



THE ROLE OF SOCIAL NETWORKING SITES TOWARDS SPREADING HATE SPEECH AMONG HEBRON UNIVERSITY STUDENTS "FACEBOOK EXAMPLE"

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ABSTRACT

Social networks play an important role in introducing hate speech among social network users through its platforms, and this is confirmed by the increasing demand by different segments of society for these networks, and from here this study came to identify the role of social networking sites towards spreading hate speech among Hebron University students. This study is considered one of the descriptive studies in which the researcher resorted to the survey method, in which he studied the audience of Facebook users through a sample of Hebron University students who numbered (125) using a survey sheet consisting of (20 questions) represented through four axes, based on my theories Dependence on the media, uses and gratifications. The study showed the most prominent results, which showed the significant and clear impact of Face book in spreading hate speech among Hebron University students, at a rate of (53%) and (50%) for each of the societal, verbal and behavioral violence and the spread of hate speech, respectively. It also showed the impact of hate speech spread through the Facebook platform. Book on the system of religious and social values in the Palestinian society because it focuses on tribal, clan and political fanaticism away from the arbitration of reason, logic and religion in resolving disputes and disagreements, with a percentage of (63%). Based on these results, the researcher recommended the need for the Ministry of Higher Education and Scientific Research to pay attention to the issue of hate speech, by allocating lectures and offering community courses related to the topic, and the urgent need for civil society and clan institutions to stand up to their responsibilities and contribute to spreading a culture of tolerance and rejecting and combating hate.

KEYWORDS

Hatred, Speech, Social Media, University Students.

1. Introduction:

Social networking sites are one of the most important means of communication that has imposed itself in recent times, and it has also played a major role in disseminating various developments and topics in various fields, as human societies witnessed during the recent period a revolution of rapid development in the process of pumping and transmitting information, "and societies became living The era of technology and social communication, where the Internet has become an integral part of the life of modern societies and is beginning to invade all forms and manifestations of life [1]–[3]. The emergence of social networks has provided a revolutionary opening, taking the media to unprecedented horizons, and giving its users great opportunities to influence and move across borders without restrictions or restrictions [4]. Censorship except in a relative and limited way, as the emergence of social media created channels for direct broadcasting from its audience in a development that changes the essence of known communication theories, and stops the monopoly of making the media message to convey it to a broader and more comprehensive range, with an influential and interactive capacity that communication experts did not imagine [5]. Since 2007, the expressions produced and dealt with by the Palestinian society on social networks have witnessed a clear change and were characterized by shocking expressions resulting from the political division between the two parts of the homeland (the West Bank and the Gaza Strip) in Palestine. This reason prompted people to resort to verbal violence in expressing discontent and mockery, especially with regard to a political or social event. The emergence of social networks contributed to the spread of multiple and diverse discourses represented in hate speech and criticism of freedom of opinion, in addition to providing a state of polarization between supporters and opponents in many countries. of political, religious and social matters [3], [6]. This study comes to identify the concept of hate, its forms and repercussions on society, the value and moral system and the resulting effects, The study of the issue of social networking sites and its impact on spreading hate speech among the members of the Palestinian society resulting from the ongoing political conflict and the attempt to control matters through the policy of exclusion and the events and variables that affect the environment and the social structure of the Palestinian society, hence the importance of the study.

2. Previous studies

A study by [7], [8] aimed to know the rates of use of digital social networks by Jordanian university students, and to reveal the factors influencing the formation of public opinion trends among students, and the level of competition of social networks for traditional media by adopting them as sources of news and information. The sources of their access to news and information that would influence the formation of public opinion. In the same context A study of Sakhr Al-Khasawneh and Sahl Al-Atoum aimed to identify the concept of hate speech, and the role of social media in spreading hate speech from the point of view of Jordanian journalists. Furthermore, it Bayrak Al-Rubaie's study identify the features of hate speech circulating through social networking sites, and to determine the role of social networking sites in building hate speech. One of its most prominent results was: the emergence of negative values that affect the process of building hate speech in society.

2.1 The importance of social networking sites

Social networking sites are of great importance in the current era, especially after the significant increase in the number of users of those sites, and what increases the importance of these sites is that they contain some characteristics and features that make them more important than others in the world of media and technology [9]. Social networks have worked to "facilitate the process of transferring

information by e-mail and receiving it through a program for transferring or copying files", and that social networks help its browser to establish new friendships and form relationships in many fields, by exchanging news and information and the development of natural, political and social events [10]. Websites are a product of the technological revolution, laid as a basis for serving their users, and cannot lead a group or individuals to other worlds without their desire or will, thus negatively affecting the social reality of these people [11]. A good deed that benefits the doer and those around him, or a bad deed that harms the doer [12], [13]. In addition, it is considered a means of exchanging ideas, information and knowledge, developing skills and creative ideas, and learning about the culture of other peoples, which leads to the development and evolution of societies, and the role of social and political media cannot be overlooked for the emergence of the role of the individual as an actor in the formulation, formation and spread of this type of new media [14]. Social networks emerged as one of the tributaries of this new media, with the freedom to choose the topic, the ease of broadcasting, the low cost, and the ability to shift from personal protest to directing public opinion and mobilizing through groups or pages on Facebook [15].

2.2 Social networks and hate speech

Digital means of communication and media have become necessities of life, as the media play a very important and dangerous role in shaping public opinion, and in mobilizing groups, and mobilizing them around certain ideas, opinions and trends, no matter how far these audiences are geographically or demographically heterogeneous [16]. Digital communication in achieving more influence on the masses, directing them towards certain opinions and idea [17]. There is hate speech raging on social networks in many places of the world, for reasons of ethnic, religious, political, sectarian or other types of affiliations, and the owners of these feelings who were expressing them shyly in closed rooms, and found in these networks a public space through which they spread [18]. Their hate speech reaches thousands and sometimes millions, which doubles its impact and magnifies its harm, and the most dangerous thing that can happen in this context is that this speech on these sites reaches a critical mass in its numerical density, emotional intensity, and geographical distribution, with which this discourse overflows from the virtual world into reality, to transform to real, real hate crimes and violence [19], [20]. Social media is one of the important and main tools in addressing the masses, and it also has a great impact on forming public opinion and changing its paths. Facebook has become an important role in shaping public opinion as a result of the widespread spread of the Internet and at the level of various segments and in various cultural, social and other fields [21], [22].

3. Study Approach:

The methodology of the study can be defined as: "It is the method that the researcher must abide by in his research or adhere to a set of general rules that dominate the course of the research and guide the researcher in order to reach appropriate solutions to the research problem". [23]–[25]. This study belongs to the descriptive analytical research that is concerned with studying the reality of social networks and their handling of hate speech between societies and the extent of its impact on the value and social system of Palestinian society.

3. 1 Research community and study sample

The research community can be defined as: "all the vocabulary of the phenomenon studied by the ".researcher

The sample is also defined as: “a category that represents the research community or audience, and ,that all the vocabulary of the phenomenon that the researcher studies, or all the individuals, persons ¹”.or things that are the subject of the research problem

The study included all students of Hebron University, and their glands were swallowed (7000) according to the statistics of the Deanship of Admission and Registration for the first semester so that a simple random sample of (125) was selected to represent the research , 2022/2021 : community, and the following tables show the characteristics of the demographic sample

Table No. 1 : Characteristics of the study sample according to the gender variable

missing values	The ratio %	the number	variable levels	variable
-	%47.2	59	male	sex
	%52.8	66	feminine	

The results showed, according to the previous table, that the percentage of females from the study sample is the highest, as their number was 66, constituting (52.7%) of the study sample, while the percentage of males was (47.2%

Table No. (2) : Characteristics of the study sample according to the achievement level variable

-	%9.6	12	first year	Achievement level
	%20	25	Second Year	
	%14.4	18	third year	
	%56	70	Fourth year or more	

According to the above table, the results showed that the category of students in the fourth academic year or more is the highest with a rate of 56% followed by the category of students in the second year with a percentage of (20%), then the category of students in the third year with a percentage of and the last of them is the category of students in the first year with a percentage %14.4 %9.6

number of hours Table No. 3Characteristics of the study sample according to the of using Facebook

-	%28	35	less than an hour	Hours of use
	%56	70	An hour - three hours	
	%16	20	more than three hours	

The results showed, according to the above table, that the category of students who use Facebook (one-three hours) is the highest with a rate of (56%), followed by the category of students who use Facebook (less than an hour) with a rate equivalent to (36%), then the category of students who They use Facebook (more than three hours) by (16%

of Table No. 4 : Characteristics of the study sample according to the variable place of residence

-	%36	45	city	Address
	%55.2	69	village / town	
	%8.8	11	camp	

According to the above table, the results showed that the category of students residing in the village was the highest with a rate of (55.2%), followed by the category of students residing in the city with a percentage of (36%), then the category of students residing in the camp with a percentage of (8.8%) The researcher used the survey newspaper as a study tool To conduct a survey approach for a sample of Hebron University students to obtain data and topics about the phenomenon of hate speech spread .among students through social networking sites, by answering a set of closed questions a set of questions on a subject that were directed to a " Wajih Mahjoub defines the questionnaire as number of people to seek their opinions and obtain information that serves the researcher in solving ".his problem, and either the questionnaire is open or closed, or both The survey newspaper was divided into two parts: the first section consisted of basic information (gender, achievement level, college, place of residence), and the second section consisted of (20) : paragraphs divided into four axes as follows

The number of paragraphs	the hub	#
5	The concept and forms of hate speech in social media	1
5	The influence and role played by Facebook in spreading hate speech within the Palestinian society	2
5	The negative societal effects of the spread of hate speech	3
5	The impact of hate speech spread through the Facebook platform on the system of religious and social values in the Palestinian society	4

These paragraphs are all involved in measuring the role of social networking sites in spreading hate speech from the point of view of Hebron University students from the year 2022.

4. Analyze the results of the study

4.1 Analysis of the paragraphs of the first axis:

The results related to the first paragraph, which states (hatred of good for others who are different from me), showed that the percentage of approval is the highest with a percentage of (56%), followed .by the neutral with a percentage of (19.2%), then strongly agreeing with a percentage of (15.2%)) strongly with a rate of (6.4%) and (3.2%), and with regard to the second paragraph, which states excluding others from participating in any activities), the approval rate was the highest, reaching followed by the neutral with a percentage of (21.6%), then the opponents with a percentage ,(46.4) of (12%, followed by strong approval with a rate of (13.6), and in the last place came strong opposition with a rate of (4%) , and in the third paragraph, which states (non-acceptance of differences with

others), the highest percentage of approval was the highest, reaching (46.4%), followed by approval Strongly with a rate of (36%), followed by the neutral with a rate of (13.6%), then the opponents and the strongly opposed with a rate of (3.2%) and (0.8%) for each of them, respectively. The results of the fourth paragraph, which states (contempt for the customs and traditions of others), indicate that the percentage of approval is The highest, reaching (53.6%), followed by the neutral at (23.2%), then the approval at (16%), followed by the opposition at (7.2%). None of the respondents registered a strong opposition to this paragraph. As for the fifth paragraph, which states (the inferior view as a result of differences in color, religion, sect, party, gender, and age), the approval rate was highest followed by those who agree with (24.8%), and then neutral with (24.8%). 16%, then the ,(%50.4) opponents and those strongly opposed by (8%) and (0.8%) for each of them, respectively

The researcher believes that the reason for the increase in the percentage of benevolent hatred for to the others who are different from me Among the respondents, which amounted to (56%), due methods that serve this purpose and contribute to the strength of the media influence is what is known as the quantitative effect through repetition, where social networking sites provide similar and repeated media messages about an issue, a topic, or a specific personality, so that this presentation leads The cumulative effect on the recipient in the long run, without his will, and whatever the strength of the recipient's immunity against the media message that is broadcast through social networking sites , there is an involuntary management. Intentional for the recipient and a comprehensive influence on him in the sense that the media and social networking sites surround him everywhere , and therefore all of these factors lead to reducing the opportunity for the recipient individual to have an independent opinion on the issues raised, and thus the opportunity for social networking sites and the media to form ideas increases. And the trends affecting hate speech and the behavior of the individuals themselves

which got the lowest percentage, which ,As for contempt for the customs and traditions of others amounted to (16%), the researcher attributes this to the fact that the community of the city of Hebron is a tribal, tribal society that is governed by customs and traditions in the first place. It is respected by all individuals in society, regardless of their opinions, ideas and orientations

4.2 Analysis of the paragraphs of the second axis:

The results related to the first paragraph, which states (contributes to the dissemination of hate speech) ,have been shown) that the approval rate is the highest at (38.4%), followed by the neutral at (33.6%) then the opposition at (13.6%), then the approval at (11.2%), and in the last place the strongly opposed at (3.2%), and with regard to the second paragraph Which states (contributes to dialogue and ,mitigating hate speech). The neutral rate was the highest (30.4%), then the opponents at (28%) followed by those who agreed with (21.6%), then strongly opposed by (16.8%), and in the last rank strongly agreed (3.2). %), and in the third paragraph, which states (helps spread verbal and behavioral societal violence), the percentage of approval was the highest at (42.4%), followed by those who strongly agree by (10.4%), then the neutral by (36%), then the opponents and those who strongly ,oppose by (8.8% and (2.4%) for each of them sequentially, and the results of the fourth paragraph which states (reduces verbal and behavioral societal violence), indicate that the percentage of those who agree is the highest, reaching (27.2%), then the opponents with a percentage of (26.4%), followed by the neutral With a rate of (24.8%), then strong opposition with a rate of (12%), and in the last place strongly agreed with a rate of (9.6%), and with regard to the fifth paragraph, which states (it has no role Rather, it is a neutral means) , so the percentage of approval was the highest, with an approval

rate of (55.2%), followed by strongly agreeing with a percentage of (19.2%), then neutral with a percentage of (16%), then those who oppose and strongly oppose it with a percentage of (8.8%), and for each. them sequentially (%0.8)

The researcher believes that the reason for the high percentage helps to spread verbal and behavioral to the tribal situation societal violence Among the respondents, which amounted to (42.4%), it is due and the great and contradictory political difference that the city of Hebron enjoys, which prompted the affiliation to the tribe or party to prevail over anything else without thinking about the consequences of that at all, which prompted the emergence of hate speech in a large way. And its reflections on violence within society, which is represented in the speeches of individuals with each other or even their actions and behaviors

,As for the fact that Facebook has no role in spreading hate speech, rather it is a neutral medium which got the lowest percentage, which amounted to (8.8%). Through which various issues related to society are raised, especially issues that cannot be raised within ordinary circles and among different people, which made Facebook a platform to receive various opinions and ideas, and through which people express their positions that they adopt. Therefore, it is difficult for Facebook to be neutral through issues. that it raises and raises in society.

4.3 Analysis of the paragraphs of the third axis:

The results related to the first paragraph, which states (causes strife among members of society and leads to division), showed that the percentage of neutral is the highest, reaching (35.2%), followed by approval by (24%), then opposition by (23.2%), followed by strongly agreeing by (9.6%).) and strongly opposed in the last place with a rate of (8%), and with regard to the second paragraph, which states (society loses its cohesion and becomes weak), the percentage of the neutral was the highest and formed (34.4%), then the approval and strongly agree with the percentage of (31.2%) and (17.6%) Each of them followed successively, followed by the opponents with a rate of (14.4%), then the strongly opposed ones with a rate of (2.4%), and in the third paragraph, which states (it kills creativity ,in society), the approval rate was the highest (40.8%), followed by the neutral with a rate of (32.8%) then the strongly approved one. with a rate of (12.8%), followed by strongly opposed by (12%), and in the last place strongly opposed by (1.6%). The results of the fourth paragraph, which states (threatens the unity of the social fabric), indicate that the highest percentage of approval reached followed by Neutral with a rate of (35.2%), then strongly agree and oppose with a rate of ,(36.8) for each of them, and in last place strongly oppose a rate of (2.4%). According to the fifth (%12.8) paragraph, which states (causes the emigration of qualified youth), the percentage of approval was the highest at (42.4%), followed by the neutral at a rate of (26.4%), then strongly agreeing at a rate of ,then strongly opposed or opposed at a rate of (8%) and (8%). 2.4 %) for each of them ,(20.8) respectively

As for the fact that Facebook kills creativity in society Which obtained the highest rate, which amounted to (40.8%), so the researcher believes that the opinion of the respondents is taken from the fact that Facebook is trying to change the opinions and ideas of people by highlighting issues and matters that are not important and not essential in an attempt to change the course of topics that can be discussed and put forward to keep people away from matters and issues Which can pertain to society and arouse the interest of its children, so that the focus of individuals becomes on violence and hatred at the expense of interest in other fundamental issues related to thought, culture and

creativity, which kills the spirit of enthusiasm, achievement and creative thinking among citizens

This is consistent with causing an exodus of youth talent which constituted (8%) so that this reflects the state of culture and awareness enjoyed by the members of the community in the city of Hebron. Although this discourse spreads disunity and kills creativity, the people of this community are aware of this and the danger of that on the migration of minds and generous competencies, and they refuse to emigrate in an attempt to create events. Fundamental change and changing people's ideas about hate speech, and changing their attitudes and interests towards other, more fundamental issues that contribute to the formation and development of these young minds in a way that serves the interest of the country and society.

4.4 Analysis of the paragraphs of the forth axis:

The results related to the first paragraph, which states (people's commitment to religion and its values are declining), showed that the percentage of approval and neutral came in the first place with a percentage of (32%) for each of them, then those who oppose it with a percentage of (21.6%), followed by strongly agreeing with a percentage of (11.2), then strongly disagreeing with a percentage of (2.3). With regard to the second paragraph, which states (social solidarity between people weakens), the neutral rate was the highest with a rate of (33.6%), then the agreeable one with a rate of (28.8%), followed by the opponents with a rate of (22.4%), then the strongly opposed with a rate of (8.8%). The last rank strongly agrees with a rate of (6.4%), and in the third paragraph, which states (voluntary cooperation and charitable work among people decreases), the neutral rate was highest with a percentage of (40.8%), then the approved one with a percentage of (36%), followed by the opposition with a percentage of (12%), then the approval Strongly opposed by (8.8%), strongly opposed came in the last place with (2.4%), and the results of the fourth paragraph, which states (tolerance between people weakens and extremism prevails), indicate that the highest percentage of neutrality reached then corresponding with (33.6%). followed by opposition at a rate of (14.4%), then a strong agreement at a rate of (10.4%), while none of the respondents registered a strong opposition to this. E paragraph, and with regard to the fifth paragraph, which states (quarrels and disputes abound between people), the approval rate was the highest (50.4%), followed by the neutral at (28%), then strongly agreeing at (12.8%), then opposed at (9.6%) and strongly opposed. by (1.6%)

The researcher believes that the occurrence of frequent quarrels and disputes among people with the highest rate of approval, which constituted (50.4%), is due to the tribal tendency in society and the dangers and poisons it spreads because of it that lead to tribal and clan feuds and the rush behind stinking fanaticism, which may cause harm and harm to individuals and property without considering the content Disagreement or only the cause is the clan that rules and sees the right thing without arbitration of reason and logic. This is very common in the city of Hebron, and the chaos caused by the proliferation of weapons and the inability to control oneself and refer reason to anything else in such disputes.

While people's commitment to religion and its values decline, the lowest percentage of approval was formed, which amounted to (32%), and it is not a simple and easy percentage that cannot be bypassed without examining its merits. It resulted in disagreements due to the weakness and decline in religious tendency without the slightest doubt. There is no longer arbitration of reason or God's law in resolving

conflicts and disagreements and placing parties and families above any consideration whatsoever without any consideration for moral values and religious and Islamic rulings in such matters and issues.

5. Discussions & Conclusions

The researcher was able to know the extent to which Facebook users understand the concept and forms of hate speech in social media among Hebron University students, where there was a clear effect of Facebook in defining the concept and forms of hate speech circulating on Facebook, in varying proportions for each of the good hatred of others who are different from me. (75%) and excluding others from participating in any activities by (60%), which combined the agreement with the strongly agreed. accordingly, the researcher was able to identify the influence and role that Facebook plays in spreading hate speech within the Palestinian society, and a percentage that appeared clearly between agreeing and strongly agreeing, which amounted to (53%) to help spread verbal and behavioral societal violence (50%) to contribute to spreading hate speech. moreover, the negative societal effects of the spread of hate speech came in varying proportions. In the first place came (it kills creativity in society) at a rate of (53.5%), and in the last place (it causes the migration of young talents at a rate of (10.4%), between approval and approval strongly, and this shows the lack of volume The hate speech spreading among the students at Hebron University via Facebook reveals the extent of Facebook's attempt to raise issues that do not arouse interest, but rather an attempt to destabilize society, nothing more. finally, the researcher was able to identify the impact of hate speech spread through the Facebook platform on the system of religious and social values in the Palestinian society from the point of view of the respondents, as it came in the first place (quarrels and disputes abound between people) with a rate of (63.2%) between approval and strong approval, while came Issues Voluntary cooperation and charitable work among people decrease and social solidarity among people weakens. In the fifth and sixth ranks, with a percentage of (43.2%) and (42.4%), there is agreement and strong approval for each of them, respectively. Religious arbitration between matters and set the record straight.

5.1 Recommendation

The need to work to intensify awareness about the concept of hate and hate speech so that people can beware and avoid such behaviors, in addition to working to raise awareness of the negative effects of broadcasting hate speech on social networks and Facebook with various pretexts, including tribal, political and other arguments covered by hate speech. Also, civil society institutions and tribal institutions must also stand up to their responsibilities and contribute, through several means, to spreading a culture of tolerance, rejecting hatred, and combating it. There is a great importance for holding seminars and lectures in universities to combat hate speech and explain its effects on society. Finally, the Ministry of Higher Education and Scientific Research should give the issue of hate speech special attention and care for university students, by allocating lectures, offering community courses related to the subject, and supporting scientific research in it.

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