



**The Role of Social Media in Promoting Peace
Building and Prevention of Societal Violence among
University Youth
(Analytical Descriptive Study)**



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Introduction

Social media helps people achieve shared awareness about various perceptions and helps people to act. Social media is modern tool for communication, which spreads information and connects people very rapidly and accordingly the social media can be a powerful tool for encouraging peace building, and prevention of societal violence by creating awareness about the culture of tolerance, avoid hatred, and, discrimination, disseminating facts about avoiding parental violence, and, child abuse information, provide statistics, news articles, figures, and news stories .

Thus, the social media can contribute to the prevention of societal violence and promote peace building,by make people aware of how important these issues, and, to take an action. (Adeshima I. Omotoyo, Obabor G. Nelson, 2022).

The social media can provide a platform for young people to discuss these issues and share their experiences. This can help build a sense of community, and, support for those who have been affected by violence or who are advocating for peace building. (Anne kall & Helena Puig Larrauri, 2013). It can help people who have been marginalized or silenced to have their voices amplified through social media. This can include those who have experienced violence. (Aday, S.,Farrell, H., Lynch, M., Sides, J., Kelly, J., & Zuckerman, E. (2010).

In general, social media can be an effective medium for encouraging Peace building and the prevention of societal violence.

The Importance and Aims of the study:

This research tries to explore the role of the social networking sites (SNS), such as Internet, including Facebook, YouTube, Twitter, and weblogs in promoting peace building and the prevention of societal violence among university youth.

The social media is facilitating a new way by which the youth can search, and share information, and, increasing their awareness, and, at the same time it can direct them to positive behavior. Also, this study is important because it can help to reduce

the harm caused by violence and conflict, promote social stability, cohesion, and create the conditions for sustainable peace and development through the role of the social media in promoting peace building, and prevention of societal violence among university students.

Although there are many initiatives done by many Mass communication Institutions, and, experts to spread the culture of peace and prevention of societal violence through the different channels of communication, but still the issue of spreading peace and prevent societal violence is complex and debatable. (Sheldon Himelfarb and Megan Chabalowski, 2008)

The issue of peace building and preventing societal violence will remain a major concerned to all the people who are concerned about reducing the conflict among the conflicting parties. The question of how social media plays a role in promoting peace building and preventing societal violence will be a crucial issue especially among the youth who are extensively using the social media as an alternative to the traditional media.

The effect of social media on their users will be of great concerned to the media practitioners, as well as, the members of the general public who often attribute importance role to mass communication in shaping people's views and values, as the social media is facilitating a new way by which the youth are able to search, and, share information, and, increasing their awareness, and, at the same time it can direct them to positive behavior.

The concept of peace building and societal violence:

Actually, peace building and preventing societal violence are closely related, as peace building efforts are often aimed at preventing violence before it occurs in the first place, by addressing the root causes of conflict, and violence. Peace building efforts can create the conditions for sustainable peace, and, stability, reducing the

likelihood of violence occurring society. In this way, promoting peace building can be seen as a proactive approach to preventing societal violence. (Denskus, 2019)

Peace building is a process aimed at preventing the outbreak, escalation, continuation, and recurrence of violent conflict. Peace building efforts can include a range of activities, such as promoting dialogue and reconciliation, addressing underlying causes of conflict, and strengthening institutions and civil society. These efforts are focused on creating the conditions for sustainable peace and stability. (David G. Gill D.S.W., 1996)

Preventing societal violence involves taking actions to reduce the likelihood of violence occurring within a society. This can include addressing underlying issues like poverty, inequality, hatred, and discrimination, as well as promoting early intervention and community-based interventions to prevent violence from occurring. (Heffrey A. Roth, 1994)

Actually societal violence is a complex phenomenon, and there are many factors that can contribute to its occurrence. For example some of the reasons and causes of societal violence include: Poverty and economic inequality are major drivers of societal violence, as they can lead to social unrest, political instability, and conflict over resources. Discrimination and prejudice based on race, ethnicity, religion, gender, or sexual orientation can lead to violence, as individuals or groups may become targets of violence or discrimination. (Sheri Jacobson, 2023).

The Role of Social Media in Peacebuilding:

Social media can be used to facilitate peacebuilding through the following means: building bridges between people and groups it is a platform facilitating collaboration, interaction, and sharing of content among users, hence allowing audiences to shape their pre-expectations based on the information they receive regardless of who is the creator that shares the information. The various social media platforms such as Facebook, Twitter, Instagram, WhatsApp amongst others can be

used as a tool to building communication gaps among various members of a community and influence peace.

Digital technology has made it possible for people to get information in real-time and in many cases with digital video evidence (Ekoh & George, 2021). Denskus (2019), pointed that social media tools can contribute to peacebuilding via warning, and policy-change. It can improve knowledge for conflict prevention, increase contact and understanding between opposing groups. Social media can also be useful to crowdsource information for conflict prevention measures that enables people to engage their own initiatives for peace and interactive dialogue. And as a motivator for action to promote peace, lanz and Eleiba (2018) assert that new technologies increasingly shape the environment of peace mediation, as conflict parties' mediators resort to technology for different purposes. Social media is a useful tool for mediators to broaden a process, hearing the views of a broad range of stakeholders, without necessarily enlarging the negotiation table as such. Lunga (2020) argues that social media can be used to promote peace and tolerance if used carefully.

Operational definitions:

1. **Hatred:** Refers to intense feelings of hostility or animosity towards a person or group. It can because by a variety of factors, including prejudice, fear, anger, or resentment, and can manifest in a range of behaviors, from verbal attacks and insults to physical violence.
2. **Societal violence:** Societal violence can have a profound impact on individuals and communities, leading to physical and emotional harm, social isolation, and other negative outcomes.
3. **Social media:** Social media are internet-powered communication channels that enable users to continuously exchange information (Schirch, 2019). Social media utilizes electronic communication and allows users to follow and share content. Summarily, social media platforms are online sites and services

that host, organize, and circulate user's content without having produced or commissioned it (Poletti & Michieli, 2018). LeFebvre (2017) posited that although social media are often used for keeping in touch with friends, it is increasingly common for people to use social media to get news and stay informed.

4. **Peacebuilding:** According to Fisher et al. (2000), peacebuilding is not primarily concerned with conflict behavior but addresses the underlying context and attitudes that give rise to violence such as unequal access to employment, discrimination, unacknowledged and unforgiven responsibility for past crimes, prejudice, mistrust, fear (and) hostility between groups. According to Fisher peacebuilding initiatives creates trust, builds bridges and creates a platform where various groups and individual are free to express themselves over issues which are known to give rise to conflict. Peacebuilding lays the foundations that serve the welfare of the people. Peace should be built on social, political, economic, and ecological foundations should be laid for durable peace to serve the test of time. Peacebuilding involves undertaking programmes designed to address the causes of conflict and the grievances of the past and to promote long-term stability and justice (Fisher et al., 2000).

Literature review of the previous studies:

There is a significant body of literature on our topic. The researchers will focus on some of them that have direct or indirect relation with our topic. According to "Sarah Federman and Kristin Bergtora Sandvik (2017) In their study they examine the potential of the social media as the social media is beneficial for youth in the field of education, if used positively, but also social media if used negatively it can deteriorate social norms, social media is affecting negatively on study of youth. Social media promotes unethical pictures, video clips and images among youth, anti- religious post and links create hatred among peoples of different communities.

According to Farrington, D. P., & Welsh, B. C. (2006). They conducted a research on saving children from a life of crime: Early prevention of violence: Early risk factors and effective interventions.

According to Bor, W., Najman, J. M., Andersen, M. J., O'Callaghan, M. J., Williams, G. M., & Behrens, B. C. (1997). The relationship between low family income and psychological disturbance in young children: An Australian longitudinal study. *Australian and New Zealand Journal of Psychiatry*.

According to Sampson, R. J., & Raudenbush, S. W. (1999). Systematic social observation of public spaces: A new look at disorder in urban neighborhoods.

Cohen, D. A., & Scribner, R. A. (2000). An alcohol-related harm prevention intervention for adolescents in Mexico: Findings from a randomized controlled trial. *Addiction*.

According to Swanson, J. W., Holzer, C. E., Ganju, V. K., & Jono, R. T. (1990). Violence and psychiatric disorder in the community: Evidence from the epidemiologic catchment area surveys. *Hospital and Community Psychiatry*.

According to Chermack, S. T., & Blow, F. C. (2002). Violence among individuals in substance abuse treatment: The role of alcohol and cocaine consumption. *Drug and Alcohol Dependence*.

According to Narimani and Aghamohamadian (2005) identified consistent risk markers, such as family's social, educational and income levels, as well as men's level of literacy. Furthermore, they found an inverse relationship between level of education and the occurrence of domestic violence.

According to Authors- Madhur Raj Jain and Palak Gupta Year, 2012 Impact of social networking sites in the changing mindsets of youth on social issues. This study elucidates those men spend more time as compared to women on social networking sites to review these social issues and yet women are very sensitive to issues like these existing in the world. The youth take active participation and also raises their voices in order to express their opinions and views on social issues being

discussed on these sites. Also, the findings state that even though the youth reciprocate to these events they still do not take up discussions beyond web and forget about them once they sign off.

Thereby, these sites prove to be a boon to the youth in terms of spreading awareness about these issues that arise, while Ghulam Shabir, Yousef Mahmood Yousef Hameed, Ghulam examines the potential of social media to contribute to peace building efforts. It highlights the importance of social media in promoting dialogue, raising awareness, and mobilizing support for peace building initiatives. They also discuss the challenges and limitations of using social media for peace building, including issues related to privacy, security, and the spread of misinformation.

According to Tim Unwin and David Hollow (2018): They provide an overview of the "Peace building and Social Media: Mapping the Domain", they provide an overview of the current state of research on peace building, and social media. They identify key themes and areas of research, including the role of social media in conflict prevention, peace negotiations, and post-conflict reconstruction. They also highlight the need for more empirical research, and the development of ethical guidelines for using social media for peace building.

According to Darynell Rodríguez Torres and Natascha Zupan (2019): on "Social Media and Peace building: they provide an overview of the potential of social media to contribute to peace building efforts, with a focus on the Latin American context. It discusses the role of social media in promoting dialogue, mobilizing support, and raising awareness about peace building initiatives. Their study examines the challenges and limitations of using social media for peace building, including issues related to the digital divide, censorship, and the spread of hate speech.

According to Shabir, Yousef Mahmood Yousef Hameed, Ghulam Safdar, Syed Muhammad Farouq Shah Gilani (2014) showed that Social Networking sites provide a platform for discussion on burning issues that has been overlooked in today's scenario. Their research was conducted to check the impact of social

networking sites in the changing mind-set of the youth. Findings show that most of the respondents show the agreements with these influences of social media. Respondents agreed that Facebook as their favorite social media form, and then the like Skype as second popular form of social media, the primary place for them, 46 percent responded connect social media.

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According to Mohamed El Khouli (2013) This study strives to monitor the most important disadvantages of using the social media on the families' values, in order to contribute in identifying trends for improvement behaviors of households using these sites, through putting a new indicators to decision makers and implementers of development programs regarding to the family, and, population in the UAE depending on the pilot study by selecting a random sample of (127) family that used these sites. The analysis of variance (ANOVA) was used to measure the level of relative differences between the answers of respondents regarding how they recognize the negatives of use to the social networks according to each of educational

level, gender, and time- utilization daily. It was a significant difference in realization the negatives aspects of these sites according to only the educational level of users. As, the results of factor analysis method showed that the most important key aspects that have the greatest impact on the perception of families to negatives aspects during using these sites in the following: (abuse of these sites by some teens/ Causing isolation of children for the real world / publishing the photos, videos, and articles that be abusive to religion, customs and traditions). The study pointed to the necessity of participation of family and community- based organizations in the monitoring of those negatives and held adequate awareness programs among families for optimal use and support family stability.

According to Madhur Raj Jain and Palak (2012) in their research agreed that Social Networking sites provide a platform for discussion on such issues as corruption, human rights, girl education etc. The study was conducted on 100 people mostly through email or sending link of questionnaire on various social sites.

Theoretical frame work of the study:

There are many theoretical frameworks related to our topic such as societal ecological model, the Intersectionality this framework recognizes that individuals may experience oppression and violence based on multiple intersecting identities, such as race, gender, sexual orientation, and socioeconomic status. Trauma-informed care, this framework emphasizes the importance of understanding and responding to the effects of trauma on individuals who have experienced violence. Restorative justice: This framework emphasizes the importance of repairing harm and restoring relationships in the aftermath of violence. Social learning theory: This theory proposes that individuals learn behavior through observation, modeling, and reinforcement. It suggests that violence may be learned through exposure to violent behavior and that interventions should focus on providing positive role models and reinforcing non-violent behavior. And Social Disorganization Theory.

The researcher will apply only two of them to guide them in the development of this study: **Social Learning Theory**.

Social Learning Theory suggests that individuals learn behaviors and attitudes from observing and imitating the actions of others, particularly those in their social environment. This theory implies that violent behavior can be learned through exposure to violent media or through observing violent behavior in others. To prevent societal violence, this theory suggests that individuals must be exposed to non-violent behaviors and attitudes, and that positive role models must be highlighted. Furthermore, this theory highlights the importance of punishment for violent behavior, as punishment can deter individuals from engaging in violent behavior in the future. (Werner Joseph Savarin, James W. Tankard, 20018).

Social Disorganization Theory suggests that high levels of societal violence can be attributed to factors such as poverty, unemployment, and residential instability. This theory implies that communities with high levels of poverty and instability are more likely to experience violence because they lack the social organization and resources necessary to address social problems. To prevent societal violence, this theory suggests that communities must work to improve social organization and promote social cohesion through the development of strong community institutions and networks. Additionally, this theory highlights the importance of addressing social problems that contribute to violence in the first place, such as poverty and economic inequality. (CE Kubrin.R Weitzer, 2009).

From previous literature review and theoretical framework, the researchers have been able to state the problem statement and derived from the problem statement and the different hypothesis related to the study.

The problem statements:

How can the power of the mass media specially the Social Media be used to help promote peace building and societal prevention of violence among university youth in this age of instant digital communication?

In fact, one of the promises of the role of social media in promoting peace building and prevention of societal violence among university students is the fact that the social media become increasingly crucial and important to the young generation. Therefore, this study tries to find out the role of the social media in promoting peace building and prevention of societal violence among university youth.

Hypotheses:

- H1. There is a correlation between using the social media and increasing youth awareness about peace building, and prevention of societal violence.
- H2. There is a correlation between the youth usage of social media and decreasing hatred among members of the society.

The Methodology of the study:

This paper incorporates the quantitative and qualitative approach to study the research objectives. Sampling has been done effectively and the tool that has been employed to work on the data collection is particularly questionnaires where the questions were close ended and open ended. A survey was conducted to target age bracket (18-24). The sample has been taken mainly from private and public universities. In all, 400 questionnaires were field and reciprocated enthusiastically by the respondents. They were asked a total of questions.

The researcher also applied an analytical survey study which attempts to describe and explain two or more variables and examine and investigate research questions and test the research hypotheses. The analytical survey will be done on youth both public and private, Arabic and English universities located in Cairo and

Giza governorate. Public universities are (Cairo University and Helwan University), Private universities are (MSA and MUST University).

The sampling method and size

In the context of this study, the researchers use the available sample also known as a convenience sample. As the questionnaires will be distributed on youth (university students) in mass Communication Faculties in private and public sector.

The sample size of the study is 200 students, 100 from the private universities and 100 from the public universities. Distributed on 50 students from each university, to reflect the objectivity and fair distribution of the sample of the study. Both male and female students from Cairo and Helwan University as public universities and MSA and MUST University as a private

Universities. The reason for having 200 students from Cairo and Ain Shams University as a public university because both are the oldest national universities and accept different students with different diversities, While MSA university is a private university started since the 1996 and ACU is a university belongs to Al Ahram newspaper one of the oldest institutions in Egypt.

Validity and verification of the questionnaires

The questionnaires have been validated through many external professional academic Mass Communication Staff members who recommended some Changes and modifications that the researchers took into considerations.

Research findings and analysis:

Table (1) Using social media

	Frequency	Valid Percent
Yes	400	100%
No	0	0
Total	400	100%

Table no (1) showed that 100% from the participants using social media, and this percentage proves that social media play an important role among youth and totally depend on it in their daily life, which shows how social media plays an important role in youth's daily life , and how they depend on it in their daily routines.

Table (2) Frequency of usage

	Frequency	Valid Percent
1- Monthly	12	3%
2- Once a week	20	5%
3 - Twice a week	22	5.5%
4 - Once per day	197	49.25%
5 - Twice per day	149	37.25%
Total	400	100%

Table no (2) showed that (49.25) use social media once per day, while (37.25%) use it twice per day, (5.5%) twice a week , (5%) once a week and (3%) monthly , and this shows that about half of the participants expose daily to social media considering it as an important platforms in their daily life.

Youth nowadays became addict to social media and they wager to check it many times during the day to check all the updates.

Table (3) Reasons of using social media

Order Statement	First		Second		Third		Fourth		Expected weight	
	Freq.	%	Freq	%	Freq	%	Freq	%	الوزن المثوي	%
To be connected with friends and family	<u>180</u>	<u>45%</u>	<u>100</u>	<u>25%</u>	<u>56</u>	<u>14%</u>	<u>64</u>	<u>16%</u>	598	30
To raise awareness and promote a cause or an issue.	<u>50</u>	<u>12.5%</u>	<u>118</u>	<u>29.5%</u>	<u>124</u>	<u>31%</u>	<u>108</u>	<u>27%</u>	455	22.8
To be familiar with the current political event	<u>66</u>	<u>16.5%</u>	<u>92</u>	<u>23%</u>	<u>134</u>	<u>33.5%</u>	<u>108</u>	<u>27%</u>	458	22.9
To get news and information	<u>100</u>	<u>25%</u>	<u>92</u>	<u>23%</u>	<u>86</u>	<u>21.5%</u>	<u>122</u>	<u>30.5%</u>	485	24.3
Total	<u>400</u>								1996	100

Table no (3) showed that the youth use social media for connecting with friends and family by (30%), getting news and information by (24.3%), being familiar with the current political event by (22.9%), and raising awareness and promoting a cause or an issue by (22.8%), that's shows that social media plays an important role to let users connect with their friends and improve their social life.

Table (4) Professional ethical media standard of social media

	Frequency	Valid Percent
1 –Fairness	45	11.25%
2- Accuracy	65	16.25%
3 – Truthfulness	45	11.25%
4 – Transparency	45	11.25%
5 – Independency	90	22.5%
6 - All of them	110	27.5%
Total	400	100%

Results of table (4) showed that social media apply the entire professional ethical standard with (27.5%), while (22.5%) shows Independency and (16.25%) shows Accuracy, while (11.25%) shows Transparency equally to Fairness and Truthfulness, and this shows that social media users from youth don't have a complete trust on social media and still have some threatens.

Table (5) Rating of social media usage sites

Rating of social media usage sites	Very low		low		Moderate		High		very high		Mean	Std. Deviation	Relative Weight	
	Freq.	%	Freq	%	Freq	%	Freq	%	Freq	%				
Facebook	<u>2.5</u>	<u>5</u>	<u>4.5</u>	<u>9</u>	<u>18.5</u>	<u>37</u>	<u>32</u>	<u>64</u>	<u>42.5</u>	<u>85</u>	4.08	1.01	81.5	
My space	10	<u>67</u>	<u>17.5</u>	<u>35</u>	<u>20.5</u>	<u>41</u>	<u>15.5</u>	<u>31</u>	<u>13</u>	<u>26</u>	2.57	1.42	51.4	
Twitter	<u>20.5</u>	<u>41</u>	<u>23.5</u>	<u>47</u>	<u>24</u>	<u>48</u>	<u>14</u>	<u>28</u>	<u>18</u>	<u>36</u>	2.86	1.38	57.1	
YouTube	<u>7</u>	<u>14</u>	<u>14</u>	<u>28</u>	<u>26.5</u>	<u>53</u>	<u>25</u>	<u>50</u>	<u>27.5</u>	<u>55</u>	3.52	1.23	70.4	
Virtual games	<u>19</u>	<u>38</u>	<u>23.5</u>	<u>47</u>	<u>26.5</u>	<u>53</u>	<u>14</u>	<u>28</u>	<u>17</u>	<u>34</u>	2.87	1.34	57.3	
Total	400													

The results showed from the previous table (5) that:

Facebook: 85% (very high), 64% (high), 37% (moderate), 9% low, 5% (very low) with standard deviation (1.01)

My space: 26% (very high), 31% (high), 41% (moderate), 35% low, 67%(very low) with standard deviation (1.42)

Twitter: 36% (very high), 28% (high), 48% (moderate), 47% low, 41% (very low) with standard deviation (1.38)

YouTube: 55% (very high), 50% (high), 53% (moderate), 28% low, 14%(very low) with standard deviation (1.23)

Virtual games: 34% (very high), 28% (high), 53% (moderate), 47% low,38% (very low) with standard deviation (1.34)

Table (6) social media potential for the promotion of peace in Egypt

Social media potential for the promotion of peace in Egypt	Frequency	Valid Percent
Positive	180	45%
Neutral	152	38%
Negative	68	17%
Total	400	100%

Table (6) showed that (45%) are positive concerning the potential for the social media in promoting peace in Egypt, while (38%) neutral and (17%) negative, and this is a good indication that users had a good trust and positive vision that social media could have a positive role in promoting peace in Egypt and build a good relationship between individuals from different societies and communities.

Table (7) Social media success in the Egyptian society

Social media success in the Egyptian society	Frequency	Valid Percent
Create stability in the Egyptian society.	104	26%
Create diversity of point of view.	174	43.5%
Create more violence among Egyptians.	84	21%
Increase the gap between the Egyptians.	38	9.5%
Total	400	100%

Table (7) showed that (43.5%) of the respondents agreed that the social media succeeded in creating diversity of point of view among the Egyptians, while (26%) of the respondents agreed that the social media help create stability in the Egyptian society, while (21%) of the respondents agreed that the social media create more violence among Egyptians, and (9.5%) of the respondents agreed that the social media increase the gap between the Egyptians.

Table (8) Social media engagement in gaining recognition for peace building

Social media engagement in gaining recognition for achieving peace building	Frequency	Valid Percent
Yes	306	76.5%
No	94	23.5%
Total	400	100%

Table (8) showed that (76.5%) agree that social media help make youth more engaged in gaining recognition for achieving peace building while (23.5%) disagree, and this is a good indication that users had a good trust and positive vision that social media could have a positive role in promoting peace in Egypt and build a good relationship between individuals from different societies and communities.

Table (9) Social media contribute for more opportunities for stable community

Social media contribute to create more opportunities for stable community	Frequency	Valid Percent
Yes	266	66.5%
No	134	33.5%
Total	400%	100%

Table (9) showed that (66.5%) agree that social media contribute to create more opportunities for stable community which is essential to peace building, while (33.5%) disagree.

Table (10) social media can be used as a negative force to foster hatred

Social media can be used as a negative force to foster hatred	Frequency	Valid Percent
Yes	320	80%
No	80	20%
Total	400	100%

Table (10) showed that (80%) believe that social media can be used as a negative force to foster hatred or insight violence while (20%) do not believe, although users showed at the above tables that they see that social media could change to a better society and can promote for peace building but at the other side they also believe that social media could have also negative role which is fostering hate among the society members which shoes that social media is a controversial issue and that reflects how important is it.

Table (11) Statements reflect youth understanding of the culture of peace

Order	First		second		third		Fourth		Fifth		Sixth		Expected	
	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%	weight	
statement	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%	الوزن المئوي	%
Strengthen the concept of citizenship among Egyptian people	40	20.5	30	15	36	18	25	12.5	36	18	32	16	713	17
A tool for strengthening the positive behavior in the Egyptian society	29	14.5	37	18.5	34	17	42	21	38	19	20	10	717	17.1
Create a sort of commitment and belonging to the Egyptian society among the youth	30	15	34	17	45	22.5	36	18	34	17	21	10.5	727	17.3
Increasing mutual discourse benefit between different civilizations	14	7	29	14.5	43	21.5	55	27.5	18	9	41	20.5	643	15.3
Respecting others while exchanging different poin of view.	28	14	39	19.5	16	8	24	12	23	11.5	70	35	615	14.7
Total													4191	100

Table (11) showed that respecting others in terms of their beliefs and thoughts by (18.5%), Create a sort of commitment and belonging to the Egyptian society among the youth by (17.3%), A tool for strengthening the positive behavior in the Egyptian society by (17.1%), Strengthen the concept of citizenship among Egyptian people by (17%), Increasing the benefit of mutual discourse between different civilizations by (15.3%), and respecting others while exchanging different point of view by (14.7%).

Result of examining the hypotheses:

H1: There is a correlation between using the social media and increasing youth awareness about peace building, and prevention of societal violence.

Table 12

Usage rate Degree of peace building	Rate of using social media	
	Pearson Correlation	Sig.
Strengthen the concept of citizenship among Egyptian people	0.007	0.923
A tool for strengthening the positive behavior in the Egyptian society	0.057	0.422
Create a sort of commitment and belonging to the Egyptian society among the youth.	0.050	0.486
Increasing the benefit of mutual discourse between different civilizations.	0.038	0.592
Respecting others in terms of their beliefs and thoughts.	0.028	0.690
Respecting others while exchanging different point of view.	0.004	0.955
N =	400	

H2: There is a correlation between the youth usage of social media and decreasing hatred among members of the society.

Table (13)

Youth usage	1 – less than one hr		1 – 2 hrs		3-more than 3hrs		Total		Pearson ChiSquare	Contingency Coef	Sig.
	Frequency	Valid Percen	Frequency	Valid Percen	Frequency	Valid Percent	Frequency	Valid Percen			
Positive evaluation for the role of social media											
Does social media encourage you to express your opinion freely without any restrictions	Yes	9 29	12 14.9	23 25.1	44 44	22 22	1.162	0.076	9	0.55	
	No	22 71	50 80.6	84 84	78 78.5	156 156	78				
	Total	31 100	62 62	107 107	100 100	200 200	100				
Do you think that social media help maintain communication and build friends of group who share information, ideas and share peace?	Yes	11 5	7 3	10 10	9.3 9.3	28 28	14 14	14.18 7	0.257	0.001	
	No	20 64.5	55 88.7	97 97	90.7 90.7	172 172	86				
	Total	31 100	62 62	107 107	100 100	200 200	100				

Conclusion and recommendations:

The primary objective of this research undertaken was to throw light on the impact of the social media in promoting peacebuilding among the youth and how effectively has the usage of social networking sites affected the youth by evaluating both the positive and negative aspects. With reference to the study, it was evidently figured out how the social media influence the youth positively and negatively.

Through the aid of the data that was collected and analyzed quite a few conclusions have been drawn: the youth today is not only aware of what fits in best for them but are also keen and enthusiastic to draw their own priorities and fix on to which ones are most important and how. Similarly, these sites serve to their purpose of connecting them with people all across the globe.

However, social networking sites offer them a platform to connect with new people, share experiences and gain exposure. The youth come to terms with gaining relevant and quick information about what goes around in their society.

Perhaps, like a coin with two sides, social networking sites also have in their own way adversely affected the youth. The target group prefers spending an abundant amount of time on these social networking sites on an average of more than 2 hours a day which keeps them away from their own purpose of existence and interacting with their own natural surroundings. Their social gatherings are hampered because surfing these social networking sites keep them more involved for which they are bound to ignore other significant social events in their lives.

The objectives of the study have been achieved to an extent. With reference to the expected outcome the study has diverted to a different angle wherein not only negative impacts have proven to exist through the usage of social networking sites but also the existence of positive impacts have occupied a place in one's life. The youth have determined their own boundaries and have set their own limits as to how and when to use social media irrespective of the positive and negative effects it

imparts. The youth today is not only techno savvy and socially existent but also embody social consciousness.

The researchers have reached some useful results summed up as follows:

- The research showed that 100% of the participants using social media proved that social media plays an important role among the youth and that they totally depend on the social media in their daily life.
- The research showed that 50.5% of the users use social media once per day, while 36% use it twice per day, 5.5% use it twice a week, 5% use it once a week and 3% use it monthly, and this shows that about half of the participants expose themselves daily to social media and consider it an important part in their daily life.
- The research showed that the youth use social media for connecting with friends and family by 30%, getting news and information by 24.3%, being familiar with the current political event by 22.9%, and raising awareness and promoting a cause or an issue by 22.8%.
- The research showed that 53.5% use social media more than three hours daily. This reflects the heavy users of the internet are among the youth and the high level of dependency on the social media to satisfy their needs and wants while 15.5% use it less than one hour.
- The research showed that social media apply the entire professional ethical standard with 97%, while 81% shows Independence and 39% shows Accuracy, while 30% shows Transparency equally to Fairness and 29% shows Truthfulness.
- A percentage of 43.5% of the respondents agreed that the social media succeeded in creating diversity of point of view among the Egyptians, while (26%) of the respondents agreed that the social media help create stability in the Egyptian society, while (21%) of the respondents agreed that the social

media create more violence among Egyptians, and (9.5%) of the respondents agreed that the social media increase the gap between the Egyptians.

- The research showed that 46% of the respondents stated that they compare fact with the actual story when checking the truthfulness of photographs or videos that they find on social media, while (36.5%) of the respondents stated that checking more than one reference, and 17.5% of the respondents stated that reading the audience comments when checking the truthfulness of photographs or videos that they find on social media.
- The research showed that 76.5% agreed that social media help make youth more engaged in gaining recognition for achieving peace building while 23.5% disagree.
- The research showed that 66.5% agreed that social media contribute to create more opportunities for stable community which is essential to peace building, while 33.5% disagreed.
- The research showed that 80% believed that social media can be used as a positive force to foster hatred or insight violence while 20% did not believe.
- The research showed that 78.5% agreed that social media can be used as a powerful tool to encourage the youth to adopt the culture of peace, while 21.5% disagreed.
- There is a correlation between using the social media and increasing youth awareness about peace building, and prevention of societal violence.
- There is a correlation between social media and increasing youth awareness.

Interpretation of the findings in view of the results obtained in the research:

Key findings:

The current study investigates the role of the social media in promoting peace building among the university youth regarding the following points:

- Social media usages
- Exposure to different facilities offered by the social media
- Social media role in promoting peace building among the youth
- The role of the social media in promoting both negative and positive effects on the youth.
- The credibility of the source of the message provided by the social media
- The professional ethical media standard of the social media

Recommendations and suggestions for future studies:

The social media will be used in many ways:

- Social media Facebook for maintaining communication and building friends and groups who share peace building information and ideas.
- Internet emails and blogs for long-term sustainable relationship between the youth in support of promoting the culture of peace.
- Twitter for engaging individuals and groups within different part of the world for gaining recognition for achievements in economic peace building.
- YouTube for video distribution sharing stories of success and development related to stable community essential to peace building
- Mobile applications that will give ensure instant access between the youth enhancing success in economic endeavors in the community, and peaceful coexistence.
- Other social media applications and networking practices will be incorporated as they become useful, e.g., Instagram to establish a photographic record of success of economic efforts and peace building,

- Strengthening the capacities of youth for non-violence behavior.
- Encourage the positive role of the traditional and new media in promoting the culture of peace as a tangible reality to help communities live in harmony with their differences.
- Social media research should focus on social media theory.

Limitation of the study:

Scarcity of Egyptian academic research, articles and studies which investigate the role of the social media in promoting peace building especially among the university youth.

Most of the research on the role of the media in relation to the concept of peace building were done on the traditional media and not on the social media.

Lack of researches on the role of the social media in promoting peace building among the university's youth in both Public and Private universities.

I believe you meant "societal violence" instead of "societal vigilance".

Here are some suggestions to eliminate societal violence:

Education and awareness: Education and awareness are key to eliminating societal violence. This includes educating people about the causes and effects of violence, as well as promoting empathy and understanding across different groups. This can involve creating educational programs in schools and communities, promoting awareness campaigns, and providing resources to those who have experienced violence.

Addressing root causes: Addressing the root causes of societal violence is essential to eliminating it. This includes addressing poverty, inequality, discrimination, and other societal issues that can contribute to violence. This can involve advocating for policies that address these issues, providing resources and support to those in need, and working to eliminate discrimination and prejudice.

Nonviolent conflict resolution: Promoting nonviolent conflict resolution skills can help prevent and eliminate societal violence. This includes promoting mediation and conflict resolution training programs, creating safe spaces for dialogue and discussion, and promoting empathy and understanding across different groups.

Holding perpetrators accountable: Holding perpetrators of violence accountable for their actions is an important part of eliminating societal violence. This includes promoting effective law enforcement, creating safe reporting mechanisms for victims, and working to eliminate the culture of impunity that can surround violence.

Supporting victims and survivors: Supporting victims and survivors of societal violence is essential to eliminating it. This includes providing resources and support services, promoting awareness and education around the issue, and working to eliminate the stigma and shame associated with being a victim of violence.

These are just a few examples of the suggestions to eliminate societal violence. It is important to recognize that eliminating violence is a long-term process that requires sustained effort and commitment from individuals, communities, and institutions.

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