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RESEARCH ARTICLE

SOCIAL NETWORKING SITES THE PHILOSOPHY OF CHANGING HUMAN DEVELOPMENT

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ABSTRACT

The aim of the study is to try to identify the extent to which social networking sites can play a role in building and developing human development in the future, and increase the interest in upgrading the society and its members through these social sites. In order to achieve economic, social and cultural development of society; to identify the most important mechanisms and knowledge of the need for a system and mechanisms to face the challenges and developments that can advance sustainable human development under a new international order based on technological development and social media; Humanity contains the meanings, concepts and impact of social networking sites on the members of the community where information access routes vary. And to clarify the most important systems to monitor the users and users of social networking sites according to criteria appropriate to the subject of change and development. And the dissemination of the culture of what is known as the attempt to reconcile the social media in the organization of the benefits of benefit from any developmental benefit; scientific, commercial or industrial may result in human development.

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INTRODUCTION

Communication and communication technology have provided new opportunities and possibilities in the field of communication. The various forms, methods and effects of these technologies have been changed. These enormous developments in the field of communication technology have changed many concepts and roles as a shift Quality and revolution in the real world of communication, the spread of Internet sites linked parts of this world wide space wide, and paved the way for all communities to rapprochement and the exchange of ideas and ideas and desires, and benefited from all these sites of multimedia available in the One of the means to achieve communication between individuals and groups and then appeared websites and chat sites that changed the content and form of the new media and created a kind of communication between the owners and users. In this regard, social networking sites have become the basic framework for many information, especially with the developments of different technologies and information, especially with regard to human development issues with a complex concept that includes a set of components and contents that overlap and interact in its operations and its results a number of factors, inputs and contexts, The foundations of political organization and its areas, the relations of social structure among its various sectors, the sources of power and wealth, the criteria for its ownership and distribution, the cultural values associated with religious and economic thought, Of work and development, identity and awareness of the need for development and innovation tool for progress and development. It is a process related to the investment of resources, inputs and economic

Activities that generate wealth and production for the development of human capacity by paying attention to the development of structures and institutional structures that allow participation and utilization of various capacities of the whole society. Here is the largest role of social networking sites in the era of interactive social media and information revolution, During this century, which makes them enter into the details of political, economic and social relations in all societies, developed and developing, in varying degrees, the first thing that may come to mind when talking about communication sites And its potential role in determining strategies and how to use them in human development, as an important tool of development communication and a tool for building changes in human development, thereby giving decision-makers a chance to prioritize local communities in future human development plans. This can be done through those sites to achieve human development goals. As a result, the increase in the use of these sites and increases the impact negatively and positively according to the directions of its users. The growing use of multiple social networking sites has made it easier to share news and information through these social sites (*Turkey Al Sudairy, 2014*). There is no doubt that the contemporary world is undergoing a major transformation, through which the factor of time has been reduced and social sites have become the alternative to the activities of the past, and the interaction between today's societies and the environment and the environment is strikingly dependent on the communication system. Which confirms the radical change in the tools of communication and expression, and these sites in which many of the community spaces spend a lot of time in interaction with each other, which led to a real revolution and

fundamental changes in all areas of life? The effects of these changes began worldwide, bringing new phenomena and direct effects on various social structures and structures, especially in the field of human development. All of this has contributed to what has become known as social networking sites, which have become the means of communication affecting social development changes, which allowed the society to entertain their ideas and discuss social, developmental and other issues, crossing natural borders into new and unregulated spaces (Nadia Ouargla, 2013). This is what "Ibn Khaldun" predicted hundreds of years ago: "Man is a social being, suffering from isolation." ... and this is the new social media is looking for communication.. And to communicate through the presence in the community in programs to address the simple ordinary person in the place of his presence, provide advice and advice from decision makers who make policies that affect his life directly. Which may affect and may miss this new and old means in our society, but through this research we hope to provide a realistic picture of this important means and its role in social and moral change in a scientific way requires us to talk about the subject by answering a number of questions focused on the following three questions:

What is the concept of human development? What are social networking sites and what is their impact on human development? And the extent of change and development through social networking sites and their role in the change towards human development?

Literature Review

Social networking sites have become a fundamental procedural technique in understanding human interactions, interpretation of texts, and all ways and means of communication and exchange of messages. It is therefore possible to assert that these sites have become a science and a self-standing world with its own techniques, components, methods and forms. And try to identify the important and influential points in the social networking sites and their relationship to change and human development and the variables affecting the development of human development in our Arab countries in the future as these sites are the basis of the social link between members of society. To identify the type of relationship and the nature of the role that can be played by social networking sites in human development change. In order to address the environment of developments and developments of technical development and continuous social media. And that the change towards human development is a thorny issue because it is linked to the human element without any other creatures, and the responsibility and change responsibility of the responsibility and change is the result of positive and negative actions and practices within the society. Therefore, social networking sites can play an important role in human development and how to develop concepts of development and change For the better and how to take advantage of this new media as the language of the future future and to preserve our next generations using the skills of social communication, focus on society or delayed, in the role that can be played "social networking sites and philosophy of change T towards human development "; it is one of the most important challenges facing the Arab countries in this century. The social sites have become the subject of debate and discussion for those interested in this area in identifying the problems they face, and how to address them and deal with them by developing mechanisms that are within the texts working on the renaissance of Arab society. As there emerged

some voices calling for sustainable human development, especially among the countries of interest. The concept of "social networking sites" became controversial and the station saw many interested in media studies due to the overlap of views and trends in the media. This concern was related to the technological development that took place in the use of technology and technology. This label was applied to all possible groups and individuals' online community, and new ways of communicating in the digital environment, allowing small groups of people to meet, gather and share information through websites. Social networking sites are a collection of Internet technologies and websites used to exchange views, experiences and perspectives, and are used mainly as tools for dialogue and conversation. It differs from social media tools from traditional media such as television, radio and newspapers; social communication tools are used as effective tools for direct dialogue between different levels of society. This means that the level of communication and exchange of information changes to a deeper level among the various segments of society and their participation in their opinions and suggestions compared to the traditional media. Where a stronger sense of the policy and services of government and private institutions in the field of human development and thus can gain greater confidence of citizens. Social networking sites can be used in a wide variety of areas where government institutions can use them to raise awareness of human development issues and build credibility with a certain group of With the government electronically, and involve the state in consultation on development policies or as a tool to improve human development in cooperation with governmental or private institutions and their constituents (ITA, 2013) Therefore, the definition of social networking sites: "Media content that is personal, and transmitted between two parties, one sender and the other through a means or social network, with a free message to the sender, and the freedom to respond to the future." Social networking sites are also known as "new ways of communicating in the digital environment, allowing smaller groups to meet and gather on the Internet and share benefits and information, an environment that allows individuals and groups to make their voices heard and the voice of their communities to the world." Zaher Radi "defined social networking sites as "a set of websites that allow the subscriber to create their own site, and then connect it through an e-social system with other members of their own interests and hobbies (Zaher Radi, 2003).

Sheridan College of Technology sets a procedural definition for the new media as: "Digital media types are presented in digital and interactive form, and are based on the integration of text, image, video and audio, as well as the use of computers as a main mechanism in the production and presentation process. Which distinguishes it and its most important features? "(Abbas Sadiq, 2011). Mohamed Awad defines social networking sites as "an electronic social structure made up of individuals, groups or institutions that may reach these relationships to deeper degrees such as the nature of the social situation, beliefs or class to which the person belongs." They are known as "social web sites on the Internet and are the mainstay of new or alternative media, which allows individuals and groups to communicate among themselves through this virtual space" (Nadia Ouargla, 2013). It is also known as "interactive social sites that allow users to communicate at any time they wish and anywhere in the world, have been online for years and enable them to communicate visually and audio, share photos and other

potentials that strengthen their social relationship." (*Abbas Sadiq, 2008*). The social networking sites can be divided according to the previous definitions to the following sections: (*Bushra Rawi, 2012*)

1. The Internet and its applications, such as Facebook, Twitter, YouTube, blogs, chat sites, e-mail ... For the media, the fourth system is added to the three classic systems.
2. Applications based on various mobile devices, including smart phones, PDAs and others. Mobile devices are a fifth system in the making.
3. I am based on the platform of traditional means such as radio and television "social networking sites for channels, radios and programs" which have added features such as interactive, digital and response to demand.

It can be concluded that social networking sites indicate a state of diversity in the forms, technology and characteristics of traditional methods, especially in terms of individuality and customization, and are the result of a key feature of interactivity. If mass media and mass media are, in that capacity, the flags of the twentieth century, personal and individual media are the flags of the new century. And the resultant change of the relational model inherited in order to allow the ordinary person to deliver his message to those who want at the time and wants wide-ranging directions and not from the top down according to the traditional communication model. As well as the adoption of these sites applications virtual reality and its achievement of individual characteristics and privatization and beyond the concept of national state and international borders (*Abbas Sadiq, 2008*). From the above definitions can be easily deduced to the diversity of forms and the importance of social sites, some of them are aimed at public communication and the formation of friends around the world and others are about the formation of social sites in a specific scope and confined to a specific area such as professional sites and sites of photographers and graphic designers. Despite this importance, however, social networking sites have many advantages that are distinguished from other sites in the web, notably:

1. The goal of social networking sites is to create an atmosphere of communication in a virtual technical community that brings together a group of people from different regions and countries on one site, with different destinations, levels and colors, and their technical language.
2. The meeting shall be on the unity of purpose whether acquaintance, cooperation or consultation or just for entertainment only and the formation of new relationships, or love for exploration and discovery.
3. The person in this society is an active member that is, he sends, receives, reads, writes, participates, hears and speaks. His role here transcends the negative role of hearing and reading only. The role of the site owner in these sites is only the role of the sergeant.

Thus, in recent years, the world has seen a kind of social communication between humans in virtual cyberspace near the differences between peoples and intercultural interaction. This type of communication is called social networking sites. These sites have multiplied and attracted a wide audience. Political and natural in the world a dominant role in the definition of

these sites, and in return for these sites was also accredited with the delivery of quick news, text messages and videos of events, which helped in the fame and spread of these sites. There are many types of social networking sites, and each day shows more of them but to facilitate the process of absorption I will classify them and what they are: (*Safa Zaman, 2013*)

1. **First type: specialized in communication** and the creation and exchange of information, examples of this type of social communication, such as: (*Hani Khamis, 2010*)

a) **Blogging:** This site is an example of a personal blog. There are also many types of blogs, some of which deal with the transmission of information about the news of all kinds, while the other deals with personal and daily matters. Some of the most important blogging programs include Blogger, Expression Engine, and Live Journal.

b) **Micro Blogs:** Micro blogging is a method of transmitting information quickly, and what distinguishes it from regular blogs is the small size and quantity of information (text, images, audio and video). The most important programs of micro-blogging: Twitter

c) **Social networking sites:** One of the most popular sites is Facebook and LinkedIn, sites that enable users to communicate directly with each other and share interests and events. They can also be used to search for friends of the study or to find a new job or even to find out what is new in the lives of those who know without the need of direct question, these sites provide many benefits to users. Among the most important social networking sites: A Small World, Face book, Hi5, LinkedIn, MySpace

2. **Second type: social networking sites** known as cooperation sites and building teams

▪ **Wiki:** sites that enable many people to participate in the creation of logically linked information through web links, from the best examples of Wikipedia's scientific encyclopedia that were built by users by sharing information. You can create your own wiki and your friends by using these sites:, Wet paint, Wiki, Wikimedia, Wiki spaces

3. **Third Type: Social sites:** A term is often used to refer to and interact with websites used to communicate with others, often informally and in full reliance on the Internet. Examples of such sites include Face book and Twitter (*Al-Mansour, 2012*)

4. **Type 4: Media Sharing Sites** - Websites that allow users to share video and images with others, and allow them to comment on their own media and those that other users upload to the Web. Examples of such sites include YouTube and Flickr.

It is worth mentioning that everything is positive and negative, social networking sites also have their pros and cons, and we first start with the positive aspects of the positive uses of social networking sites are:

First: positive effects: Without a doubt, the technology of social networking sites and communication sites has added a

new positive dimension to the lives of millions of people to bring about cultural, social, political and economic changes in the lives of entire communities. The most important of these positive effects are (*Musa Jawad Al Moussawi, 2011*)

1. **A window to the world:** Millions of foreign and Arab people, especially in social sites, have a free window to learn about the world's ideas and cultures.
2. **Opportunity for self-promotion:** Who does not have the opportunity to create an independent entity in the community expresses itself, when registering social networking sites and the mobilization of personal data, you become an independent entity and globally.
3. **More open to the other:** The communication with others, whether you are different from you in religion, creed, culture, customs and traditions, color g appearance and tendencies, you have gained a friend with a different identity from you and may be in the room next to you Or thousands of miles away on another continent.
4. **Platform for opinion and opinion:** One of the most important characteristics of social networking sites is the ease of editing on their pages, as well as the freedom to add content that reflects your thoughts and beliefs, which may conflict with others. The field is open to freedom of expression, making social networking sites a powerful tool for expression. About trends, trends and personal attitudes towards the nation's fateful issues.
5. **Reducing the clash of civilizations:** social networking sites have been strengthened by the phenomenon of cultural globalization, but at the same time are working to bridge the cultural and civilization gap through a culture of communication among the users of these sites, as well as to clarify and clarify the Arab concerns of the West without falsifying the media and hypocrisy. Politics, which ultimately results in an intellectual convergence of people, groups and countries.

The negative effects: as there are positive effects of social networking sites it also has negative effects is a double-edged sword, and those negative effects (*Wael Mubarak, 2011*).

1. **Reduces the skills of personal interaction:** With ease of communication through these sites, it will reduce the time of interaction on the personal level of individuals and groups used for these sites, as is known, personal communication skills are different from the skills of electronic communication, in normal life cannot create Chat someone immediately and remove them from your circle by pressing a button.
2. **Wasting time:** With its recreational services provided to subscribers, it may be very attractive to a memorable degree with time.
3. **Loss of Arab cultural identity and replacing it with the global identity of the sites of communication:** Cultural globalization is a negative impact of social networking sites in the eyes of many.
4. **Lack of privacy:** The majority of social sites face the problem of lack of privacy, causing a lot of moral and psychological damage to young people and may sometimes reach material damage, the user's profile on this network contains all his personal information in addition to the concerns, Easily to the hands of people who may exploit them for the purpose of insulting and defaming.

5. **Friendships may be exaggerated or tyrannical sometimes:** all the people you know through social networking sites add them as friends and it is an inaccurate title, because friendship is formed over time and not immediately, it is a kind of hypocrisy.
6. **Impersonation of figures:** The real unknown remains behind the users of social networking sites, sometimes driving their users to extortion, impersonation and dissemination of misleading information and defamation, or in crime such as theft, theft, or kidnapping (Mohammad Ajam, 2010)
7. **The decline of the use of the standard Arabic language for the vernacular:** The use of a combination of Latin letters and numbers instead of traditional Arabic letters, especially on the sites of acquaintance and conversation and turned the characters of the Arabic language into symbols and numbers

In addition to the above positive and negative aspects of social networking sites can clarify some of the pros and cons of the positive uses of social networking sites are:

1. **Personal communication uses:** This is the most common use, and perhaps the first spark of social sites today was the purpose of personal communication between friends in a particular region or community, and this goal exists so far despite the evolution of social sites at the level of services and the level of technology and software, The limits of the state to the world ... Through private social sites can exchange information, special files, photos and videos, as it is a wide area of friendship and friendship, creating a community atmosphere characterized by the unity of ideas and desires often, although their age, M Scientific.
2. **Educational uses:** The role that social sites play in the development of e-learning, where they work to add the social side to it, and the participation of all parties in the education system from the headmaster, teacher and parents, not only focus on providing the course to students; Communication and communication outside the school system, breaks the time barrier can be communication outside the study time, and eliminates many formalities within schools, and can be individual or collective communication with the teacher, which provides an atmosphere of individual differences, Other circles such as communication, communication, discussion and opinion, a very narrow area within the walls of schools, in light of the accumulation of students in the classrooms and the abundance of materials, with the existence of regulations and spaces of narrow discussions and trades.
3. **Government uses:** Many government departments have tended to communicate with the public through social networking sites, in order to measure and develop their government services, and to keep pace with modern technology. Technical communication with the public has become one of the points of assessment of government services and services. Direct to the first beneficiary, and direct feedback, which helps avoid mistakes and access to the service provided for mastery and excellence.
4. **News Uses:** Social sites have become an authentic source of news for many of their leaders, news that is characterized by its first source and often free, unprofessional individual formulation of different

political or propaganda uses. Blogging for attracting news readers, niche news sites, and major news channels has been marked by different events and their owners have had a significant impact on reporting the right news to public opinion.

- 5 Advocacy uses:** Social sites have opened the door to communication and advocacy with Muslims or non-Muslims in different languages and different races and countries. Many of the preachers have their own pages and rich sites, a positive transmission of global communication under the official media closure in many countries. The call to social networking sites is universal and instantaneous and constantly updated, breaking time and time barriers, ease of use and communication, and saving in effort and costs.

Change and human development: Change is a natural phenomenon that is subject to all aspects of the universe and various life matters. In ancient times, the Greek philosopher Heraclitus said that change is the law of existence, stability, death and non-existence, as expressed in his famous saying: You do not descend the sea twice; the phenomenon of change is evident in all aspects of social life.

This has led some thinkers to say that there are no societies but that there are social interactions and processes in constant change and continuous interaction. Social change is not limited to one aspect of human and social life, because it is difficult to stop it as a result of social systems, social organization, interdependence and functional support. Social change is defined as: "Every transformation occurs in social systems and devices, whether in construction or function within a specified period of time." Thus, Albert Moore identified the most important features and characteristics of the nature of change:

1. Change takes place everywhere, where its results are very important.
2. The change is intentional or as a result of the effects of the intended innovations and innovations.
3. Increasing the channels of communication in a civilization with other civilizations, the increasing possibility of new developments.
4. The series of material technological changes and planned social aspects is widespread despite the rapid delinquency of some traditional methods.

As for the concept of social change, it is defined as: "Every transformation occurs in social systems and devices, whether in construction or function within a specified time period" Where we find that the change types - there are types of social change have been agreed by sociologists are:

1. Linear linear change: It takes two pictures: a retrograde change, which connects its owners between change and delay, while the second is a gradual change of progress that connects its owners between progress and change.
2. Circular change: a change that is related to the life of the society represented in man so that "Ibn Khaldun" shows that the societies are going through the stages of circular start with childhood and then the stage of youth and maturity and then the age of aging.
3. Significant or fluctuating change: takes the form of movements and manifestations of ascending and descending.

The concept of human development can be clarified and development in Arabic is a derived word that means increasing and spreading. It means increasing, upgrading and improving what is already existing and spreading it to others, so that it contributes to the elevation and improvement of others as well. As development is aimed at improving human life, Human purpose as we have already seen this also and leads to the fact that man is the basis of development and its means and purpose. Therefore, there have been many studies and conferences that tried to define the concept of human development and study its dimensions, components, types and objectives: satisfying different needs, raising the standard of living, the level of education and improving the quality of human life. The concept of human development is human-based and human-centered. The goal of human development is the development of the human being in a society in all aspects: political, economic, social, cultural, scientific and intellectual... This development must be directed primarily to the development of this person physically, psychologically, spiritually, morally, and to increase his expertise and rehabilitation in order to perform the required work. The development of man and society is a basic requirement: the human being in the underdeveloped country generally suffers from the loss of interest. The intention here is to feel responsibility towards him first and towards his society Secondly, according to my point of view, any desired development and any desired progress should start from man by raising his own interest and trust in him and his knowledge of his potential and his desire to develop and develop... I think we are in urgent need to apply ethics in our behavior, with people in word and deed, and accept dissenting opinion, and away from sectarianism and arrogance. And spreading a culture of responsibility among people. And to work on the activation of ethics, and practice in our lives, we start each himself first, and the impact on others Secondly, so that people get used to effective behavior purpose, then the society will inevitably rise, and will achieve the desired development. The society will reach a stage of awareness and absorption of its actual needs, in which it will be able to enact laws and find social systems that guarantee its dignity and well-being, in peaceful ways away from violence or foreign interference. As for social development, And we say that the parties because the community is "a group of individuals interact with each other in different ways, through institutions and collective action aimed at the uplift of the nation, and will not be done without harmony and cooperation between all these parties, and this cooperation will not bear fruit unless it takes root in society values Significant developmental behavior And based on the basis of cooperation among all members of society, and in view of the fact that this society can be extended to all in all directions, values, races and races.

In the last decade of the last century, awareness of the value of the human being has become a target in the comprehensive development system. Consequently, studies, research and conferences have been held to define the concept of human development and analyze its components and dimensions such as satisfaction of basic needs, social development, human capital formation, Or improving the quality of life. The value of man in himself and himself is based on the principles established by the heavenly religions which provide for the dignity of man and which God has made a successor in his land to make it good and good. Therefore, the conviction that the main axis in the development process is human is reinforced.

The term human development itself has been imposed in economic and political discourse throughout the world, especially since the 1990s. The United Nations Development Program and its annual reports on human development have played a prominent role in spreading this concept. But what does human development mean? Human development is a tool and a means of ensuring prosperity for society. Human development is "a process or processes that occur as a result of the interaction of a variety of different and diverse factors and inputs in order to achieve certain effects and configurations in human life and in its societal context. Geography and environment everywhere in the planet. "It is the vehicle that calls attention to a goal in itself when it includes its being and the fulfillment of its human need for growth, maturity and preparation for life. Considering that man is the engine of life in society, its organizer, its leader, its developer and its innovator. The goal of development is to develop the human being in a society in all its economic and political dimensions, its social strata, and its intellectual, scientific and cultural trends. It also includes a complex set of components and contents that overlap and interact in its processes and results of a number of factors, inputs and contexts of the most important: factors of production, economic and financial policy, the fundamentals of political organization and its areas, the relations of social structure between different sectors, sources of power and wealth and the standards owned and distributed, Cultural values associated with religious and economic thought, the motivational values of work, development, identity and awareness of the need for development and innovation as a tool for progress and development. Thus, it can be said that human development has two dimensions:

1. The first dimension concerns the level of human growth in different stages of life to develop human abilities, physical, mental, psychological, social, spiritual.
2. The second dimension is that human development is a process related to the investment of resources, inputs and economic activities that generate wealth and production for the development of human capacities by paying attention to the development of structures and institutional structures that allow participation and utilization of different capacities of all people.

In the 1980s, the pivotal point of the human development approach was that development was a process of expanding people's capabilities rather than increasing the benefit, economic well-being, or satisfaction of needs. In this sense, (Jamil Odeh, 2009)

1. **Empowerment:** means empowering people as individuals and members of their communities. That is, development should not be realized for people; it should be achieved by them; people who are better able to participate in the decisions and process that shape their lives.
2. **Equity:** The concept of human development emphasizes equity in capacity-building and equal access for all; not only physical income, but also the elimination of barriers based on gender, race, nationality, class descent or other factors, Economic, political and cultural opportunities.
3. **Sustainability:** defined as sustainable human development, which means providing the needs of the present generation without compromising the ability of future generations to be free from poverty and

deprivation. Therefore, human development opportunities must be provided to present and future generations and to prevent the accumulation of burdens that bear the consequences for future generations: such as financial debt arising from long-term external or local loans and social debts arising from the neglect of investment in human capacity development, the environment and others (Jamil Odeh, 2009).

4. **Participation:** means that people as equal citizens in rights and duties can participate in decision-making so as to contribute effectively to the economic, social, cultural and political processes that affect their lives.
5. **Freedom:** Human development says that people, as long as they are poor, are sick, illiterate, victimized or threatened by violent conflicts or deprived of political voice, do not have their freedom; and since they do not have their freedoms, human development remains disrupted.

"James Spith", Executive Director of the United Nations Development Program (UNDP) for Human Development, concludes in his report "An Initiative for Change" that development not only generates growth, but also distributes its revenues fairly. It renews the environment instead of destroying it, empowering people rather than marginalizing them; expanding their choices and opportunities and enabling them to participate in decisions that affect their lives. Human development is pro-poor development, nature, job creation, and others. It is a planned and intended process to bring about a positive change in the quality of life of individuals and communities by providing wider options and opportunities that reflect on the quality of life and resource sustainability for future generations and the conservation and sustainability of resources.. It is a contemporary development concepts adopted by the United Nations and its development agencies and has been spreading in the world for two decades. "Ensuring the right of future generations to the resources available, not to one generation; ensuring balance, continuity and conservation of resources from access and over-consumption through a set of criteria." Therefore, it must be recognized that natural resources are not owned by one generation, It must be preserved for future generations.

Social networking sites and their role is the philosophy of change towards human development Social interaction in the communicative process is a prominent place among psychologists and sociologists who have given special attention to it as the basis of social media relations among individuals and that is the mainstay of the communicative process: the behavioral and cognitive processes and the processes of feelings and sensations between the connected and continuous parties. Based on the fact that social networking sites are originally based on the realization of these processes and behaviors between individuals and friends, that after several years of its establishment, it penetrates all political, economic, social, cultural, religious and other aspects. As for the importance of social networking sites, which became known as the new media, which witnessed a dynamic movement of development and dissemination, it was initially a virtual society on a limited scale and limited time, and then it became a textual media tool written into an audio-visual media tool. Communication sites have become an important source for journalists, various media outlets, news and satellite channels that convey and interest public opinion and many officials and stakeholders on community issues.

The vast majority of the population has become official and informal circles, individuals, public and private sectors, academics and all users of these sites.

Explanatory theories of social networking sites: *(Dulaimi, 2011)*

Several studies have pointed to the loss of the concept of community or reality in the transformations of modernization of human societies, in particular the studies that have been developed by Marx and Durkheim or others, based on classical sociological analyzes, the transition to postmodern societies, Foster says, 1973. Modern sociology refers to the loss of this concept, especially in modern Western societies, which, after examining some sociological definitions and subjecting them to qualitative and quantitative analysis and deriving this definition as "a group of people They complain about Social interaction and mutual disconnection between them and share time in an area for at least some time"*(Rahmah, 2008)*. In the definition, therefore, we find five essential elements for the formation of the local society: interaction, links, place, time. The digital representation of the movement of social networking sites on the Internet and the Internet in particular has become the subject of various social phenomena in a comprehensive electronic manner, thus the whole social interaction at the level of individuals, groups and organizations, as well as knowledge and service products of all kinds and communication and structural models of virtual societies, It is simply digital on the network. It is these theories that include: *(Muhammad Al-Mansour, 2012)*

1. Structural Theory: A social approach that seeks the globalization of social relations and social networking sites according to this trend is a group of relationships that are a group of individuals and have a special and qualitative style (eg cooperation, advice, supervision) among a group of actors, The analysis of these sites is based on a methodology to describe the globalization of the extended construction of this society. The social networking sites have made the relationships of individuals more interdependent and interdependent than in the past, where everyone is living in the backyard of the other, Political issues And the economic cross-border and beyond the borders have a decisive impact on the individuals involved, we live today in a world in which our interdependence with others increases even if the other parties in this mutual entanglement live thousands of miles away.

2. Social Seminar Theory: "An approach based on the description and linking of sites through internal qualities and attributes (within the network)." The social networking sites according to this theory is the interaction of the total users of this network with each other according to certain codes and codes, rules and examples provided to them by these sites, resulting in an internal knowledge system for the latter. Social interactions in social networking sites are a coherent framework of elements of purposes and objectives The common needs of members, as well as the regulations, rules, policies and patterns that are produced through these interactions in support of the problem culture, both in their origins and their outcomes as a result of new interactions in this relational environment The default community. Where social circles deepen three features:

- Internal cohesion, which represents the strength of

relations between individuals and members of the social circle. Identity that distinguishes a social circle from the other.

- The integration of roles between the members of the workshop or this social entanglement and that individual may belong to several social sites or social seminars.

3. Social network theory: "A theory that examines, reveals, and studies the patterns and characteristics of social connections and their relationship to the lives of individuals and the social organization *(Ali Rahoumah, 2008)*. This theory uses the framework of the study of how people are connected to one another, the size of the sites, the extent of the network, the contact frequency between the people, the density of inter-personal links, the characteristics of the members, the history of the network and the resource available to the network.

4. Virtual Social Capital Theory: This theory shows that social capital at the virtual level is based on a network of connections between the members of the virtual interactions prevalent in social networking sites. The virtual domain is based on Internet interactions, which constitute the communication mechanism for social capital *(Waleed Rashad Zaki, 2013)*. The first means that the area that contributes to the solution of the dilemmas of technical and social dimensions, while the second element and means Yan has the support that the individual benefits by having a network of relationships through the interactions of the virtual society. The virtual capital strength is derived from the network of relationships that take place in the Internet or rather in social networking sites based on the homogeneous interests that can be utilized in To achieve mutual interests among members of the same interests, it should be noted that the interactions of the virtual community - the social networking sites - not linked to a specific time and this gives a greater balance of the network of relationships.. The element of mutual relations and the integration of common concerns among individuals in this network Factors that contribute to the formation of virtual capital in social networking sites that can create benefits for individuals and groups.

How do we make social networking sites a turning point in the philosophy of change towards human development?

Human development in its general sense is a comprehensive development of the capacity of the self and increases the skills and knowledge of the general community. Human development as an increase in the choice of individuals in the community in many areas, especially health, education and income. There is a human development aspect, the first of which is the formation of human capabilities; the second is the people's use of their acquired abilities, either to enjoy leisure time or for purposes of this. In productivity or in cultural, social and political affairs, we note that the way to lead development looks at the development process now. It considers human development as other non-economic aspects of political, social and cultural aspects, which requires its development in all members of the society in a balanced manner to increase their contribution to building the political system and deepening their practices in social life. As well as the mobilization of human potentials and the development of its multiple potentials and mental and physical talents to

increase its value and raise its status to be used creatively in the way of exploitation and change of all social networking sites by analyzing the basic components of the concept of human development that revolves around building human and providing permanent conditions to ensure the presence of individuals in the community are able. On the events of evolution on a continuous basis to keep pace with the changes of the age, and this is included in the development strategy of the community to adopt the means and methods of scientific, technical and educational modern able to create and develop the knowledge of the And the dissemination of experiences and knowledge and values of civilization among the population to raise the largest possible of them to the forces of a higher level in the light of the means and tasks undertaken by the process of change towards human development .. Hence the process of development of members of society closely linked to the march of theories of human development. Therefore, social networking sites have become the main focus for the dissemination of culture and the consolidation of elements and components of civilization, especially social and cultural, and this is when the media material in style and formulation that interact in one way or another with the requirements of the community and its aspirations and objectives and values, and the means of mass communication at present can be useful in Change towards human development. This is done through the influences and strategies that social networking sites can achieve through, among other things:

1. **Cognitive change:** As the media have the potential to influence the cognitive composition of individuals and society; this is done through the long-term exposure of various media as sources of reliable information.
2. **Changing the situation:** This is through the ability of the social media to publish and broadcast the topics on changing the look and attitudes and attitudes of the public to the world, whether on the level of people or issues of development and cultural or the level of behavior and values.
3. **Socialization:** It means that everything that is read or watched is full of values. It teaches the future a set of knowledge that will shape the cultural identity of future generations. Despite the importance of the previous aspects of social change, sociologists differed in its interpretation. Some researchers attributed the change in society to a change in the value structure. Acceptance of social changes depends on three basic conditions:
 - 1) **The need or the change:** In other words, society is in a position that accepts change when there is awareness that it is necessary to achieve the goals more effectively.
 - 2) **Expansion of saturation:** Changes may be accepted if they are more capable of satisfying the needs of civilization.
 - 3) **Hard Benefit:** Accepting change easily is a guide to benefit and increasing interest. From the above we can make social networking sites a turning point for change towards human development by seeing the "inevitability" of transition in three tracks:

Technological determinism

Social determinism: However, the interpretation by some thinkers of "the difference in the rate of change in both material and non-material culture as a result of the technical

impact of societies is the basis for the social analysis of communication technology", with the possibility of "a clash between technical change and change" Cultural and human development, resulting in dysfunction, which affects the thinking of members of society, and stress the prevailing values and ideologies. The social determinism, in contrast to technical determinism, is based on "the social forces of all kinds possess the influence of the development of technology and influencing its development and direction." The social fabric is the advanced culture at the pace of technology, and socially adopted by social development, in the sense of the dialectic of the technical meeting. "(Ali Rahouma, 2007) Social networking sites are a key element of society, but being viewed as the basis of social change processes shifts them to the circle of" determinism"

Contemporary culture, such as political and social ideologies, leads to a wide change in the life of society, rather than the impact of material culture on its technological dimension, so it is difficult to measure these material and non-material changes."Hence the concept of informational determinism at the beginning of the third millennium, as the progress of countries is no longer measured on the basis of their national product, but rather the sum of their national information product. "The most important thinker in this is Scott Lach, the sociologist who is concerned with contemporary change in the postmodern era. He pointed to the contradiction of the postmodern era, because it imposes on man the difficulty of living without his communicative tools that connect him to society. For example, "We cannot work without a mobile phone, computer, any technical forms of social life."The forms of life become new features by working with technology. The most important of these characteristics is that" the forms of life flatten out, and everything interacts through means of communication. (Emad, 2013)

It cannot be said that factors of change can be explained by a single factor, as reality shows that it supports several factors, "economic, educational, labor, geographical, technological, loyal leaders, responsible information and targeted ideology". It is therefore difficult to determine the determinant of change, dynamically over time. "But we can say that culture has lost control of the technical field and has become a tool for volunteering the requirements of this technology, which is highlighted in the tradition of" technical determinism "and later in" media determinism.

"The human development process aims to achieve a set of goals and objectives which is suitable for human life and raise the level of human development, including:

- 1) Building a person capable of facing life and the changes that occur around him in a positive and effective manner.
- 2) Help the individual to think positively and creatively and change his outlook from superficial perspective to a deeper and different view of the life around him.
- 3) Teaching the individual to master the skills of effective communication in order to enrich the individual's connection to society in an ethical and influential way in which the individual expresses himself and generates something of satisfaction between him and his family, friends, colleagues and leaders.
- 4) Assisting the individual in the development of his performance and abilities in order to find the

appropriate job and how to obtain it and the necessary qualifications and courses of personality traits.

- 5) Teaching the skills and the art of dealing is that the individual understands that no matter how small his role, but it will be influential if he did the best and worked to show his creativity creative. He is the commander of the mission, which carried out no matter how small.
- 6) The teaching of human time value and training on the skills of the time management and how to use Event talents and talents and set goals for his life.

In the end, societies are so complex that we can easily assume that simple political, economic or intellectual models, relying on intelligent communication technology, can radically change the structure of societies from an effective technology even if they are Technical information. The technically apparent in today's communication and the social outcome tomorrow will show differences that may sometimes lead to contradiction. The movement of professional organizations, civil societies, civil society and individuals, which we can call psychosocial, is an effective and specific element in the process of communication technology in relation to the media heritage. (Jamal Al-Zarn, 2014)

Conclusion

The social networking sites have created a qualitative leap not only in the communication between the different segments of the society, but also in the results and impact of this communication. This communication has had impressive results in the developmental and human fields, so that it has become one of the most important factors of social change locally and globally, in the delivery of information... So that the traditional media no longer the ability to make this change, but stand helpless to the direct and effective impact of social networking sites. And that these social sites have contributed to raising awareness among peoples and have provided individuals with opportunities to learn and carry out their social responsibilities within society, especially with regard to their roles within society; that these sites have produced new values and the creation of social responsibility for human development from Through the various activities and programs that these sites can provide and how to benefit from them in the change towards human development through spreading the spirit of responsibility and increasing the experience and skills and self and social dependence within the society. Perhaps the most important of all is the acceptance of the other in its diversity, difference and contrast, as long as the demands are united and common destiny. However, there is the absence of the concept of human development in terms of general concepts of social networking sites and exclusive talk about the aspects of entertainment, marketing and others in particular, in addition to explaining, interpretation and analysis of concepts and terminology, objectives and general characteristics of sustainable human development through experts, editors, economists and writers, Social networking sites with news and marketing and political information has become a monotonous traditional duty that falls on the various Arab institutions and communities, and the lack of interaction and participation of the public used to sites of communication Which does not provide an opportunity for interaction between the media message and the target audience of the human development process in various fields, and therefore does not help to put forward appropriate solutions to the obstacles of

human development, which led to the proliferation of materials and information materials and advertisements with advertising goals, Which do not serve the goals of change towards human development in real terms, and the basis of articles and reports of radio and television programs and pages of materials, programs and educational activities mainly on the moods, This spontaneous broadcaster or that reporter. Therefore, human development through social networking sites is a service to the community and without the new media technology and social networking sites will remain confined within a narrow circle, does not achieve one of the most important goals of human development and how to connect the idea of change towards human development to the whole society and its layers; Change towards human development in general. Finally, it is necessary to measure the extent to which social networking sites are compatible with human development programs, compare them with the technologies used in the world and the extent of interest in the social system of users of social networking sites. And the creation of social responsibility towards human development through the various activities and programs that these sites can provide.

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