

## Impact of Following Snapchat Influencers on the Attitudes of Saudi University Graduates towards the Labor Market: A Social Work Perspective

Nouf M. Alotaibi\* 

Department of Social group work, College of Social Work, Princess Nourah bint Abdulrahman University, Riyadh, Saudi Arabia.

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\* Corresponding author:

[nmalotaibi@pnu.edu.su](mailto:nmalotaibi@pnu.edu.su)

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### Abstract

**Objectives:** This research highlights the increasing role of social work in empowering unemployed young women through digital technologies. It aligns with the International Labor Organization's (ILO) Centenary Declaration on Technology and the Future of Work, advocating for the integration of young individuals, particularly women, into the workforce. Additionally, this essay proposes a strategy and method to help unemployed women overcome cultural and structural barriers.

**Methods:** The study employed a descriptive analytical approach suitable for the research subject and objectives. A questionnaire was used to gather quantitative and qualitative data from the research group, allowing for the description, interpretation, and analysis of the researched phenomenon.

**Results:** The study found that female graduates of Saudi universities exhibited positive attitudes towards the labor market, with a significant percentage (72.81%) showing favorable trends. However, the impact of following Snapchat celebrities on their attitudes towards the labor market was relatively weak, as indicated by a percentage of (51.83%) among the research sample.

**Conclusions:** Based on the study's findings, the following recommendations are made. First, utilize technology and modern tools across various aspects of life, leveraging new social media platforms like YouTube, Snapchat, and communication sites to discover opportunities. In addition, support self-employment and create pathways for university graduates to pursue their personal goals and professional aspirations.

**Keywords:** Snapchat celebrities, social work practice, labor market, unemployed females, technology, the future of work.

### تأثير متابعة مشاهير السناپ شات على اتجاهات خريجات الجامعات السعودية نحو سوق العمل من منظور الخدمة الاجتماعية

نوف محمد العتيبي\*

قسم خدمة الجماعة، كلية الخدمة الاجتماعية، جامعة الأميرة نورة بنت عبد الرحمن، الرياض، المملكة العربية السعودية.

#### ملخص

**الأهداف:** هدف البحث الحالي إلى تقديم تصور مقترح لتشكيل اتجاهات خريجات الجامعات السعودية نحو سوق العمل من خلال الوقوف على اتجاهات خريجات الجامعات السعودية نحو سوق العمل، وتعرف تأثير متابعة مشاهير السناپ شات على اتجاهات خريجات الجامعات السعودية نحو سوق العمل.

**المنهجية:** استخدمت الدراسة المنهج الوصفي التحليلي أنه مناسباً لموضوع البحث وأهدافه؛ حيث يتم وصف الظاهرة المراد بحثها وتفسيرها والتعبير عنها كمياً وكيفياً من خلال توجيه مجموعة من الأسئلة إلى أفراد مجموعة البحث باستخدام الاستبانة بقصد تعرف وضعها الحالي وجوانب قوتها وضعفها ومن ثم تحليلها.

**النتائج:** أن النسب المئوية لاتجاهات خريجات الجامعات السعودية نحو سوق العمل والمقدرة بنحو (72.81) اتجاهات إيجابية ونسب مرتفعة نحو سوق العمل في المجتمع السعودي مما يؤكد إيجابية اتجاهات عينة البحث نحو سوق العمل. إن النسب المئوية والمقدرة بنحو (51.83%) لتأثير متابعة خريجات الجامعات السعودية لمشاهير سناپ شات على اتجاهاتهن نحو سوق العمل من وجهة نظرهن، مما يؤكد ضعف تأثير متابعة عينة البحث للمشاهير على اتجاهاتهن نحو سوق العمل.

**الخلاصة:** وبناءً على النتائج التي توصلت إليها الدراسة فإنها توصي بضرورة توظيف التكنولوجيا والتقنيات الحديثة واستخدامها في كافة مجالات الحياة والتي تعمل على اكتشاف الفرص التي تقدمها لهم قنوات التواصل الاجتماعي الجديدة مثل يوتيوب وسناپ شات ومواقع التواصل على نحو عام. وضرورة العمل على دعم العمل الحر وفتح المجال أمام خريجات الجامعات للعمل على تحقيق أهدافهن الشخصية، وتحقيق طموحاتهن المهنية.

**الكلمات الدالة:** مشاهير، سناپ شات، اتجاهات، خريجات، الجامعات السعودية، سوق العمل، الخدمة الاجتماعية.



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## Introduction

The world is currently undergoing tremendous developments in technology and rapid increases in knowledge; in particular, the introduction of social media has caused a paradigm shift in communication. Thus, virtual communities have become a major focus of public interest and time. This revolution in communication and information technology has turned the world into a small village. Moreover, social media platforms such as Twitter, Wikipedia, YouTube, Instagram, Snapchat, Facebook, and blogs have enabled the gathering of large communities of young people with dynamic energy (Warqala, 2013). Many studies, including those of (Khalil, 2013., Vaterlaus et al., 2016) have examined young people's (aged 18–29) interest and demand in using these media for at least two hours daily.

According to (Hamdy, 2018) there were more than 18 million active social media users in Saudi Arabia in 2017. The country ranked first in the Arab region, and second internationally, in Snapchat use (Orient Planet Research, 2018) especially among those aged 16–20 (Gharib and Abdul-Zahir, 2017) with more than 8.2 million users every day (Saudi Press Agency, 2018). Snapchat has become one of the most important social media platforms worldwide (Basmal, 2018). It is more personal than other platforms as it allows users to instantly send “snaps” of photos or short videos they take to their list of contacts within the application (Mousawi, 2015). According to Al-Ghamdi (2017), Snapchat has approximately 400 million users, who send an aggregate of 6 billion video clips via the app every day. It has been reported that most Snapchat users are aged 13–25, the majority of whom are female. Companies and institutions also use Snapchat to share content with the public.

Many indicators show Saudi Arabia's efforts to become a regional center of technology. For instance, it is ranked first worldwide in its citizens' rates of social media use, with approximately 32% of citizens using these platforms annually (Saudi Press Agency, 2018). To take advantage of this widespread use of social media, many international universities have utilized Snapchat to communicate with students outside the classroom to exchange skills and knowledge, share snaps related to the educational environment, and develop information access and retrieval (Alhabash, 2017).

Several Saudi Snapchat celebrities attract followers by posting snaps of their daily lives. These snaps may not be constructive and may be a stark example of opulence and extravagance. As Saudi Arabia witnesses the growth of a new e-advertising market, commercial institutions are endeavoring to recruit Snapchat celebrities to market consumer products targeting young men and women. Snaps motivate people to achieve fame, especially young people, who attempt to attract followers by posting snaps that could be perceived as meaningless (Miniawy, 2019). Thus, many authors have addressed the different social, cultural, and psychological aspects of Snapchat to identify opportunities for its users to provide a future vision for companies to adapt their tools. Ranking as the 12<sup>th</sup> most-used social media platform worldwide, Snapchat deserves to be the focus of analysis (Goma, 2020).

## Snapshot is one of the most important social networking sites

Snapshot is an instant messaging application that relies on images or videos in social networks. It differs from other chat applications in that it does not allow storing messages between its users, as it automatically deletes messages from the recipient's device after a period of viewing them. This gives the user a higher level of privacy, and company officials succeeded in making it one of the significant successful applications with millions of followers and bought in huge deals other applications attached to it. However, its owners refused to sell it to giant companies, as it received an offer to buy from Facebook worth three billion dollars. The fledgling company rejected two other bids; One of them is from the Chinese “Tencent” company, and the second is from Google, the value of each offer amounted to four billion dollars, and I consider it a shallow risk compared to the growth and development of its program (Abu Al-Fotouh, 2013). Zhang, a professor of public relations at Stockton University (2016), believes that her use of Snapshot with her students contributed to building a positive relationship with students, and adds that the students benefited from the clips she recorded through Snapshot, especially students who were absent from class, and this helped facilitate Learn and share them despite their absence, and she added that the teacher can use Snapshot in the educational process in several ways, and that one of the ways she uses frequently is to receive questions from students instead of using e-mail, and she may also use Snapshot to establish in-depth discussions on a particular study topic, She believes that the student is closer to the teacher and feels comfortable with him, as well as using Snapshot to publish outstanding students' work, and the feature of Snapshot content disappearing after 24 hours provides a sense of privacy for students, especially students who feel reluctance to discuss academic issues.

Six American universities have created a Snapchat account for themselves, almost strangely and in step with the times, hoping for more communication and convergence of visions, prompting researchers to reflect on this step that looks forward to the future, adapting this application and benefiting universities from it, which encourages researchers to reflect on this step that looks forward to the end, adapting this application and benefiting universities from it, which enables researchers to reflect on this step that looks forward to the future, adapting this application and helping universities from it (Waxman, 2014). Despite the emergence of multiple electronic platforms before “Snap,” such as Facebook, Twitter, and Instagram, advertisements for products and services through intermediaries did not spread except on Snap. The productive family used as an example to market their products directly without intermediaries. Intension, the advertisement was hidden, working timidly, as celebrities were tweeting indirectly for fear of losing credibility with their followers (Miniawy, 2019). Snapchat is characterized by sending messages that fade away after a few seconds, and the Snapchat application is one of the most popular applications for young age groups. CEO of the owner company Evan Spiegel confirmed that subscribers sent more than 400 million photos, an increase of 50 million pictures than are shared daily on Facebook social network; the application allows the user to take pictures, record videos, add drawings and send them in the form of snapshots to a restricted list whose viewing period lasts from 1 to 10 seconds, or for the user to display them as diaries for 2 hours via Story. After that, they are deleted from the receiving device and deleted from private servers Snapchat, and the excitement is that these clips can be sent to one person without the rest of the list, which is not provided by other applications such as Instagram and Facebook as well (Brousell, 2015).

The most essential features and characteristics of the Snapchat application can be summarized as follows (Albadna, 2018; Mathew Ingram, 2015; Abu Aisha, 2014; Kennedy, 2015)

1. The Snapchat platform is as important as Facebook, Twitter, and the rest of the social media and imposes a unique strategy to deal with it like other social media.
2. Snapchat has successfully attracted young viewers and made this task easy, evidenced by its popularity among young people and viewership numbers after television networks spent decades looking for ways to attract younger viewers.
3. The feature of filters and effects, launched by Snapchat in July 2014, from an application based on geographical location. Certain filters can be applied to photos in specific geographical places if you are present.
4. In a reveal to Snapchat, it indicated that the spread of users came after the application allowed custom filters for special events and occasions, priced according to the region's size and duration. However, free filters are available for neighborhoods, public universities, cities, and airports.
5. The Snapchat platform has no traditional business model or infrastructure costs; all you know is what users do and what they want with others.
6. Each Snapchat media team sends content in 5 to 10 stories per day and daily updates of the stories 24 hours after their presentation.
7. Snapchat did not rely on artificial intelligence to choose random news not to lose its audience but instead relied on reliable media and information with high credibility to gain the trust of its users and audiences.
8. The Snapchat application interface brings together a wide range of prominent, influential, and most famous media, where the advantage is that all these platforms are combined in one place on the phone screen.

#### **Snapchat, university graduates and the labor market**

Snapchat is an instant messaging application for photos or video clips that does not allow messages to be saved, allowing users more privacy than other social media platforms. Snapchat is one of the most successful applications, with millions of users (Abul-Fotouh, 2013). Despite the several electronic platforms that were present in this arena before Snapchat, such as Facebook and Twitter, Snapchat is the only platform that allows advertisements for products and services via intermediaries (Miniawy, 2019). Snapchat attracts the attention of fame-seekers through its many celebrity accounts. It has also drawn the attention of large companies, including McDonald's. As a virtual platform, Snapchat has several features, such as messages that disappear after several seconds and the ability to take photos and videos of 1-10 seconds and send them to a contact list or post them as stories that are only visible for 24 hours (Brousell, 2015). According to Abu-Aisha (2014), Albadna and Aba-Alkhail (2018), Ingram (2015), and Kennedy (2015) Snapchat has the following features:

- Snapchat is an important and popular social medium that has attracted millions of users.
- Filters and effects feature added in July 2014 allow Snapchat users to add filters to their content in certain locations.
- Snapchat provides paid filters for certain events and others that are free for neighborhoods, public universities, cities, and airports.
- Snapchat does not have a business prototype or infrastructure costs, and users can use the platform as they like.
- The team of every Snapchat medium sends content in the form of 5–10 stories and updates daily.
- Snapchat does not rely on artificial intelligence but reliable media in selecting random news stories in order to retain their audience.
- Snapchat contains a large set of important and well-known mass media.

Gharib and Abdul-Zahir (2017) report that 70% of Snapchat users are female. Companies thus use the platform for marketing services, especially online marketing, targeted at women. Statistics show that Snapchat is moving steadily to the top position among social media platforms, with more than 100 million users daily. Mander (2015) surveyed the uses of social media platforms such as WhatsApp, Snapchat, and WeChat in several countries and found that Saudi Arabia was ranked second in Snapchat use, with the majority of users aged 16–20 (Al-Azmi, 2017).

Snapchat celebrities in fields such as art and fashion publish snaps of events in their daily lives and are followed by tens of thousands of users. Such celebrities earn high incomes of about SR 250,000 per month. Furthermore, Snapchat statistics show that Saudi Arabia is ranked first worldwide regarding the number of active users (Albadna and Aba-Alkhail, 2018). The Alqarar Center for Media Studies (2020) explored the impact and reliability of Snapchat celebrities in Saudi Arabia. The study showed that Snapchat celebrities are perceived to have low reliability (37.5%) and moderate impact (35%). Moreover, the reasons users cited for following Snapchat celebrities included their ability to deliver information (26.7%), trust (22.5%), and their introduction of attractive content (15%).

Social media have changed the patterns of daily life in the Arab world; they play a key role in marketing the curriculum vitae of universities, providing job opportunities, identifying personal skills, and building relationships for occupational futures. Therefore, employment officials can easily find competencies for their company through Snapchat.

#### **Snapchat as a modern marketing**

The literature highlights the importance and popularity of Snapchat due to its presentation of strong and flexible tools that fit the youth. Moreover, the application has attracted large mass media. Snapchat is a unique and creative means of sharing news. Therefore, a large section of the young population use Snapchat; this highlights the importance of the impact of following Snapchat celebrities on the attitudes of Saudi university graduates. Many studies have examined the effect of Snapchat as a marketing technique on youth attitudes towards the job market.

Young people's demand for the continuous use of modern social media technologies such as Snapchat has opened new horizons and job opportunities for them as it is an effective marketing method (Sashittal et al., 2016., Goma, 2020). Likewise, the use of social media enabled Arab women to work and market their products easily. It had many positive social and economic impacts on women, which reduced differences and discrimination against them in the labor market (Al-Khomashi, 2019). In addition, the news resources provided on Snapchat are a creative way to share news and attract a wide range of young people (Al-Badna and Aba Al-Khail, 2018). Also, Snapchat remained the most effective means of communication in various societies. In Western Europe, Snapchat ranked first in social interaction, entertainment, and its use concerning advertising (Forfield et al., 2018). The use of the geofilter feature influences the impact of Snapchat on purchase attention; the funnier the geofilter, the more convinced the users, become to make a purchase (Phua and Kim, 2018). It is one of the most important means of communication and electronic commerce that young people can use in creating job opportunities, as they are allowed to spread goods and services (Al-Qahtani, 2018). On the contrary, young people in American society prefer Snapchat to communicate with friends and share stories rather than marketing (DeVries, 2017).

Pielot and Oliver (2014) explored teenagers' attitudes toward Snapchat and found that the application allows teenagers to speak with celebrities and foreigners in a socially-acceptable framework. Furthermore, Al-Rasheed (2009) identified the attitudes, motivations, and obstacles to online work among Saudi women. The study concluded that there were highly positive attitudes

toward this work among the participants.

The present study differs from the literature in its investigation of the impact of following Snapchat celebrities on the attitudes of Saudi university graduates from a social perspective. It then presents a proposal for activating the role of following Snapchat celebrities on formulating the attitudes of Saudi university female graduates from a social work perspective to promote women and contribute to preventing their marginalization in the male labor market.

#### **Previous studies**

Gomaa's study (2020) aimed to reveal the nature of the Snapchat application as a modern marketing method in Egypt by referring to the different methods, characteristics, and tools offered by the application, identifying the uses of the Snapchat application for a sample of young people, and revealing their opinions and attitudes towards it as a marketing method at the same time. Present and future, and present practical proposals for how to use the Snapchat application as a marketing tool in Egypt to adapt it to direct users effectively. Some of them use it once in a while when something new appears, and some may use it for a few minutes at a time. The results indicated that the respondents believe that what attracts them most about Snapchat is photography with different filters, which can be considered an effective marketing method, especially with its renewal and change in the application.

Al-Khamshi study (2019) The study discussed the social and economic effects of women's work through social networks and its causes, given the spread of social networks. From work, he gained the skill of communicating with others. From an economic point of view, her monthly income increased, provided her with a particular job opportunity, and helped her rationalize consumption.

The Shetwe study (2019) aimed to identify the relationship of cultural social networks (Snapchat application) among Saudi university youth. As a result, the researcher reached several results, the most important of which was that the sample vocabulary agrees on the existence of cultural alienation among Saudi university youth, with a percentage of 54.96 % and that Snapchat contributed to the spread of manifestations cultural alienation among Saudi university youth.

The study of AlBadna and Aba AlKhail (2018) aimed to identify the nature of the Snapchat application, its characteristics, its users, and news sources, considering the application as a means of social media and the popularity of Snapchat. The reason for the extensive media's desire to join the news platform on the application, and the results of the study showed that the application has a large audience From the youth category and that Snapchat was able to attract the youth segment because it possesses powerful, flexible tools that match the nature of young people accustomed to technology, and the application was able to attract significant media outlets, impose different content and editors with specific characteristics, news sources on the Snapchat application are a unique, new and creative way To exchange news, which attracts a large segment of young people, as they are a new generation that has grown up with technology and is accustomed to it. Furthermore, the Snapchat application has been able to acquire media partners, prominent media outlets, and various foreign and Arab media platforms that are scalable. Therefore, news sources on the Snapchat application are a unique, new, and creative way to exchange news, attracting a large segment of young people. They are a new generation that has grown up with technology and is accustomed to it.

Basmail's study (2018) aimed to identify the patterns and habits of using the Snapchat website among high school students in Bouargla and identify the motives and needs that push high school teenagers in Bouargla to use the Snapchat website. Because of the lack of awareness of the dangers of social networking sites, the study results revealed that Snapchat does not have a great resonance among high school teenagers to the extent that it negatively affects their studies and academic journey. The high school teenagers did not try to reduce the use of Snapchat because they liked its services and features.

Voorveld et al.'s (2018) study focused on knowing how respondents interacted with advertisements through the various social media applications most used in Western Europe, including Facebook, Instagram, Snapchat, YouTube, LinkedIn, and Twitter. It was found that there are apparent differences in interaction across applications. It turns out that Facebook is at the forefront of applications that allow social interaction, and customers use it to fill their spare time. At the same time, Snapchat came at the forefront of applications that enable social interaction and entertainment. Of the sample, only those who saw ads through Snapchat, compared to other applications, and the results showed that choosing the right platform for advertising depends on several factors, including the type of product and the purpose of the advertisement. Therefore, if the advertiser wants to communicate with

individuals and help them relax and be happy, Snapchat, YouTube, and Instagram would be best suited.

The study of Phua and Kim (2018) focused on advertising through Snapchat through the filter and its effectiveness in influencing the trend towards the brand and purchasing intent, and it was found that there is a positive trend towards the brand that uses advertising through the filter, in addition to the formation of buying plan; This is because this feature allows customers to appear next to the brand's logo in the photos they take, which is reflected in their feeling of the brand's proximity to them, especially if the filter is funny, and that whenever the application allows funny facial expressions and different features of the person through the brand's geofilter, this makes there more satisfied customers with the messages provided; Because they see themselves inside the brand's ads, which reflects on purchasing intent.

AlQahtani's study (2018) aimed to identify how the respondents use Snapchat to communicate and e-commerce. For example, the opportunity for customers to publish evaluations about goods and services has become clear that friends influence the purchase process through Snapchat. However, despite the above, it has been found that few respondents see it as an effective platform for marketing. Therefore, the study emphasized the need for strategies to be developed to activate its use as a marketing method, Including raising awareness and working to increase confidence in marketers, and providing more knowledge about how to use it and its benefits.

The DeVries study (2017) aimed to identify the uses of Snapchat by young people from 18 to 34 years of age and the gratifications achieved from it in the United States, in addition to their attitude towards the brands they use in advertising, and its reflection on purchasing intention, and it was found that respondents use the application when they are bored And to communicate with friends and watch their different stories. It became clear that many of them were exposed to advertisements through the application. They interact with each other, but this does not mean that there is an intention to buy, especially since it is rare for the advertisement to contain urging to make a reaction, telling that brands paid more attention to advertising. To suggest an increase in awareness of it and a trend towards it, which in turn has already formed a positive direction towards brands, but a small percentage of the respondents are already the ones who have purchased as a result of Snapchat ads, which means they need to develop in the advertising plans through the application to reach better results.

The study of Sashittal et al. (2016) was interested in identifying the opinions of university students on Snapchat as an appropriate means for marketing brands. It was found from the results that the respondents see the application as a proper means for brands and that it will be successful and open compelling marketing opportunities for brands that need to be more close to The public compared to the brands that the public already considers close to it, and that as an application it is an appropriate tool for brands and their operators who find it difficult to reach young college students effectively.

From a review of previous studies related to the nature of the Snapchat application and its uses, the studies agreed on the importance of the Snapchat application as a form of social networking and that the application has a large audience among young people because it has solid and flexible tools that keep pace with the nature of young people accustomed to technology. As a result, the application was able to attract significant media outlets. Furthermore, the imposition of different content with specific characteristics made news sources on the Snapchat application a unique, new, and creative way to exchange news, which attracts a large segment of young people as they are a new generation that has grown up on technology and are accustomed to it, and this supports the current study. Furthermore, it highlights the importance of following Snapchat celebrities on Saudi university graduates' trends.

The current study differs from previous studies in its handling of the Snapchat application, as it deals with the impact of following Snapchat celebrities on the attitudes of Saudi university graduates towards the labor market from the perspective of social service, and then works to present a proposed scenario to activate the role of following Snapchat celebrities in shaping trends towards The labor market from a social service perspective.

This study agrees with previous studies in its handling of the concept of Snapchat and the importance of its use. Attitudes of Saudi university graduates towards the labor market from the female graduates themselves.

The current study has benefited from previous studies in Forming a comprehensive perception for the researcher about the importance of using and following Snapchat as a social platform by reviewing the results and recommendations of those studies and benefiting from them in writing the theoretical framework of the current research, and enriching it, as it helped identify the

appropriate approach and choose The right tools for the recent study and how to build them, in addition to supporting them by discussing the results of the current research with the results of previous studies.

### **Statement of the Problem**

Schwab (2016) reports that the start of the fourth industrial revolution is exemplified by the great social, economic, cultural, political, religious, and intellectual interactions received by digital mass media due to their high availability and low cost. Social media has a generally positive impact on people's lives, causing cultural, social, and economic changes through the dissemination of knowledge, culture, and education, as well as allowing self-improvement (Miqdadi, 2013). However, several studies have reported increased risks of social media for knowledge- and technology-consuming societies because of its impact on culture, traditions, and languages (Abboud and Al-Ani, 2015).

Researchers have reported that more than 77% of university students use Snapchat regularly (Grieve, 2017). Although many studies have highlighted the benefits of using social media platforms such as Facebook and Twitter, few studies have examined the impact of Snapchat. For example, Will (2016) showed that Snapchat supports education and has many benefits that motivate students to have fun, learn, and increase their interactions with learning content. Freyn (2017) and Lee (2016) argued that Snapchat has a considerable role both inside and outside the classroom in making learning fun and exciting to affect positive achievements and interaction. The use of Snapchat is affected by the psychological, social, and cultural structure of individuals and groups. Young people are often prepared and excited to try new things, and such attitudes play a considerable role in their use of Snapchat (Shteawy, 2019).

Education in general and educational institutions in particular aim to help young people adjust to age-related problems and social development. Because university students experience various elements of culture, they often have ideas and attitudes towards many significant topics (Hosni , 2013). Following the interest of Saudi Arabia in activating modern technology, including social media, in various aspects of life to develop twenty-first century skills among university graduates, as well as the importance and impact of Snapchat on university students, the present study tries to answer the following question: What is the impact of following Snapchat celebrities on the attitudes of university graduates toward the labor market from the perspective of social work? This question is divided into the following sub-questions:

1. What are the attitudes of female Saudi university graduates toward the labor market?
2. What is the impact of following Snapchat celebrities on the attitudes of female Saudi university graduates toward the labor market?
3. How can female Saudi university graduates' attitudes toward the labor market be shaped through following Snapchat celebrities from the perspective of social work?

### **Terminology of study**

#### *Snapchat application:*

Freyn (2017,35) defined Snapchat as social networking and multimedia application that allows users to share photos, videos, and messages, which disappear within a short time.

The researcher defines it procedurally as one of the quick and instant social networking applications that allow female graduate students of Saudi universities to communicate, interact and transfer experiences to follow up on Snapchat celebrities to know its impact on their attitude towards the labor market.

#### *Snapchat celebrities*

The researcher procedurally defines Snapchat celebrities as some people. The researcher procedurally defines Snapchat famous people who add stories on Snapchat that show the details of their lives and work, those activities and the activities they do, whether the activities are related to the world of art, media, fashion, or even related to their daily lives, and in return for that, They may be followed by tens of thousands of followers of the Snapchat application among users of social networking sites. They may take advantage of this to promote and advertise various consumer products, benefiting from this application in obtaining an excellent financial income that helps them in their working lives.

### ***Attitudes***

It is the tendency and tendency to respond and interact positively or negatively towards another individual, a specific event, or certain things or situations. Through the attitudes, the individual's support for or opposition to a particular topic becomes apparent, and the level of his satisfaction and acceptance of this topic becomes clear (Al-Harbi, 2001).

The researcher defines procedurally the opinions and attitudes formed by the graduates towards the labor market. Then, it is measured by the degree that the graduate obtains on the scale of attitude towards the labor market presented to them in the current study.

### ***Labor market***

Al-Otaibi (2010) defined it as the functional areas available in the governmental, private, public and private sectors, which are commensurate with the competencies of graduates and holders of higher degrees (Masters and Ph.D.).

The researcher defines the labor market procedurally as the various institutions, bodies, and sectors, whether public or private, that wish to employ human cadres who graduated from the different education sectors and their institutions according to the field of supply and demand.

### ***Methodology***

#### ***Sample***

The author adopted a descriptive-analytical approach because it fits the topic and objectives of the study. This approach describes, examines, discusses, and expresses the phenomenon qualitatively and quantitatively using a questionnaire. The population of this study covered all graduates of Saudi public universities, aged 21–28 years, comprising 1,000 chosen by a simple randomization method. The most significant percentage of participants in the research was from Princess Nourah Bint Abdulrahman University because the researcher works there. Also, the researcher was responsible for the unit of graduates at the time of the research, which made it easier to reach the most significant number of the sample than other universities. Moreover, the study included several independent variables regarding preliminary data about the participants, as shown in Table (1).

**Table 1. Distribution and percentage of participants**

<b>Variable</b>	<b>Categories</b>	<b>Frequency</b>	<b>Percentage</b>
Age	From 21 to less than 23	287	28.7
	From 23 to less than 28	482	48.2
	More than 28	231	23.1
	Total	1000	100
College	Practical and applied	389	38.9
	Literary	611	61.1
	Total	1000	100
Work practice	Yes	242	24.2
	No	758	75.8
	Total	1000	100
University	Public	1000	100
Universities	Princess Nourah Bint Abdulrahman University	813	81.3
	Imam Mohammad Ibn Saud Islamic University	101	10.1
	King Saud University	66	6.6
	King Faisal University	4	0.4
	Qassim University	4	0.4
	University of Tabuk	8	0.8
	Shaqra University	4	0.4
	Total	1000	100



### ***Study Materials***

#### **1. The Scale of the Attitudes of Saudi University Graduates towards the Labor Market.**

The Scale of the Attitudes of Saudi University Graduates towards the Labor Market comprised 38 items rated on a five-point Likert scale (strongly agree, agree, undecided, disagree, and strongly disagree). The author designed the scale after reviewing the relevant social, humanities, and educational literature. The scale aimed to measure the attitudes of Saudi university graduates toward the labor market. The 38-item preliminary form of the questionnaire was presented to seven specialists to obtain their opinions. Based on the reviewers' notes, some items were modified and others were rephrased. Clear instructions were provided to obtain accurate data for statistical processing; the final form of the scale comprised 38 items.

#### **2. Questionnaire of the Impact of Following Snapchat Celebrities on the Attitudes of Saudi University Graduates toward the Labor Market**

This questionnaire comprised (33) items in closed form according to a five-point Likert scale (strongly agree, agree, undecided, disagree, and strongly disagree). The author designed the scale after reviewing the relevant social and humanities literature. The questionnaire aimed to identify the attitudes of Saudi university graduates toward the labor market. The 35-item preliminary form of the questionnaire was presented to five reviewers with specializations in social studies and humanities to identify their opinions. Based on the reviewers' notes, two items were deleted due to irrelevance, and others were modified. Clear instructions were provided to obtain accurate data for statistical processing. The final form of the questionnaire comprised 33 items.

### ***Validity and reliability of the tools***

#### **Face validity**

In their preliminary forms, the questionnaire was presented to five reviewers and the scale was presented to seven reviewers to obtain their opinions. In consideration of the reviewers' opinions, the scale and the questionnaire were modified and validated for application.

#### **Construct validity**

To calculate the construct validity of the tools, they were applied to a pilot sample of 50 graduates (not included in the original sample). The square root of the validity coefficient was calculated and scored (0.93) for the scale and (0.95) for the questionnaire, indicating high validity.

#### ***Reliability***

The author used the Cronbach's alpha coefficient to calculate the reliability of the tools, as shown in Table (2).

**Table 2.** Reliability values of the tools

<b>Tool</b>	<b>Cronbach's alpha</b>
Scale of the Attitudes of Saudi University Graduates towards the Labor Market	0.87**
Questionnaire of the Impact of Following Snapchat Celebrities	0.92**

(\*\*) Significant at the level of 0.01

Table (2) shows that all of the reliability coefficients of the tools were significant at the level of (0.01), indicating high reliability.

### ***Procedure***

This study was limited to understanding the impact of following Snapchat celebrities on the attitudes of Saudi university graduates toward the labor market from a social work perspective according to the graduates. Two tools were applied in the first semester of 2020/2021. The study involved 1,000 female graduates of Princess Nourah Bint Abdulrahman University, Imam Mohammad Ibn Saud Islamic University, King Saud University, King Faisal University, Qassim University, University of Tabuk, and Shaqra University.

### ***Research ethics***

Ethical approval and written consent were obtained from the Research Ethics Committee of Princess Nourah Bint Abdulrahman University and the participants. Confidentiality was maintained by not requesting names or any other information that would identify the participants. The subjected were informed of their right to withdraw from the investigation at any time.

**Findings***Attitudes of Saudi University Female Graduates towards the Labor Market*

The frequency, relative weight, and percentage of the responses were calculated on the scale measuring the attitudes of Saudi university graduates toward the labor market, as shown in table (3).

**Table 3. Attitudes of Saudi University Female Graduates towards the Labor Market**

Item	Total sample							
	Frequency					Relative weight	Percentage	Ranking
	Strongly agree	Agree	Undecided	Disagree	Strongly disagree			
I hope to get the job I want.	603	252	124	21	0	4437	88.74	1
I believe in the strong participation of Saudi women in the economic activity of the Saudi labor market.	575	278	123	21	3	4401	88.02	2
I prefer work that helps achieve self-actualization.	492	349	141	18	0	4315	86.3	3
I feel relieved and happy when I pursue a job in my field.	511	254	187	41	7	4221	84.42	4
I prefer to get a job that matches my education level and major.	436	332	195	29	8	4159	83.18	5
I believe that working in the public sector achieves job security and stability.	418	338	214	27	3	4141	82.82	6
I prefer to have information and a clear picture of job opportunities in all sectors.	397	384	171	48	0	4130	82.6	7
I fear less censorship in my work.	411	304	206	66	13	4034	80.68	8
I tend to be aware of the latest updates in the labor market.	371	355	191	67	16	3998	79.96	9
I would like to have a job that gets me promoted quickly.	332	348	260	56	4	3948	78.96	10
The university has created new specializations that are compatible with the needs of the labor market.	347	304	276	54	19	3906	78.12	11
I would like to have a job that is close to home.	345	322	242	72	19	3902	78.04	12
I believe that the private sector is one of the main pillars that help build the national economy.	262	453	228	31	26	3894	77.88	13
I feel a mismatch between my aspirations as a graduate and the conditions of the job market.	374	271	244	73	38	3870	77.4	14

Item	Total sample							
	Frequency					Relative weight	Percentage	Ranking
	Strongly agree	Agree	Undecided	Disagree	Strongly disagree			
I feel that my university education has helped me get suitable job opportunities.	286	371	271	62	10	3861	77.22	15
I seek jobs with less risk.	296	328	262	91	23	3783	75.66	16
I believe that work options are limited.	254	400	225	104	17	3770	75.4	17
I expect that my salary will be sufficient for a decent living.	251	356	298	88	7	3756	75.12	18
I think that some university courses do not fit the labor market.	288	365	176	135	36	3734	74.68	19
I tend to work on projects because they develop a spirit of challenge and determination to succeed.	253	312	294	107	34	3643	72.86	20
I think that the private sector prefers to employ foreign workers because of their skills.	274	313	228	120	65	3611	72.22	21
I think that there is no relationship between educational level and salary in the labor market.	295	234	249	138	84	3518	70.36	22
I aspire to get a job with a high income, no matter what kind of job it is.	227	257	342	139	35	3502	70.04	23
I prefer working on my own projects.	221	249	350	142	38	3473	69.46	24
I think I will be unemployed, especially at the beginning of my career.	227	252	235	185	101	3319	66.38	25
I see that working in the private sector achieves job satisfaction.	140	278	385	151	46	3315	66.3	26
I believe that success in the public sector does not require high mental capabilities.	232	238	244	182	104	3312	66.24	27
I seek a job that gives me prestige, even if the income is low.	194	249	299	191	67	3312	66.24	28
I prefer not to do more than one job to get more income.	181	238	308	217	56	3271	65.42	29
I think that self-employment is most suitable for me.	182	189	393	187	49	3268	65.36	30

Item	Total sample							
	Frequency					Relative weight	Percentage	Ranking
	Strongly agree	Agree	Undecided	Disagree	Strongly disagree			
I expect that I will not need clout to find a suitable job.	230	209	280	157	124	3264	65.28	31
After graduation, I prefer to pursue postgraduate studies than seek employment.	186	210	326	209	69	3235	64.7	32
I seek a comfortable and effortless job.	179	178	381	198	64	3210	64.2	33
I hope to have a job with more and longer vacations.	168	183	344	245	60	3154	63.08	34
I prefer working with private companies.	105	166	468	204	57	3058	61.16	35
I am afraid of finding a job in the labor market.	112	238	264	250	136	2940	58.8	36
I think that I will not find work that brings the financial return that helps meet my life requirements.	119	194	319	235	133	2931	58.62	37
I prefer not to work in crafts and manual work because of the prevailing social values in Saudi society.	139	127	278	256	200	2749	54.98	38
Total						138345	72.81%	

Table (3) shows that female Saudi university graduates' positive attitudes toward the labor market ranged from 54.98% to 88.74%. While "I hope to get the job I want" was ranked first, "I believe in the strong participation of Saudi women in the economic activity of the Saudi labor market" was ranked second, and "I prefer work that achieves self-actualization" was ranked third. The total percentage (72.81%) showed high and positive attitudes toward the labor market.

*The impact of following Snapchat celebrities on the attitudes of female Saudi university graduates toward the labor market*

The frequency, relative weight, and percentage of the responses were calculated on the questionnaire related to the attitudes of female Saudi university graduates toward the labor market, as shown in Table (4).

**Table 4. The impact of following Snapchat celebrities on the attitudes of female Saudi university graduates toward the labor market**

Item	Total sample							
	Frequency					Relative weight	Percentage	Ranking
	Strongly agree	Agree	Undecided	Disagree	Strongly disagree			
Snapchat celebrities help graduates promote a culture of self-employment.	119	309	266	172	134	3107	62.14	1
Following Snapchat celebrities provides me with up-to-	130	228	271	247	124	2993	59.86	2

Item	Total sample							
	Frequency					Relative weight	Percentage	Ranking
	Strongly agree	Agree	Undecided	Disagree	Strongly disagree			
date and instant news and information about the latest updates in the field and available job opportunities.								
Following Snapchat celebrities has helped me develop some personal and professional traits like self-trust, communication, self-learning, and feelings of responsibility.	93	285	279	166	177	2951	59.02	3
Following Snapchat celebrities provides me an opportunity to learn about the experiences of others in the labor market, which makes me more open-minded.	94	249	307	193	157	2930	58.6	4
Snapchat celebrities offer new ideas that enable me to create my own projects.	81	253	307	192	167	2889	57.78	5
Snapchat celebrities help me interact with professionals and companies.	56	283	262	225	174	2822	56.44	6
Snapchat celebrities encourage female graduates to launch innovative and promising businesses.	62	234	321	203	180	2795	55.90	7
Snapchat celebrities motivate me to participate in training workshops and lectures to join the labor market.	68	241	255	273	163	2778	55.56	8
Snapchat celebrities attract my attention to compare the features and services of different business sectors.	80	188	324	227	181	2759	55.18	9
Following Snapchat celebrities helps form positive feelings about the labor market.	71	162	334	234	199	2672	53.44	10
Following Snapchat celebrities allows me to follow a large number of employment institutions.	66	205	265	261	203	2670	53.40	11
Following Snapchat celebrities gives me the experience to pursue jobs.	69	184	274	284	189	2660	53.20	12
Snapchat celebrities highlight the obstacles that I might encounter while looking for a job.	62	177	299	259	203	2636	52.72	13
Snapchat celebrities provide me with theoretical insights into adapting to my job.	31	175	346	268	180	2609	52.18	14
The opinions and comments of entrepreneurs on the pages of Snapchat celebrities help me identify the causes of dis/satisfaction with the level of Saudi university graduates.	42	182	323	243	210	2603	52.06	15
The advice that Snapchat celebrities give helps me choose a job.	64	169	265	300	202	2593	51.86	16
Private sector organizations seek partnerships with Snapchat celebrities to motivate female graduates to take serious action toward fruitful economic projects.	60	162	288	281	209	2583	51.66	17
Snapchat celebrities help handle difficulties and stress in the labor market.	55	152	311	262	220	2560	51.20	18

Item	Total sample							
	Frequency					Relative weight	Percentage	Ranking
	Strongly agree	Agree	Undecided	Disagree	Strongly disagree			
Following Snapchat celebrities allows me to choose the appropriate location of my field training.	38	168	282	316	196	2536	50.72	19
Snapchat celebrities provide a feasibility study of the projects that are easy to implement.	66	132	305	258	239	2528	50.56	20
Snapchat celebrities provide information about investment and employment opportunities across Saudi Arabia.	42	149	306	287	216	2514	50.28	21
Snapchat celebrities introduce the required safety and professional health rules.	28	166	294	315	197	2513	50.26	22
Using videos and infographics, Snapchat celebrities provide interesting mentoring services to help me choose a professional field.	48	171	238	321	222	2502	50.04	23
Following Snapchat celebrities helps manage time permanently to search for a job opportunity.	53	150	266	275	256	2469	49.38	24
Snapchat celebrities employ motivation methods to guide female graduates in less popular jobs.	52	131	278	293	246	2450	49	25
Snapchat celebrities' live broadcasts about the labor market help me make decisions related to choosing a suitable job.	55	127	262	306	250	2431	48.62	26
The information provided by Snapchat celebrities about the labor market convinces me.	43	98	286	342	231	2380	47.60	27
Snapchat celebrities highlight specializations that are lacking to guide the graduates.	25	144	240	360	231	2372	47.44	28
Snapchat celebrities communicate with employers to develop the skills of female graduates to match the demands of the labor market.	47	80	242	397	234	2309	46.18	29
Snapchat celebrities provide clear insight into the qualities of graduates that are required by the labor market.	47	101	223	352	277	2289	45.78	30
I trust the information provided by Snapchat celebrities about the labor market.	37	82	277	327	277	2275	45.50	31
Snapchat celebrities set aside time to answer the inquiries of female graduates.	37	93	247	310	313	2231	44.62	32
Snapchat celebrities make plans to develop female graduates.	23	71	226	358	322	2115	42.30	33
Total						85524	51.83%	

Table (4) shows that the percentage of the impact of following Snapchat celebrities on the attitudes of female Saudi university graduates toward the labor market ranged from 42.30% to 62.14%. While "Snapchat celebrities help graduates promote self-employment culture" was ranked first, "Snapchat celebrities make plans to develop female graduates" was ranked last. The total percentage (51.83%) showed a low impact of following Snapchat celebrities on the attitudes of female Saudi university graduates.

## **Discussion**

The author argues that the graduates know that some work achieves psychological and employment stability that causes creativity, development, and motivation. Graduates are thus keen on choosing a job that meets their desires for innovation and growth. Furthermore, technology has provided more new jobs, making job selection significant.

The author argues that the Saudi Vision 2030 allows a new approach that empowers women to engage in economic development, transforming the Saudi economy by relying on various income resources. The Vision includes objectives and policies to improve Saudi position and contribute to economic growth. Therefore, female university graduates seek employment because of their strong belief in their role in economic activity in the Saudi labor market. Furthermore, the National Transformation Program 2020 has 36 strategic objectives to support Saudi women's empowerment, independence, and self-reliance. The study results agree with Al-Rasheed (2009) and Almaneef (2007) that university students' attitudes toward the labor market were positive. Still, they differ from Al-Arfaj (2015) and Cabrera et al. (2008), who showed negative attitudes toward the labor market among students.

The researcher attributed this to the fact that the current generation who employs technology and techniques and uses them in all areas of their daily life, which helps discover the opportunities offered by new communication channels, such as YouTube, Snapchat, and social media in general, in addition to the fact that today's youth are more inclined than ever to work. Free labor away from the authority of traditional employers and various job restrictions, and to prevent unemployment, and to achieve their ideas and ambitions on which they depend to secure a decent living, in addition to what has been caused by technical and practical development in the modern era, which has led to the expansion of free markets. Young people, in addition to supporting self-employment and making the graduate work in her personal goals and achieve her professional ambitions, not the dreams and aspirations of others because she works for herself directly, in addition to opening the way for them to do things they like and achieve a good financial income, and the current study agrees with the study of Basmail (2018) A reference to the importance of Snapchat among young people and their admiration for its services and advantages but differ from the findings of other studies (Albadna and Aba-Alkhail, 2018., Phua and Kim, 2018., Alqahtani, 2018., DeVries, 2017., Alawdan, 2019).

### ***The possibility of forming female Saudi university graduates' attitudes toward the labor market be shaped through following Snapchat celebrities from the perspective of social work.***

To answer the third question, the author proposed to formulate, from a social work perspective, the attitudes of female university graduates toward the labor market by following Snapchat celebrities, as follows:

The proposal made to formulate such attitudes considers the increasing interest of youth as a basis for change. Young people are keen to identify the latest updates and applications in various life affairs. Moreover, they are the basis for the future of society. Thus, formulating the attitudes of the youth toward employment is important. The proposal includes a philosophy, foundations, premises, objectives, strategies, implementation mechanisms, and achievement requirements.

#### **a. Philosophy**

The philosophy of the proposal is based on the perspective, importance, and necessity of social work in light of the prevalence of Snapchat in Saudi society. Moreover, female graduates should be protected against intellectual deviation concerning the labor market. This objective can be achieved by utilizing the positive aspects, avoiding negative ones, and confronting threats of following Snapchat celebrities.

#### **b. Foundations**

- Acknowledging the high impact of Snapchat due to its popularity among young people and its importance as a social medium for marketing.
- Snapchat celebrities can formulate their followers' attitudes through the transfer and integration of experience, which can be used in developing and launching academic programs.
- Providing job opportunities for graduates is important to highlight their capabilities, energy, and potential. Especially the females in Saudi society to ensure that they are not marginalized and that their role in society is activated.
- Providing job opportunities for graduates is an economic necessity, given the labor market's need for aware and trained human resources.

- Public or private employers must keep pace with recent knowledge and digital changes and developments.
- Female graduates should take the lead in following and interacting with Snapchat celebrities by studying, analyzing, and assessing them to highlight advantages and reduce disadvantages.

**c. Premises**

- The ability to formulate the attitudes of female graduates.
- The results of the literature related to Snapchat celebrities and attitudes towards the labor market, as well as the findings of the present study.
- The professional roles of social workers that are suitable for intervening in the formulation of attitudes of female graduates toward the labor market.
- The successive changes taking place in Saudi society and their implications for female graduates concerning keeping pace with technological developments and innovation in various fields.
- The value and importance of work to the individual and society.
- Contemporary challenges require more effort and preparation to make individuals ready for job opportunities that suit their specializations.
- The speed of global change and its implications in the labor market requires directing female graduates to the labor market appropriately.
- The changing nature and dynamics of the labor market and the speed of accepting and rejecting jobs according to the requirements of the labor market.
- The high level of unemployment among university graduates.
- The increasing demand of university students for using social media should be utilized for their benefit after graduation.
- Highlighting the importance of this platform, which has a significant impact on youth.
- The findings of the field study.

**d. Objectives**

The present study aims to make a proposal to formulate the attitudes of female Saudi university graduates toward the labor market and to activate the role of following Snapchat celebrities from the social work perspective. A field study was carried out and showed the low impact of following Snapchat celebrities on the positive attitudes of female Saudi university graduates toward the labor market. The results were discussed in the light of the results of the literature and the conceptual framework. The objectives of the proposal are:

- Identifying the best procedures and methods to prepare female Saudi university graduates for the labor market appropriately by employing Snapchat and following celebrities.
- Preventing female graduates from following the accounts that negatively shape their attitudes and interest in the labor market by organizing awareness programs and holding seminars and lectures.
- Creating a set of suggestions that would shape female graduates' attitudes toward the labor market by reducing some negative aspects when following Snapchat celebrities.
- Identifying the roles of educational institutions in the preparation of female graduates concerned with meeting the actual needs of the labor market regarding their skills and capabilities.
- Providing a set of regulations that can help shape female graduates' attitudes toward the labor market.
- Encouraging female graduates to follow the most important Snapchat celebrities interested in employment and the labor market.
- Intensifying communication with female graduates through seminars and lectures to shape their attitudes toward the labor market and identifying the most important and suitable jobs.
- Highlighting the role of Snapchat celebrities as one of the most important aspects that influence young people and shape their attitudes, especially in job-related issues.
- Laying scientific foundations and providing solutions and mechanisms to promote the role of Snapchat celebrities in shaping the attitudes of female graduates toward the labor market.

**e. Strategies for achieving the objectives of the proposal:**



- Attitude modification: This strategy aims to modify the negative attitudes of female university graduates toward the labor market and guide them to follow positive Snapchat celebrities to find a suitable job.
- Development: This strategy aims to develop female graduates through workshops and help them adapt communication technology to communicate with companies and institutions to obtain a suitable job.
- Cognitive structure: The restructuring method is used to modify female graduates' negative concepts regarding the labor market by providing them with new knowledge.
- Empowerment: This strategy enables female graduates to encounter their problems and carry out their responsibilities positively to choose a suitable job by identifying and developing their capabilities and skills to carry out the job appropriately.
- Persuasion: It aims to make changes among the female graduates to shape their attitudes towards the labor market by discussing the importance and positive impact of Snapchat, especially the pages that motivate employment.
- Intervention in the environment: In this strategy, institutions working in the field of youth develop university graduates' attitudes toward the labor market by following Snapchat celebrities to announce vacancies for graduates.

f. Means of implementation

Meetings, lectures, seminars, individual and group interviews, and group discussions

Implementation requirements

- Providing material and human capabilities and establishing advisory centers that answer the inquiries of female graduates concerning specializations and labor market requirements.
- Supporting Snapchat celebrities through awareness programs for female graduates.
- Disseminating the culture of choosing to follow Snapchat celebrities who focus on employment and the labor market.
- Creating a database of the accounts of Snapchat celebrities who are interested in employment.
- Creating and updating a database of the required jobs.
- Activating the follow-up of female graduates and communicating with them to identify the obstacles they may face in the labor market.
- Establishing a unit at each college to coordinate with companies and institutions.
- Holding educational meetings to demonstrate the importance, advantages, disadvantages, and implications of following Snapchat celebrities.
- Training Snapchat celebrities to draft media messages in line with the appropriate strategies, objectives, and visions, including focus, attraction, and influence to deliver messages that serve female graduates, especially regarding their attitudes towards the labor market.
- Continuous assessment to identify the success of the proposal in forming the attitudes of female graduates.

The author argues that the proposal depends on dynamism making the necessary modifications. The proposal includes a system of behaviors and psychological processes that occur within a group and depends on the satisfaction of female graduates with the jobs that meet their specializations and the development of capabilities for their future high performance. It is a framework for practice that should be tested to ensure its effectiveness

### **Conclusion**

Saudi society is going through many changes that have affected graduates' use of modern technologies and the labor market. In this context, women need to be strengthened and directed towards the labor market with its variables so that they are not subject to marginalization and discrimination in light of the rapid changes that the labor market is witnessing. Therefore, we worked through this research to provide indicators for social work's professional practice and direct social workers in Saudi Arabia to pay attention to these variables that could help integrate women into the labor market. The developments brought about by the Covid-19 pandemic may increase the risks of parity between men and women in the labor market and some cultural considerations in the employment of women. Therefore, this study directs the professional practice of social work as well as education and social policies to the necessity of empowering young women in the labor market by providing the opportunity to "use digital technology to provide decent work opportunities for all with an emphasis on the effective integration of young people into the world of work" as referred to by the International Labor Organization 2020 in its centenary declaration on the technology and the future of work.

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