**Психология. Текст 1.**

The Relationship between the Use of Social Networking Sites (SNS)

and Perceived Level of Social Intelligence among Jordanian

University Students: The Case of Facebook

**Abstract**

This study aimed to investigate Jordanian university students’ use of Facebook and their perceptions of their

social intelligence as well as the relationship between students’ use of Facebook and a self reported measure of

their social intelligence. The participants in this study were 282 students from different colleges in a Jordanian

public university. For the purpose of the study, the researchers used cross-sectional survey design in which a

questionnaire was administrated and collected in-class by number of faculty members, who agreed to have their

classes participating in this study. The questionnaire aimed to collect data regarding students’ use of Facebook as

well as the perceptions of their social intelligence. The analysis of the collected data showed that the majority of

the students were active Facebook users. Participants’ perceptions of their level of social intelligence were

positive and at moderate level. The findings showed significant association between Facebook use and perceived

level of social intelligence among Jordanian university students. The current study disagreed with the common

negative reputation, in Arab World, of the effect of Facebook on students’ social life. The current research study

showed that the use of Facebook might benefit students’ social competencies and intelligence, through providing

them with electronic platform that they can use to freely express themselves.

**Keywords:** Facebook, social intelligence, social networking sites

**1. Introduction**

In the recent years, Social Networking Sit (SNS) started to have great impact on different aspects of our life. For

instance, on one’s personal side, SNS have played integral role on providing a way to connect with family and

friends, to play network games, and to serve online materials. In business, SNS have become one of the main

markets to sell products and services as well as to connect companies with their customers. In politics, SNS have

become an active stage for political conversation and debate (Rainie & Smith, 2012). In Arab world, SNS were

powerful digital tools for supporting the revolutionary wave of demonstrations and protests (Arab Springs),

where SNS have been extensively used to exchange revolutionary thoughts and to organize for demonstrations

and remonstrations. As a result, governments in Egypt, Tunisia, Libya, and Yemen fall, while regimes in Syria

and Bahrain are still struggling with the resistance. In addition, SNS can facilitate communication, association,

and information gathering and sharing in the health care field, for instance, SNS have been used among fellow

patients to discuss their conditions (Keckley & Hoffmann, 2010).

The use of SNS is very popular among university students in Jordan, where the Jordanian universities provide

their students with free internet access that allows them to sign up for different SNS. However, there is a lack of

research studies that investigate the diffusion of SNS among Jordanian students. Even though, there is negative

reputation of the SNS among Arab people because of the assumed negative effect from the use of SNS on Arab

youth’s culture in terms of religion, traditions, and native language. In addition, there is a debate about the effect

of the use of SNS and the Arab university students’ offline social life and competencies.

**Психология. Текст 2.**

*1.1 What Is Social Networking Site (SNS)?*

SNS is an interactive multi-user website in which the contents are filled by the participants of the network. SNS

represent an online community that allow people all the around the world to create set of connections with

multiple organization or individuals (Abhyankar, 2011). As type of Web 2.0 technology, SNS allow users to

communicate and collaborate over the World Wide Web. In addition, they allow users to create and share online

information and materials. Ellison (2007) defined SNS “as web-based services that allow individuals to (1)

construct a public or semi-public profile within a bounded system, (2) articulate a list of other users with whom

they share a connection, and (3) view and traverse their list of connections and those made by others within the

system” (p. 211).

There are several sites that used different types of social networking models; however one of the most popular

SNS in Middle East and Arab world is Facebook. Taking Jordan as an example, statics have shown that

2,653,220 of Jordan people are Facebook users, where that number represents 41.41% of Jordan population

(ElAhmad, 2013).

Such an emerging technology has affected the people’ social life, the following section discussed an important

aspect of people social life, that is social intelligence.

*1.2 What Is Social Intelligence?*

Social intelligence can be defined as the ability to get along with others, the depth of the one’s knowledge of the

social surrounding (Juchniewicz, 2008). Social intelligence highly associated with personality skills of the

person (Kihistrom & Cantor, 2000). Silberman and Hansburg (2000) identified the following dimensions of

social intelligence: understanding people and sympathizing with them; expressing oneself clearly; impacting

others; conflict resolution; and maintaining relationships with others. Shearer (2004) assumes three skills for

social intelligence: the ability to observe individual differences between individuals; the ability to recognize the

feelings, mood, points of views and motivations of others; and the ability to manage and lead groups.

Social intelligence among individuals can develop during the course of life if the individual encounters suitable

experiences and suitable training and development opportunities (Grandner, 2005). Social intelligence depends

on social interaction between individuals and groups and there are several methods that contribute to the

development of this type of intelligence such as language; eye contact; feelings; desires; orientation; religious,

economic and scientific views (Al-Banna, 2012).

The educational literature confirmed the importance of social intelligence among individuals, as it plays a great

role in structuring the system of values and principles in their future characters (Litras, Moore, & Anderson,

2010). This means the preparation of the adults to positively interact with social environments is critical in order

prepares them for a successful interaction with the academic experiences in educational institutions. Social

intelligence includes achieving happiness with others, commitment to the ethics of the society, coping with the

social criteria, compliance with the rules of social control, accepting change and sound social interaction, and

working for the good of the team that eventually leads for social happiness (Mansy, 2007).

The great developments in information and communication technologies have affected different aspects of

university students’ social life. For instance^ the SNS have become one of the most used modes of electronic

communication. The following section discussed the use of SNS among university students.

**Психология. Текст 3.**

Some other research studies have discussed the application of SNS in teaching and learning, Bosch (2009)

conducted a study that aimed to investigate the use Facebook for teaching and learning at a South African

university. The researcher used virtual ethnography and qualitative content analysis of 200 students Facebook

profiles as well as semi-structured interviews with a sample of 50 undergraduate students and 5 lecturers, who

use Facebook to communicate with their students. The findings showed that Facebook was widely used among

participants for social connectivity as well as general communication. The students who experienced the use of

Facebook for teaching and learning reported several advantages of the use of Facebook that include to acquire

help from Facebook college friends, to find educational materials, to answer administrative questions, to connect

with their college students during university vacation, and to contact lecturers. However, there were some of the

reported disadvantages of the use Facebook by college students, which include bandwidth issues, and the

distracting nature of Facebook that might lead the students to spend unproductive time on Facebook rather than

focusing on their education.

Beside the studies that investigated the use of Facebook by college students, some other research studies

examined the students’ opinion about the integration of Facebook in class activities to support learning and

teaching. Eren (2012) conducted a study to investigate the students’ attitude toward the use of Facebook in

foreign language classes in a university in Turkey. For the purpose of the study, Facebook was used to support

language learning activities for one semester long. The researcher used mixed research design to conduct the

study, where at the end of the semester, the students (*n=40*) filled a cross-sectional survey that aimed to

investigate their attitude regarding the use of Facebook as supplementary tool to support their learning. In

addition, semi-structured interviews were conducted with three students. The results showed that the students

have positive attitude towards the use of Facebook as supplementary tool to support their learning, where the

students believed that the use of Facebook would improve their language skills and the use of Facebook was

effective in supporting their learning compared to traditional face-to-face settings.

The discussed studies showed that use of SNS, such as Facebook, is popular among university students, where students are used to use SNS for social activities. In addition, university students showed positive attitude toward the integration of SNS in the teaching and learning process. However, the reported studies were limited to

specific cultures and countries, and cannot be generalized to other cultures. In Arab world, there is scarcity of

research studies that examine the use of Facebook among university students and their opinion regarding the use

of Facebook.

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