3.97	1.12	79.53	A big role	5
Aesthetic values	3.73	1.02	74.60	A big role	8
Theoretical values	3.77	0.98	75.40	A big role	7
Total values	3.96	1.02	79.25	A big role	

The table shows that the level of formation of college values among university youth is significant by 79.25%, and the highest values affected by the platforms are personal values by 84.94%, then social values(82%), followed by political values(81.20%)/ then national values (79.60%), followed by religious values(79.53%), followed by economic values (76.80%), then theoretical values (75.40%), and finally aesthetic values (74.40%).All these ratios are significant and indicate an important formation of values.

This result can be explained in light of what was mentioned in the theoretical literature regarding the role of the media in bringing about changes in the patterns of values and habits of individuals, as well as the theories of digital transformation, reliance on the media, and the determinism of values for their role in instilling values in individuals and societies. These

factors, in turn, have led to changes in a civilization that has prioritized global individual values over local societal values. This, in turn, highlights the conflict between local and global issues that is evident in the values of university youth.

Previous studies have demonstrated that Palestinian university youth exhibit a high degree of citizenship values, as confirmed by a study by Omran (2014). Additionally, research by Sugar (2018) and Qmeiha (2003) has revealed that Palestinian university youth also embrace values of cooperation, social responsibility, and social participation, along with individual personal values. These findings align with the outcomes of a study conducted by al-Omari (2015), which highlighted that intellectual and social values are the most prevalent, whereas economic values are less commonly practiced. Similarly, according to research by Shaqoura (2014), Palestinian youth display a keen interest in political affairs.

However, contrasting results emerge from a study by Soleimani (2018), indicating that Algerian university youth exhibit a greater inclination towards social, family, and religious values, while showing less enthusiasm for national values. In contrast, research by Makhzoumi (2008) and Al-Jallad (2008) suggest that religious values take precedence among Jordanian university youth, while aesthetic values hold a lower position.

Answer to the third question: is there a role for digital media platforms in shaping the values of university youth?

To answer the question, the Pearson correlation coefficient was calculated to determine the relationship between both digital media platforms and the values of university youth, and the results showed the following:

Table (7) Pearson correlation coefficient between the use of digital media platforms and the values of university youth

Values / platforms	Social media platforms	specialized platforms	information platforms	Total digital media platforms
Personal values	.944**	.834**	.974**	.911**
Social values	.972**	.873**	.858**	.901**
Political values	.934**	.763**	.880**	.859**
Economic values	.965**	.741**	.840**	.848**
Patriotic values	.967**	.892**	.924**	.928**
Spiritual religious values	.843**	.860**	.723**	.809**
Aesthetic values	.733**	.772**	.736**	.747**
Theoretical values	.783**	.721**	.767**	.760**
Total values	.892**	.807**	.837**	.847**

** D at the significance level of 0.01

The table illustrates a direct and positive relationship between the use of digital media platforms and the values of university youth. The utilization of digital media platforms plays a significant role in shaping the values among university youth. This is evident from the correlation coefficients, where the correlation between the sum of values and the total use of platforms is .847. Among the various digital media platforms, the strongest correlation with the formation of macro-values is observed with social media platforms, indicated by a correlation coefficient of .892. This is followed by information platforms (.837) and specialized platforms (.807).

Furthermore, the data highlights that social media platforms exert the most substantial influence on the formation of social values, with a correlation coefficient of .972. Specialized platforms, on the other hand, exhibit the greatest impact on the development of national values, with a correlation coefficient of .892. In terms of personal values, information platforms play the most pivotal role, as evidenced by a correlation coefficient of .974.

The findings also reveal that social media platforms contribute to the establishment of a range of values, including national, social, economic, personal, political, spiritual, theoretical, and aesthetic values. Similarly, specialized platforms play a significant role in shaping values, encompassing national, social, personal, spiritual, aesthetic, and economic values. Additionally, information platforms contribute to the formation of personal, national, political, socio-economic, theoretical,

aesthetic, and spiritual values.

In summary, the data underscores the strong link between the use of digital media platforms and the values held by university youth, with various platforms influencing different aspects of value formation.

Therefore, it is clear that there is a statistically significant role of digital media platforms in shaping the values of university youth at Palestine Technical University Khadouri, which is a positive and positive role, the more digital media platforms are used, the more values are formed among university youth.

This theory of value inevitability demonstrates a significant role by emphasizing the profound impact of digital media on shaping the value system of young people, given their high level of interaction with modern media. Its role extends to motivating their motives towards self-discovery, fostering connections with others, and forming their identity and values within a world characterized by both complexity and openness.

The theory underscores that the positive impact becomes evident through media content that reinforces values. The greater the value inherent in the content, the more pronounced its influence. Conversely, the effect is negative when the media lacks clear values or contradicts established norms. In such cases, the impact turns negative as the media falls short of solidifying these values.

The results align with a study (Caldeiro-Pedreira et al., 2021) and its confirmation of the role of digital media in shaping the social values of young people. They are also consistent with another study (Nawa and bin yayeh, 2020; Ayed, 2017) which affirmed the impact of Information and Communication Technology in shaping the values of university youth. Additionally, a study (Fahmy, 2016) demonstrated that the values most influenced by new media are social values, followed by political, religious, psychological, and economic values. The findings are also in accordance with studies (Shaqoura, 2014; Goodman, 2011) that highlighted the role of social media in building cultural awareness and influencing individuals' beliefs and political trends. Furthermore, the importance of modern digital media in the development of national values among young people was emphasized in a study (Al-Maliki et al., 2020).

However, these results diverge from a study (Laninhun, 2019; Mustafa and Noshi, 2018) that indicated the negative impact of media on the moral values of university youth.

Recommendations:

1. **Interest of Institutions and Official Bodies:** Institutions and official bodies, such as universities and the Ministry of Information, are showing a keen interest in establishing criteria to define the goals and content of digital media platforms. This includes conveying short and long-term value messages that have an impact on university youth, attracting their attention.
2. **Conducting Training Courses and Awareness Sessions:** Efforts are being made to organize training courses and awareness sessions regarding the optimal use of digital media platforms. The aim is to activate their role in shaping positive values among university students from various disciplines. These initiatives are carried out through university entities responsible for developing official and societal youth awareness.
3. **Facilitating Student-Professor Interaction:** There is a focus on establishing a communication channel between university students and their professors. This channel aims to assist students in acquiring skills and strategies for the positive and effective utilization of digital media platforms. These skills can then be applied to their studies, academic pursuits, and professional endeavors.
4. **Enhancing Media and Security Authorities:** Measures are being taken to enhance the capabilities of media and security authorities responsible for cyber security laws. The goal is to ensure these laws are aligned with the highest societal and human values of the twenty-first century. This includes their application to digital media platforms.

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