

**THE ROLE OF SOCIAL NETWORKING SITES IN COMBATING HATE SPEECH FROM THE PERSPECTIVE OF HEBRON UNIVERSITY STUDENTS**

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A B S T R A C T	K E Y W O R D S
<p>The study aimed to identify the concept and forms of hate speech, and the behavioral effects resulting from its spread and the role of social networking sites in combating hate speech and its impact on the system of societal and religious values, from the point of view of Hebron University students. To achieve the objectives of the study, the researcher relied on the analytical descriptive approach, and designed a study tool (questionnaire) that was distributed to a sample of (100) students from the Department of Mass Communication at Hebron University. The results of the study, find Social networking sites contribute to the dissemination of hate speech and exacerbate differences, as a large percentage of the respondents believed, and a medium percentage believed that it also works to call for dialogue and reduce violent and extremism speeches. Hate speech on social media has a great impact on the system of societal and religious values, as quarrels and disputes abound between people, leading to societal extremism and a decline in people's commitment to religion and political values. Provoking strife among the components of society, the spread of division and rivalry, and the spreading and incitement of sectarian nervousness are among the behaviors resulting from the spread of hate speech on social networking sites to its users. There is a statistically significant relationship at the significance level (0.05) for the use of social networking sites and its impact on combating hate speech, from the point of view of Hebron University students.</p>	<p>social networking sites - hate speech - Hebron University.</p>

**Introduction**

The World Wide Web, with its various media, is considered one of the easiest and easiest means for spreading extremist and fanatical ideas that encourage the practice of persecution and racism against the other, by exploiting social networking sites and their features such as ease of use, accessibility to a large number of people, and the advantage of communication between users. [1], [2] This prompted the European Committee against Racism and Intolerance to issue its annual report to warn of the

dangers of these practices to citizens, and called on the member states of the European Union to ratify its additional protocol with regard to criminalizing acts of racist and xenophobic background that are committed through the exploitation of computer systems.[3]–[5] However, we must not ignore the real benefit brought about by social networking sites of various kinds, as cosmic communication developed through the Internet until it became possible for man to communicate. [6], [7]With greater temporal and spatial speed, and the great developments witnessed by Internet software, and following these developments, social networking sites were able to invade the privacy of each one of us, so that man sees what is not seen, He scoops up knowledge in minutes that he did not know in years, and cultures approached each other. [8]. The remarkable development of social networking sites has helped change human life, the way he lives and thinks, and how he deals with others. The one that had a significant role and impact on users is “hate speech”, which threatens the security of the individual and society in general, as it has become a platform for spreading extremist ideas, intolerance, incitement to violence, racism, bullying and hatred. Some websites have made their platforms a door to spread hatred, intolerance, ideas and beliefs that increase hatred, and open windows to settle accounts, which are usually for personal benefits or to serve irresponsible parties, "where Facebook statistics revealed that 10 or 11 out of every 10 thousand content in the third quarter From the year 2020, it included hate speech, and the platform said that 22.1 million content that included hate speech had been taken action against, compared to 22.5 [9]–[11] million in the previous quarter of the same year. This study comes to identify the concept of hate and its forms spread through communication sites social, what the behavioral effects are, and how networks can be used Social communication to combat hate speech, and what is the impact of this speech on the system of social values in society.

## **Problem of the study**

The web has a role in shaping public opinion towards hate speech, and the results showed that the percentage of those who were exposed to hate speech through the new media is the largest percentage, which indicates that there is fertile ground and actual practice of hate speech through the web. To identify the role played by social networks in spreading the culture of tolerance and coexistence, in response to the culture of hate and the discourse of terrorism and extremism.[2] The questionnaire was used to collect information from a study sample of (583) male and female students studying at the University of Jordan. The availability of tolerance culture topics presented on social networks from the point of view of Jordanian university students. [2]Accordingly, the researcher identified the problem of the study in answering the following question: What is the role of social networking sites in combating hate speech from the point of view of Hebron University students??. represented by a sample of (100) students from the media department at the university. The study begins by answering the following main question: **What is the role of social networking sites in combating hate speech, from the point of view of Hebron University students?**

The following sub-questions are derived from it:

1. What is the concept of hate speech and its widespread forms on social networking sites, from the point of view of Hebron University students?
2. What are the behavioural effects resulting from the spread of hate speech through social networking sites on its users, from the point of view of Hebron University students?
3. What is the role played by social networking sites in limiting the spread of hate speech and combating it, from the point of view of Hebron University students?

## **Scientific Contribution**

The spread of the phenomenon of "hate speech" on social media is a phenomenon that deserves study and research, in order to know the main reasons that led to the emergence of this type of speech that incites hatred, violence, racism and extremism. The importance of this study lies in the important role of social networking sites in reducing the danger of hate speech in order to protect society and users from violence and extremism, after this speech has become a threat to human foundations.

## **Objectives of the study:**

1. Knowing the concept of hate speech and its forms spread through social networking sites.
2. Detecting the behavioral effects resulting from the spread of hate speech through social networking sites on its users.
3. Exposing the role played by social networking sites in combating and limiting hate speech.
4. users ' social and religious values system

## **Study Approach:**

Knowing and studying phenomena and their characteristics is one of the topics that necessitates a description of these phenomena and identification of their characteristics.[12] These phenomena are often studied through descriptive studies because they fit the nature of these topics, including the study of situations, events and individuals, and the identification of the factors behind those events and situations. [13]To get a better understanding and more accurate. This study comes within the quantitative (analytical) descriptive research that deals with the description of the phenomenon and its emergence through the use of statistical analysis, which allows a higher degree of accuracy and consistency in the formulation and interpretation of the results.[14], [15] The study will depend on the questionnaire as a tool for data collection, which is: "a tool for collecting data from individuals or groups of large size with a high population density, and by making a form that includes a set of questions or phrases, in order to access qualitative or quantitative information." The study population will be Hebron University students (10112 students). The research community is defined as: the total vocabulary that the researcher aims to study in order to reach the results of the research, which is the largest community or the whole of the target community that the researcher aims to study, and the generalization of the results to all its vocabulary. A study sample of ( 100 ) individuals will be taken from the students of the Department of Mass Communication at Hebron University using the (Facebook) website, and it will be selected using the simple random sampling method: "It is one of the simplest types of samples , and it is also called the probability sample, and it is a sample that gives the individual the same opportunity to choose Or appearance, and refers to the selection of a certain number of the original audience, provided that there is equal opportunity for selection among the original units.

## **Theoretical framework and previous studies**

### **Uses, gratifications theory:**

The study of the role of social networking sites in combating hate speech from the point of view of Hebron University students is related to the theory of uses and gratifications, in that it is concerned with the audience of the media outlet more than the element of the message, and therefore the audience

of social networking sites is an active audience that chooses the content that suits it and interacts with it according to what it achieves. He has certain gratifications. [16]–[18] According to the foregoing, it can be said: that people resort to media that meet their needs and satisfactions, and through which they can choose the content that they want and meet their needs, and these features apply to social networking sites that many resort to to use them for their own purposes and goals, which may sometimes be destructive to society and seek to disintegrate it. [19] The entrance to uses and gratifications is defined as concerned with the audience of the media outlet and not with the element of the message itself. This theory says that the audience of the media outlet is an active audience, and its activity is before, after and during exposure; Where the audience chooses before exposure the content that fulfils its needs and achieves certain gratifications for it, and during exposure the audience is interested in certain messages and understands them, and distinguishes between what is important to them and what is less important, and after exposure the audience chooses to retrieve the information it was exposed to, meaning that the audience [20], [21] It is not passive, accepting whatever the media presents to it, but rather it is an audience that has a specific purpose for its exposure to the media, and seeks to achieve this goal through voluntary exposure dictated by its needs and desires. [22] The main assumption of the uses and gratifications entry is that the audience is active, and that its use of communication means is used to satisfy its needs and desires, and that it has the freedom to choose the means that satisfy these needs, and choose from among the types of content presented in the media any content that suits it, and this choice depends on some demographic variables. [23], [24] It is clear from the foregoing that the developments witnessed by social networking sites could not keep pace with many theories of influence, which made the theory of uses and gratifications at the forefront of many researches, which are concerned with studying the Internet and its positive and negative effects on the public. [25], [26] The individual is for knowledge and curiosity, and this is due to the ease of applying the conditions of this theory to research and studies, and for this reason the researcher adopted this theory in our study.

## **Dependence media theory**

Our study "The role of social networking sites in combating hate speech from the point of view of Hebron University students" is related to the theory of relying on the media, through that social networking sites represent the new media that must play its role, which is to provide people with facts and information, in order to form a public opinion, Correct about any facts, events or problems. [27] Based on the principles of this theory that people depend on the media as sources of news, especially in times of crises and wars, social media sites must bear their social responsibility, fight any speech that incites hatred and violence, and seek to unify society and protect it from strife and strife. The dependence theory is considered one of the comprehensive theories because it provides a comprehensive view of the relationship between communication and public opinion. Strong and direct effects, and sometimes others have rather weak and indirect effects. [28] The idea of the theory depends on the fact that our use of the means of communication does not take place in isolation from the influences of the social system in which we live within it and the means of communication, so any media message we receive from the means of communication may have different results depending on our previous experiences towards the subject and the social influences surrounding the individual. clear from the foregoing that the researcher relied on the theory of "dependence on the media" to study this

phenomenon, because many studies aimed to apply this theory, on the basis that the media has become the most important source for providing information and news to members of societies.[29], [30].

## Previous Studies

1. Arafa *et al.*, (2021) Entitled "The Role of Electronic Media Platforms in Combating Hate Speech". " Field study, Baghdad: Al-Farabi College. The study aimed to know the role of electronic media platforms in confronting hate speech, and to know the impact of this speech on the culture of Iraqi society, and to demonstrate the ability of electronic media to form a public opinion against extremism. The study relied on the survey method, and the use of a questionnaire tool to collect data from a sample of (55 individuals) from Iraqi university teachers and students. The study reached several results, the most important of which are: There is a direct relationship between the variables of academic specialization and the volume of participation with regard to their opinions on the research problem. This result shows that the high level of individuals' use of social networks increases their conviction of the importance of electronic media in general, and electronic media platforms in particular, and its role in influencing public opinion and changing their concepts. And then confront the rhetoric of extremism and destructive ideas.
2. Al-Sarhani, (2019)Entitled "New Media and Hate Speech: Confrontational Strategies: An Analytical Study on Zarqa University Students for the Period from 3/15/2017 - 4/16/2017 ", Zarqa University : College of Journalism and Information . The study aimed to know the impact of social networking sites and their role in shaping the attitudes and behaviors of Zarqa University students in Jordan, in order to reach recommendations and proposals that contribute to controlling hate speech through communication sites, and to develop its role to serve university students positively.The study relied on the descriptive and analytical approach, and the use of a questionnaire tool to collect data from a stratified sample, and distribute them to different student groups at Zarqa University. The study reached several results, the most important of which are: The Internet has a major role and influence in forming public opinion against hate speech. There is a large percentage of those who have been exposed to hate speech through social networking sites, and this indicates that there is fertile soil and practice on the ground for hate speech through the Internet.
3. Al Rahahleh, Ishaq Bhatti and Najuna Misman, (2019) Hate Speech on the Facebook Network in Jordan - A Survey Study" Amman: Middle East University - Master's study. The study aimed to define the definition of hate speech and its forms through social networking sites and its repercussions on Jordanian society, and to know the effects of the spread of this speech. The study relied on the descriptive survey method, and the use of a questionnaire tool to collect data from a sample consisting of (400 individuals) from the various communities of Jordanian society in the capital, Amman. The study reached several results, the most important of which are: Concepts of hate speech differ among the respondents, and among the opinions raised was "not accepting disagreement with others." Social networks play a role in stirring up strife among the segments of society, and contribute to spreading misleading information.
4. Almaiah, Al-Khasawneh and Althunibat, (2020). The Role of Social Media in Spreading Hate Speech from the Viewpoint of Jordanian Journalists", Jordan - A Field Study. The study aimed to know the concept of hate speech, and the role of social media in spreading hate speech from the point of view of a sample of Jordanian journalists. The study relied on the analytical descriptive approach, and the use of a questionnaire tool to collect data from a sample of (300) Jordanian



journalists. The study reached several results, the most important of which are: Social media has a role in spreading hate speech. The spread of hate speech on social media contributes to stirring up strife among the components of society. There is a statistically significant effect of social media on the spread of hate speech from the point of view of Jordanian journalists.

5. Olaimat and Khalaf, ( 2022) "The Role of Social Networks in Shaping Public Opinion among Jordanian University Students", Jordan: Social Sciences and Humanities Studies. The study aimed to identify the role of social networks in shaping public opinion among university students, the habits and patterns of Jordanian university students' use of social networking sites, and the type of influence. The study relied on the descriptive survey method, and the use of a questionnaire tool to collect data from a sample of (300) individuals from the research community. The study reached several results, the most important of which are: The research sample relies on Internet services first in order to access information. The research sample diagnosed cases of media misinformation and falsification of facts while they were exposed to social media. The research sample showed that their extensive exposure to social media contributed to influencing public opinion by bringing about an amendment or change to them. The emergence of negative cases of calls for violence, civil disobedience, incitement, and the exploitation of religion for political purposes, although the study itself showed positive cases, including the promotion of national spirit and authentic social values.

Scientific studies and research are considered a summary of the experiences of others. It is also an intellectual effort aimed at solving problems facing people and developing reality, based on effective, creative and critical thinking in order to discover facts. The researcher has benefited from previous studies in several aspects that affected the subject of this study, by developing a general perception of the study and defining its problem, objectives and importance, and helped the researcher in setting hypotheses that are suitable for the study and can be tested and measured, and the researcher benefited from previous studies in choosing media theories that are appropriate for her study, And in designing the appropriate questionnaire for the study. Our study also benefited from previous studies [18] that social networking sites have a role in combating hate speech and influencing the values of society and their ability to influence public opinion and form an opinion against hatred and extremism, Our study benefited from the study of [34] that social networking sites play the role of social responsibility towards society through spreading the culture of tolerance, and therefore this is consistent with the goal of our study, which is that it has a role in combating hatred.

## **The development of social networking sites**

Social networking sites via the Internet, such as "Facebook", "Twitter" and "Instagram ", have become known as the new media or social media, which is witnessing great development and widespread spread, although it was in its inception a virtual community within a limited and narrow scope, but Over time, it transformed from a written media tool into a variety of audio and visual tools that influence the audience's decisions and responses, through pressure exerted by the influential force that uses the individual's personal patterns (audio, visual, and sensory) in its influence, given that the affected and his patterns are a major element in the influence process.[35] So that the effective power is exploited, that the auditory imagines what he speaks or what he hears, and therefore he is quick in his decisions and has high energy, while the visual is based on careful analysis of events and therefore he is careful in his decisions, and the sensory reaches his decisions according to his feelings and

emotions built through experiences that Go through it, trying to influence the power to change opinions, concepts, ideas, feelings, attitudes and behaviors. [36] Social networking sites refer to the diversity of technological forms and characteristics presented by modern means from traditional ones, especially with regard to raising cases of individuality and personalization, and they come as a result of an important feature, which is interactivity. Although the mass media and the mass media are widespread and have the characteristic of marking the media of the twentieth century, the personal and individual media can be described as the media of the new century, through the resulting major change in the communication model that enabled the individual to deliver his message and the possibility of communicating with whoever he wants. And at the time he wants, and within broad directions and not flowing from top to bottom as in the traditional communication model.[37] These sites also build applications for virtual reality that achieves features such as individuality and personalization and transcends the borders of the national state and international borders. Interactive media has helped in an unparalleled way in activating the volume of participation to involve large groups in the events and activities carried out by groups to achieve their goals, in addition to playing an important role in pressure, advocacy, mobilization and interaction in order to influence the public and its leaders, and it also achieves solidarity and social solidarity in pursuit of goals. [38]The desired, as the slogans were transformed into a real action that is being heard in large areas of the world, contributing to the formation of a supportive and supportive public opinion that is characterized by permanence through non-show youth groups.[26]

### **The role of social networking sites in combating hate speech:**

has become ravaging social networking sites spread around the world, and its backgrounds vary from ethnic, religious, political, sectarian, or other ideologies and affiliations, and those with those affiliations found from these networks an open space to spread their ideas and hatred And their racial discrimination and extremism reached millions of people around the world, after they used to express it among themselves or within their closed circles, which made this discourse greater impact and greater harm. Social networking sites are considered one of the most important tools for change , social influence , and the rapid exchange of ideas and opinions , and they have a great impact on public opinion in many societies in our time, as these sites exceeded the limits of censorship , control , and control of communications imposed by governments and dictatorial states, which in the past even prevented Small gatherings between citizens or three-way gatherings of private individuals.[1] It can be said that the impact of social networking sites, the most important of which are: Facebook and Twitter, is no longer confined to the social and economic side only, as these sites sometimes play a fundamental role in political influence, mobilization and mass mobilization, and create a pressure political climate and massive popular revolutions, as happened In the Arab Spring revolutions in Tunisia, Egypt, Libya, Yemen and Syria, which brought down rulers who had been in power for thirty years. The World Wide Web or the Internet has a significant role and influence in shaping public opinion towards hate speech, and there is fertile soil and actual practice of hate speech through the Internet. There were many forms of hate speech circulating on the Facebook network, according to the results of [2]study entitled "Hate Speech on the Facebook Network in Jordan", foremost among which was "distorting or denying facts", followed by "refusal to disagree with others", where she works These networks work to stir up strife among the components of society and lead to division and rivalry. Society loses its internal cohesion and becomes vulnerable to crises. These groups may exploit social

media to spread misinformation or support recruitment efforts into hate groups or extremist groups. Accordingly, policy makers, religious leaders, and the general public urgently need to harness and use social media to combat this hate speech, disseminate positive counter-messages, and report and correct the spread of misinformation. [2] Many countries in the world, especially in Europe, have accused social networking sites of contributing to the dissemination of hate speech on the Internet, and forced them to issue new laws that reject hate speech and impose large fines, sometimes amounting to fifty million euros, against those who violate these laws. And took stricter measures and procedures against those who try to spread hate speech, as Facebook announced its intention to immediately remove any publications that incite hatred, and for its part, Twitter announced that there is no place for any account that promotes discrimination on the basis of sex or religion, and officials at the site confirmed YouTube said that the site will take strict measures against any clips that promote violence on its platform. It is noteworthy that officials from social networking sites in addition to Microsoft signed in 2016 a code of conduct with the European Union to review user complaints about any publications that may incite hate. [2], [39]

While Internet mediators have developed different definitions of the term "hate speech" and guidelines for regulating it, some companies no longer use the term hate speech, but have prepared a list describing the terms associated with it. Yahoo 's terms of service prohibit publishing any illegal, harmful, threatening, abusive content, harassing, torturing, defamatory, disgraceful, invasive of another's privacy, hateful, or objectionable on grounds of race or ethnicity. So is Twitter It does not explicitly mention the prohibition of hate speech, but it warns its users that they may be exposed to inflammatory, offensive, offensive and incorrect content. [4]Or they may be exposed to content that may be offensive, offensive, incorrect, or inappropriate. Some posts may be distorted or frustrating. And among the rules and conditions of the services required by "Twitter" on users is that (you may not publish or display directly specific threats of violence against others).

While YouTube \_ It explicitly refers to hate speech in its terms of services, and it has created a balance between freedom of expression and restrictions imposed on some forms of content, as stated in its clauses: (We encourage free speech, and we defend the right of every person to express unpopular views. However, we do not allow speech Hate: Speech that attacks or humiliates a specific group based on their race, ethnicity, religion, disability, gender, age, status, age, sexual orientation, or gender identity. a company " Facebook " also banned offensive and threatening content or that incites hatred and incites violence. And it stated in its social standards: "Facebook removes hate speech that contains content that directly attacks people based on their race, ethnicity, national origin, religious affiliation, sexual orientation, gender, gender, gender identity, or because of disabilities or diseases." dangerous.[40].

## **Statistical analysis and results of the study**

In this chapter, the researcher answers the questions of the study and its hypothesis after sorting and analyzing the results. Arithmetic means, standard deviations, and a "T" test were calculated to infer whether there are statistically significant differences between the respondents' answers about the role of social networking sites in combating hate speech, from the point of view of The view of Hebron University students. [41], [42]The questionnaire was prepared and developed as a tool for the study, by referring to previous studies to benefit from what was mentioned in them, in addition to the researcher's own experience.



**First: Description of the participants according to the variables of the independent study**

<b>Table (1) Distribution of respondents according to the independent variables</b>		
<b>The ratio</b>	<b>the number</b>	<b>variable</b>
<b>sex</b>		
37%	37	male
63%	63	feminine
<b>Age group</b>		
35%	35	From 18 - 21 years old
58%	58	From 21 - 24 years old
7%	7	years and over 24
<b>academic level</b>		
89%	89	Bachelor's
11%	11	Master's
<b>Most used sites</b>		
81%	81	Facebook
5%	5	stringing
14%	14	The YouTube
<b>Daily hourly rate for these sites</b>		
11%	11	less than one hour
38%	38	From one hour to three hours
51%	51	more than three hours
<b>The method used to communicate with others</b>		
98%	98	cell phone
1%	1	personal computer
1%	1	IPAD

The Table above shows the number of individuals participating in the study according to each independent variable. Males participated in a greater percentage than females (69% of males and 31% of females). These percentages are justified because Hebron University in general has a higher percentage of female students than male students in various disciplines. Also, the majority of participants were from age groups ranging from 21-24 years old, and the percentage of bachelor's degree holders was 89%, much higher than that of master's degree holders, given that Hebron University recently opened its master's degree in Mass Communication. In the variable of the most used sites for respondents, the answers focused on Facebook, as 90% of the participants expressed their use of Facebook, compared to other sites that were less used, namely YouTube (14%) and Twitter (5%). The percentage of the average daily hour that the respondents spend on using social networking sites for more than three hours was the highest rate (51%), and the lowest rate was for using it for less than one hour, which amounted to (11%). For their communication with others is the cell phone by (98%). This indicates the belief of the respondents and the youth group in particular in the importance of social networking sites and their role in facilitating their communication and communication with others, and that Facebook is still the most attractive communication site for young people because of the features and facilities it provides to users. The sum of the arithmetic means was calculated according to the triple Likert system as shown in the following table

Category	neutral	I agree	not agree
Result	<b>2.33-1.67</b>	<b>3-2.34</b>	<b>1.66-1</b>

**Third: Analyzing the results and discussing the study questions**

Table (4): The outcome of the respondents' response to the study questions, according to the t-test.

significance level	Result	t test	The ratio	standard deviation	Arithmetic mean	I agree	neutral	I do not agree
<0.001	OK	20.49	94.7%	0.41	2.84	515	74	11
<0.001	OK	11.93	89.4%	0.57	2.68	442	126	32
<0.001	OK	11	88.6%	0.6	2.66	509	143	48
<0.001	OK	5,405	80.2%	0.74	2.4	334	175	91

The results showed, as shown in Table (4) above, the effective role of all indicators of the use of social networking sites in combating hate speech, from the point of view of Hebron University students. Whereas, "the effects resulting from the spread of hate speech through social media and its repercussions on its users" constitutes the most important indicator with a mean of 2.84, followed by "the impact of hate speech through social networking sites on the social value system of users" with a mean of 2.68, then the indicator was solved by "concept of discourse". Hatred and its forms on social media and its repercussions on its users" third, with an arithmetic average of 2.66, and finally the indicator "The role played by social media in limiting and combating the spread of hate speech" with an arithmetic mean of 2.4. Table No. (4) shows the averages arithmetic and deviations Normative and value t test for one sample And that for every standard from basic hypothesis criteria, from destination View of Hebron University students Rank in order Descending according to grades the middle Arithmetic.

**Q1 What is the concept and forms of hate speech spread on social networking sites?**

Table (5): The arithmetic means and standard deviations of the individuals' response to the questionnaire items related to the 1 question.

Phrase	t test	response rate	SD	SMA	significance level
Hate speech on social media includes contempt for the customs and traditions of others.	14.53	92.3%	0.53	2.77	<0.001
Excluding others from participating in social affairs and curtailing their rights	6,528	82.3%	0.72	2.47	<0.001
Hate speech includes incitement to deny and marginalize the other, spreading discord, and accusing the other party of treason and corruption	13.59	90.7%	0.53	2.72	<0.001
Incitement to violence, extremism, and harming others.	9,077	86.3%	0.65	2.59	<0.001
It is a type of communication that offends a person or group because of their personal characteristics or bullying them because of their	12.5	90%	0.56	2.7	<0.001

racial, ethnic, ideological or religious affiliations.					
Any speech that spreads hatred and incites disputes and conflicts based on colour, race or sect .	12.46	90.3%	0.57	2.71	<0.001
It is the hatred shown against tribal, religious sects, sectarianism and gender	11.02	88.3%	0.59	2.65	<0.001

It is clear Table No. (5) above, that value t test I hit 11 and up Significance (<0.001) than that indicative on that degree Importance and necessity Application of " the concept and forms of hate speech spread on social networking sites " from destination The view of the respondents . 88.6% of the respondents agreed with the concepts put forward in this regard, and the value of the significance level confirmed that (less than 0.05), which indicates the existence of statistically significant differences between the responses of the individuals. No. (1), which states: "Hate speech on social networking sites includes contempt for the customs and traditions of others." The highest arithmetic mean was (2.77 ), and I got phrase No. (5), which states that hate speech "is a type of communication that offends a person or group because of their personal characteristics or bullying them because of their racial, ethnic, ideological, or religious affiliations." At the lowest arithmetic average was (2.7). Where this result is due to the good and correct understanding of the students of the Department of Media at Hebron University of the concept of hate speech and distinguishing its forms spread on social networking sites. In its introduction, "The term hate speech describes a wide range of discourses or very insulting words, from hatred and incitement to religious and sexual racism, to insults and defamation," and it stated that hate speech "is a type of communication that offends a person or group because of personal characteristics of them or bullying them because of their racial, ethnic, ideological or religious affiliations" at a low rate, as stated in the study result. The result of the study also agreed with the results of the study (Al-Rahamna, 2018), the results of which showed that the concepts of hate speech were numerous among the respondents, and the foremost among them was "not accepting disagreement with others" and "distorting or denying facts."

**Q2: What are the behavioral effects resulting from the spread of hate speech through social networks, especially Facebook?**

**Table (6): The arithmetic means and standard deviations of the individuals' response to the questionnaire items related to the 2 question,**

Phrase	T-test	%	SD	SMA	S
Provoking strife among the components of society and leading to division and rivalry	33.57	98%	0.28	2.94	<0.001
The spread of violence and extremism among young people	23.51	96%	0.37	2.87	<0.001
Spreading sectarian nervousness and inciting it	24.44	96%	0.36	2.88	<0.001
Spreading and broadcasting rumors for purposes that threaten peace and social stability	21.5	95.3%	0.4	2.86	<0.001

It provides extremist groups with the opportunity to communicate with a broad fan base	14.12	90.7%	0.51	2.72	<0.001
Society loses its internal cohesion and becomes vulnerable to crises	15.71	92.3%	0.49	2.77	<0.001

It is clear Table No. (6) above, that value Test (T) reached 20.49 and the standard Significance (<0.001) than that indicative on that degree Importance and necessity The application of " the behavioral effects resulting from the spread of hate speech through social networks, especially Facebook " from destination The view of the respondents. 94.7% of the respondents agreed with the concepts put forward in this regard, and the value of the significance level confirmed that (less than 0.05), which indicates the existence of statistically significant differences between the responses of the individuals. (1), which states that "stirring strife among the components of society and leads to division and rivalry," got a very high arithmetic average compared to other indicators, amounting to (2.94), and Paragraph No. (5) came, which states that "extremist groups are given an opportunity Communicating with a broad fan base ", with the least arithmetic average of (2.72). The individual is affected by the prevailing behaviors in his society surrounding him and interacts with them. When hate speech spreads and racist ideas spread by not accepting the other and spreading violence, these ideas quickly spread to the individual and nest in his thoughts, just as the exposure of the individual to hatred of various kinds within his society becomes of his nature to spread such These destructive discourses , and because social networking sites are a communication tool that brings together millions of users through their widespread applications, they allow the dissemination and sharing of various ideas, including racist and extremist ideas and hate speech among citizens. These sites have created a public and welcoming space for those with racist ideas that aim to spread crimes and sedition. in communities This result agreed with the result of the study (Al-Rahamna, 2018), the results of which showed that social networking sites work to "stir up strife among the components of society and lead to division and rivalry, and society loses its cohesion and becomes weak and fragile in the face of crises."

**Q3: What is the role played by social networking sites in limiting the spread of hate speech and combating it, from the point of view of Hebron University students?**

**Table (7): The arithmetic means and standard deviations of the individuals' response to the questionnaire items related to the 3 question.**

Phrase	Ttest	%	SD	SMA	S
Contribute to spreading hate speech	9,841	87.3%	0.63	2.62	<0.001
It fuels the situation and exacerbates the differences between individuals	8,906	85.7%	0.64	2.57	<0.001
Causing emotional and psychological harm to people	8,824	86.7%	0.68	2.6	<0.001
Calls for dialogue and mitigating violent and extremism rhetoric	5	78.3%	0.7	2.35	<0.001
Seek to reduce the severity of hate speech	4,648	77.7%	0.71	2.34	<0.001
It has no role but is a neutral means	-0.476	65.3%	0.84	1.96	0.635

It is clear Table No. (7) above, that value a test (v) reached 5.405 and the standard Significance (<0.001) than that indicative on that degree Importance and necessity Application of " the role played by social networking sites in reducing the spread of hate speech and combating it " from destination The view of the respondents . 80.2% of the respondents agreed with the concepts put forward in this regard, and the value of the significance level confirmed that (less than 0.05), which indicates the existence of statistically significant differences between the responses of the individuals. The ratios were somewhat close in this question, as phrase No. (1), which states "contribute to spreading hate speech," got the highest arithmetic mean of (2.62), followed by phrase No. (15), which states " exacerbates the situation and increases The severity of the differences between individuals " with an arithmetic average of (2.57), while phrase No. (5) occurred, which states" Calling for dialogue and mitigating violent and extremism speeches" got a mean of (2.35) . Phrase No. (19), which states "it has no role but is a neutral means" got the lowest mean of (1.96). This result reflects that the largest percentage of the respondents believes that social networking sites have a role in spreading hate speech, and a significant other percentage believes that it calls for dialogue and reduces violent and extremism speeches, meaning that there is a difference in belief among the study sample.

This result is consistent with the study ( Javat , 2019), the results of which showed that "the most prevalent topics of tolerance on communication networks in terms of their appearance are topics that urge the humanitarian aspect, providing aid to the needy, calling for the unity and cohesion of society, and calling for the free practice of religious rites for all teams and sects." And "the cognitive effects were embodied in rejecting sectarianism and emphasizing the necessity of exchanging diverse cultures and forming a positive attitude and acceptance of others." It also agreed with the results of the study (Al-Sarhan, 2017), whose results showed that Internet sites have a significant role and influence in shaping public opinion towards hate speech, and that The percentage of those who were exposed to hate speech on the new media is a large percentage, which leads to the conclusion that there is an actual practice and fertile soil for hate speech on social networking sites.

## **Conclusion and Results**

The results showed the effective role of all indicators of the use of social networking sites in combating hate speech, from the point of view of Hebron University students. Whereas, the "behavioral effects resulting from the spread of hate speech through social networking sites on its users" constitutes the most important indicator with a mean of 2.84, followed by "the impact of hate speech through social networking sites on the social value system of users" with a mean of 2.68, then the indicator was solved by "concept of discourse Hatred and its forms spread on social media" came third, with an arithmetic mean of 2.66. Finally, the indicator "The role played by social media in limiting and combating the spread of hate speech" came with an arithmetic mean of 2.4. The consensus of media students at Hebron University is that hate speech and its forms spread on social networking sites are represented in contempt for the customs and traditions of others, incitement to deny and marginalize the other, spread discord, and accuse the other party of treason and corruption. One of the behavioral effects resulting from the spread of hate speech on social media is to stir up strife among the components of society, which leads to division and rivalry, the spread of violence and extremism among young people, and the spread and incitement of sectarian fanaticism .Social networking sites contribute to the dissemination of hate speech, increase the limit of disputes and fuel the situation, as a large percentage of the respondents saw, while a good percentage saw that the role of social networking sites is to call



for dialogue and reduce violent and extremism speeches. The students agreed with a high degree that hate speech on social networking sites has a great impact on the system of societal and religious values, as through it quarrels and disputes abound between people and lead to extremism and societal violence and decline People's commitment to religion and political values.

## Future research & recommendations

The need to educate the public about the concept of hate speech and its discourses, so that people exercise caution and avoid such examples. These behaviors, especially on social media, strive to spread a culture of tolerance and respect for others, and reject hatred and racism. The media must raise awareness about the negative effects of broadcasting hate speech in networks. Social communication, under various pretexts, including religious, preserving identity, and other arguments that hide hate speech. The general public must be made aware of the importance of respecting pluralism and the dangers posed by hate speech, with the need to highlight the false nature of its foundations and its unacceptable nature by combating misinformation and intensifying awareness programs for children and youth. The necessity of activating governmental and popular oversight on social networking sites, to confront misleading and fake publications promoted by some media institutions, which are irresponsible or seek to achieve certain goals. Creating pages on social networking sites specialized in spreading awareness and combating ignorance and extremism, under the supervision of highly qualified individuals who are specialized for this purpose under indirect names, publishing educational and attractive contents for the youth group. The researcher recommends conducting more scientific studies on aspects of the topic of hate, and ways to confront this phenomenon by exploiting the social networking sites themselves, and not only through punishments.

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