

“Perceived Role of Social Media in Promoting Etiquette and Good Manners Awareness among Youth in the Qassim Region”

Researchers:

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Abstract:

This study examined young people's perceptions of the role of social media in promoting awareness of etiquette and good manners in the Qassim Region of Saudi Arabia. A descriptive survey design was employed using a questionnaire comprising six dimensions: etiquette in dealing with colleagues and friends, etiquette in public places, conversational etiquette, visiting etiquette, hosting and gift-giving etiquette, and dining etiquette. The questionnaire was administered to 221 young men and women. Internal consistency was supported by item–dimension Pearson correlations, while Cronbach's alpha coefficients ranged from 0.731 to 0.855 across the dimensions and reached 0.933 for the questionnaire as a whole. Snapchat was the most frequently reported platform (78.7%), followed by WhatsApp (55.7%). Most participants (60.2%) reported using social media for two to less than four hours per day, and entertainment and leisure was the most frequently reported purpose (89.1%). The highest reported awareness dimension was dining etiquette ($M = 4.46$), followed by etiquette in public places ($M = 4.38$) and hosting and gift-giving etiquette ($M = 4.35$). Pearson correlations indicated weak positive associations between reported social-media use and overall etiquette awareness, as well as between the number of platforms used and overall awareness. Because the study used a cross-sectional self-report design, the findings indicate associations and participants' perceptions rather than causal effects of social media on etiquette behavior.

Introduction and Study Problem:

Social media plays a significant and fundamental role in shaping human awareness, culture, and the value systems that govern social relationships and individual behavior. In contemporary society, social media has increasingly become an alternative to traditional public media, serving as a primary space for youth to communicate, express emotions, and form virtual communities (Eleumr, 2018). These platforms offer innovative methods of interaction within the digital environment, enabling diverse groups to connect and exchange ideas globally (Kamal, 2015). Research in the Saudi context confirms that social media platforms are the most significant tools for disseminating good morals, affirming social communication, and maintaining cultural values among youth (Aljehani, 2019). Furthermore, Al Asmari (2021) found that social media plays a positive role in promoting the values of moderation and centrism among Saudi youth, including tolerance, respect for freedom of opinion, and cultural openness — values closely related to etiquette and good manners. Data for the current study were collected in August 2021, a period that witnessed a substantial and sustained increase in social media usage among youth in Saudi Arabia, making it a particularly relevant period for examining the role of these platforms in shaping social behavior and etiquette awareness.

Social media is used for a variety of purposes including the exchange of information and religious and moral posts, forming new social relationships, strengthening old relationships, exchange of information, opinions, ideas, experience, news, educational material, Health materials and guidelines, and advertise, promote and market for a product (Abo Khatwa and Al Baz 2014, 193). Social media has many benefits, such as maintaining constant communication between the users of such platforms, which may increase the interdependence and the strength of relationship among participants of a community and introduce the cultures of other peoples, as well as, enables the individuals to have friends from other countries and it is a mean to practise the culture and social activities which aim to bring individual together and facilitate communication with others (Al Dulaimi, 2019, 211). Melyani study (2018) indicates that social media hasn't only social and entertainment roles, but it has also more effective roles as it becomes a way to obtain information and see news, as well as, its awareness role in all fields.

Schumann (2020) classified social media platforms into 3 themes: (1) Social media platforms via the internet and their applications such as Facebook, Twitter, YouTube, Instagram, chat rooms, email, and blogs; (2) Some social media applications on mobile phones such as WhatsApp, Viber, and Skype; (3) Some social media programs on TV and radio such as the programs that allow calls and etc. to deep the concept of social media.

Social media shapes new culture for the youth, which mixed between the traditional culture element and the recent development in the revolution in information technology which also offers new ways to shape the youth culture. We can say that these networks increased the awareness level among people. Methods of dealing with colleagues and friends, sitting in public places, making conversation with others including speaking and listening, visiting and accepting the invitation, hosting and giving and receiving gifts, and Dining Etiquette are one of the aspects that are expected to be influenced by social media, as it is manners includes the use of social media between the youth.

Due to the role of social media in the social and cultural life of the youth, social media was addressed by researchers to recognize its effects and role in an individual's life and community. The study of Abo Ajima (2021) aims to reveal the role of social media on the psychological and social equilibrium of a sample of Palestinians during the coronavirus pandemic. The results of this study concluded that the role of social media in the psychological and social equilibrium was medium, while the health equilibrium came first with an average (high) then the interactive equilibrium, then the self-equilibrium, then the family equilibrium, then the social equilibrium with an average of (medium) for each. The study of Abo Sheishah (2021) aims to recognize the role of social media in changing the concept of public leaders' perception of Egyptian youth and determine the methods used by these social platforms to transfer normal persons to a new open leader in the society. The results of this study concluded that there is a positive statistically significant relationship between the intensity of using social media webplatforms and how they are considered new opinion leaders, as well as, there is a correlation between the personal characters of the famous people on social media platforms and how they are considered as new opinion leaders and a correlation between technology provided by social media platforms and how famous people on social media platforms are considered as new opinion leaders. The study of Ibrahim (2021) aims to recognize the effect of social media connection in changing the Libyan youth culture. Social media connection has a significant role on the youth's minds as it considers the sole most important source for them.

The study of Halaq (2020) aims to reveal the Faculty of Political Science and the Faculty of Mass Communication at Damascus University students' opinions about the effect of knowing social media platforms in forming, directing, and changing public opinion. This study's results showed that Facebook came first in affecting public opinion according to the study sample, then Twitter and social media platforms are significantly affecting the forming of public opinion, especially, on the cultural level. As the results show that there are no clear statistical differences in the students' opinions due to the study's variables (Sex – Major).

The study of El Shehri (2018) addressed the effect of employing social media in developing the life skills of high school students, from the perspectives of students and teachers, and the results showed that using social media in developing life skills came within the average with reference to agree option, as well as the restrictions of using social media in developing the life skills came within the average with reference to option of agree. The study of Milyani (2018) aims to recognize the role of social media applications in raising the political awareness of women in Saudi Arabia, and the study results concluded that the political awareness of women in Saudi Arabia is low in general and social media applications have a significant impact on developing the political awareness of women in Saudi Arabia (study

sample). The study of El Qaws (2018) aims to recognize the role of social media in raising the social awareness of Saudi youth and the study results concluded that "WhatsApp" is the most used social media app used by the youth and the preferred place to use social media apps is home and the most subjects followed by the youth are political and news events, then social issues, then health issues.

Although previous studies have examined social media use, social awareness, values, and youth behavior, fewer studies in the Saudi context have focused specifically on perceived social-media contributions to etiquette and good-manners awareness across multiple everyday social situations. Accordingly, the present study investigates this issue among youth in the Qassim Region through six dimensions of etiquette. The study describes reported awareness and examines its statistical associations with selected indicators of social-media use rather than establishing a causal effect.

First Question: What are the most popular social media platforms?

Second Question: How many hours do young people spend on social media platforms daily?

Third Question: Why young people are using social media platforms?

Fourth Question: What is the role of social media in spreading awareness of etiquette rules and good manners among youth?

Fifth Question: To what extent did a positive statistically significant correlation exist between the sample's use hours of social media platforms and the etiquette rules and good manners for youth in the tool as a whole and its 6 themes; (Etiquette of dealing with colleagues and friends, Etiquette of sitting in public places, Etiquette of making conversation with others including speaking and listening, Etiquette of visiting and accepting the invitation, Etiquette of hosting and giving and receiving gifts, and Dining Etiquette)?

Sixth Question: To what extent did a positive statistically significant correlation exist between the number of social media platforms used by the sample and the awareness level of the etiquette rules and good manners for youth in the tool as a whole and its 6 themes; (Etiquette of dealing with colleagues and friends, Etiquette of sitting in public places, Etiquette of making conversation with others including speaking and listening, Etiquette of visiting and accepting the invitation, Etiquette of hosting and giving and receiving gifts, and Dining Etiquette)?

Objectives of Study:

- 1- Recognizing the most popular social media platforms.
- 2- Determining the number of hours spent by the youth on social media platforms daily.
- 3- Revealing the youth's purposes for using social media platforms.
- 4- Identifying the role of social media in spreading awareness of etiquette rules and good manners among youth.
- 5- Determining how extent did a positive statistically significant correlation exist between the sample's use hours of social media platforms and the etiquette rules and good manners for youth in the tool as a whole and its 6 themes; (Etiquette of dealing with colleagues and friends, Etiquette of sitting in public places, Etiquette of making conversation with others including

speaking and listening, Etiquette of visiting and accepting the invitation, Etiquette of hosting and giving and receiving gifts, and Dining Etiquette).

- 6- Recognizing how extent did a positive statistically significant correlation exists between the number of social media platforms used by the sample and the awareness level of the etiquette rules and good manners for youth in the tool as a whole and its 6 themes; (Etiquette of dealing with colleagues and friends, Etiquette of sitting in public places, Etiquette of making conversation with others including speaking and listening, Etiquette of visiting and accepting the invitation, Etiquette of hosting and giving and receiving gifts, and Dining Etiquette).

Research Significance

Social Media has a clear role and impact in spreading awareness in the social, cultural, or political fields, it also has a positive and negative role on youth. Given that there are not enough studies discussing the role of social media in spreading awareness about etiquette and good manners among Saudi youth, the researcher believed in the importance of this topic.

Research Approach

The study adopted a descriptive survey design to describe participants' reported awareness of etiquette and their perceptions of the role of social media in promoting such awareness.

Research Delimitations

- Geographical Area: Qassim Region
- Type of Participants: Young men and women in Qassim Region
- Deadline: August 2021
- Research Objectives: Social Media, Awareness about etiquette and good manners for youth

(Etiquette of dealing with friends and colleagues, Etiquette of sitting in public places, Etiquette of making conversation with others including speaking and listening, Etiquette of visiting and accepting the invitation, Etiquette of hosting and giving and receiving gifts, and Dining Etiquette.)

Definitions

Social Media: It is online platforms that allow users to create their own web content, and share it with other members who have the same interests and hobbies (Shakra 2014, P. 59). It is defined as a group of online websites that provides its users with many applications to share and interact in the framework of virtual reality, which enables them to form an interactive community (Al-Driwish 2014, P. 94).

Etiquette Rules and Good Manners for Youth: It is the proper way to behave well with people, i.e. social etiquette that people adhere to in their situations, and it is also tact in talking (Naji and Naji, 2007, p. 5). It is defined as good deeds made by a person and satisfied by people as being based on logic, understanding, discrimination, common sense, and appreciation of events (Refaat, D.T. 76).

Etiquette and good manners are defined in this research as a set of customs and norms that relate to young people's behavior in different social situations and that prompt them to behave consistent with common sense and self-esteem. It includes six themes: Etiquette of dealing with friends and colleagues, Etiquette of sitting in public places, Etiquette of making conversation with others including speaking and listening, Etiquette of visiting and accepting the invitation, Etiquette of hosting and giving and receiving gifts, and Dining Etiquette.

Research Population

The research population includes the young men and women in Qassim Region.

Research Sample

The study sample comprised 221 young men and women from the Qassim Region. The original study describes the sample as randomly selected; the sampling procedure should be documented in the final manuscript with sufficient detail to allow replication.

Gender:

Table (1) describes the research sample according to gender variable.

Gender	Number	Percentage
Male	110	49.8
Female	111	50.2
Total	221	100

Table (1) shows that the participation percentage between young men and women is comparable; the percentage of males (49.8%), while the percentage of females (50.2%) with only one young woman is increased.

Age:

Table (2) describes the research sample according to the age variable.

Age	Number	Percentage
Under 20 Yrs. old	58	26.2
From 20 Yrs. old to 30 Yrs. old	76	34.4
From 30 Yrs. old to 40 Yrs. old	87	39.4
Total	221	100

The results of Table (2) show that young men and women (Aged 30 Yrs. old to under 40 Yrs. old) are the highest compared to the rest of the categories with a percentage of (39.4%), while the young men and women (Aged 20 Yrs. old to under 30 Yrs. old) are in the second place, and finally, in the third place those (Aged under 20 Yrs. old) at (26.2%).

Educational Level:

Table (3) describes the research sample according to the educational level variable.

Educational Level	Number	Percentage
High School Education	82	37.1
Undergraduate education	129	58.4
Postgraduate education	10	4.5
Total	221	100

The results of Table (3) show that the percentage of undergraduate youth is (58.2%), those of high school level is (37.1%), and those of postgraduate education level is (4.5%).

Monthly Family Income:

Table (4) describes the research sample according to monthly family income variable

Monthly Income	Number	Percentage
Less than SAR 5000	32	14.5
From SAR 5000 to SAR 10000	54	24.2
From SAR 10000 to SAR 15000	60	27.1
From SAR 15000 to SAR 20000	40	18.1
SAR 20000 or more	35	15.8
Total	221	100

The results of Table (4) show that the monthly family income of (61%) of the research sample represents more than SAR 10,000 and (24.4%) of the research sample are families whose monthly income ranges from SAR 5,000 to less than SAR 10,000, while (14.5%) of the research sample are families whose monthly income is less than SAR 5,000.

Research Tool:

To address the research objectives, the questionnaire was developed after reviewing relevant literature and previous studies. It consisted of three parts: demographic information; three questions concerning daily social-media use, the most frequently used platforms, and purposes of use; and 53 etiquette items distributed across six dimensions.

Internal Consistency of Tool Paragraphs:

The questionnaire was administered to an exploratory sample of 30 participants drawn from the study population but excluded from the main sample. Item–dimension Pearson correlations were calculated to assess internal consistency. The coefficients reported in Table (5) were positive and statistically significant.

Table (5) - Values of Pearson correlation coefficients between the score of each paragraph of the Etiquette Rules and Good Manners and the theme contained therein.

Subject	Paragraph	Correlation Coefficient	Paragraph	Correlation Coefficient	Paragraph	Correlation Coefficient
Etiquette of dealing with friends and colleagues	1	0.598**	2	0.682**	3	0.655**
	4	0.619**	5	0.638**		
	6	0.583**	7	0.643**	8	0.628**

Subject	Paragraph	Correlation Coefficient	Paragraph	Correlation Coefficient	Paragraph	Correlation Coefficient
Etiquette of sitting in public places	9	0.661**	10	0.537**	11	0.701**
	12	0.599**	13	0.623**	14	0.686**
Etiquette of making conversation with others including speaking and listening	15	0.650**	16	0.695**	17	0.722**
	18	0.647**	19	0.714**	20	0.629**
	21	0.772**	22	0.698**	23	0.612**
Etiquette of visiting and accepting the invitation	24	0.667**	25	0.712**	26	0.687**
	27	0.680**	28	0.614**	29	0.697**
	30	0.674**	31	0.766**	32	0.832**
	33	0.615**				
Etiquette of hosting and giving and receiving gifts	34	0.667**	35	0.620**	36	0.675**
	37	0.722**	38	0.593**	39	0.750**
	40	0.668**	41	0.670**	42	0.695**
	43	0.735**	44	0.803**		
Dining Etiquette	45	0.757**	46	0.702**	47	0.754**
	48	0.688**	49	0.678**	50	0.724**
	51	0.621**	52	0.692**	53	0.755**

** Statistically significant at $p \leq .01$.

The results in Table (5) show positive, statistically significant correlations between each item and the total score of its corresponding dimension ($p \leq .01$), supporting the internal consistency of the questionnaire items within their respective dimensions.

Reliability of the Questionnaire Using Cronbach's Alpha:

To assess the internal consistency reliability of the questionnaire, Cronbach's alpha coefficients were calculated for each dimension and for the questionnaire as a whole. Table (6) presents the obtained reliability coefficients.

Table (6) Cronbach's Alpha coefficients for assessing questionnaire reliability

Description	Paragraph No.	Cronbach's Alpha coefficients
Etiquette of dealing with colleagues and friends	5	0,731
Etiquette of sitting in public places	9	0,803
Etiquette of making conversation with others including speaking and listening	9	0,855
Etiquette of visiting and accepting the invitation	10	0,753
Etiquette of hosting and giving and receiving gifts	11	0,855
Dining Etiquette	9	0,851
The tool in general	53	0,933

Table (6) shows that Cronbach's alpha coefficients ranged from 0.731 to 0.855 across the six dimensions and reached 0.933 for the questionnaire as a whole, indicating acceptable to excellent internal consistency.

Statistical Analysis:

Data were analyzed using the Statistical Package for the Social Sciences (SPSS). The analyses included frequencies and percentages for categorical variables, means and standard deviations for the questionnaire dimensions, Cronbach's alpha for internal consistency reliability, and Pearson correlation coefficients to examine associations between etiquette-awareness scores and the reported indicators of social-media use. Mean scores were interpreted according to Table (7).

- Cronbach's Alpha coefficients to measure the tool's validity.
- Pearson correlation coefficients to verify the internal consistency of the tool.
- Repetitions and percentages of answering the first, second and third questions.
- Descriptive statistics that are represented in the arithmetic averages and standard deviations.

Table (7) The results' interpretation according to the arithmetic averages

Arithmetic Average	1 – 1.80	Over 1.80 – 2.60	Over 2.60 – 3.40	Over 3.40 – 4.20	Over 4.20 – 5.0
Awareness level	Very low	Low	Medium	High	Very high

The study results and its discussions:

First Question: What are the most popular social media platforms?

Table (8) shows the Repetitions and percentages of the study sample's responses about the most popular social media platforms:

Table (8) - Repetitions and percentages of the study sample's responses to the most popular social media platforms:

Program	Repetition	Percentage	Order
Snapchat	174	78.7%	1
WhatsApp	123	55.7%	2
Instagram	96	43.4%	3
Twitter	93	42.1%	4
TikTok	61	27.6%	5
Telegram	28	12.7%	6
Facebook	2	0.9%	7
Switch	1	0.5%	8
YouTube	1	0.5%	8
PUBG for 3 hours	1	0.5%	8

Table (8) shows that the most popular social media app which came in the first place is Snapchat as it is used by (174) of the sample participants with a percentage of (78.7%), which was confirmed by Snapchat Co. in its quarterly report to Investors (2020) in which it announces its most important

numbers, statistics or achievements. As the users of Snapchat in the Kingdom of Saudi Arabia reached more than 90% of the group aged between 13 and 34 years old while WhatsApp hails as the second most usable application with a repetition of (123) by a percentage of (55.7%). Instagram came as the third usable application with a percentage of (43.4%) and Twitter hails as the fourth usable application with a percentage of (42.1%).

Second Question: How many hours do young people spend on social media platforms daily?

Table (9) describes the repetitions and the percentage spent by young people on social media platforms daily:

Table (9) - Repetitions and the percentages of the study sample's response about the number of hours spent by young people on social media platforms daily.

Hours Number	Number	Percentage
Less than 2 hours	15	6.8
From 2 to less than 4 hours daily	133	60.2
From 4 to less than 6 hours daily	73	33.0
Total	221	100

Table (9) shows that (60.2%) of the study participants spent from 2 to less than 4 hours daily on social media programs, while (33.0%) of the study participants spent from 4 to less than 6 hours.

Third Question: Why do you use social media?

Table (10) shows the repetitions and the percentages of the study sample's responses about why they use social media.

Table (10) - Repetitions and the percentages of the study sample's responses about "why do you use social media?"

The purpose of using social media	Number	Percentage
To entertainment and spend spare time	197	89.1%
To stay up-to-date with news	150	67.9%
To stay in touch with family and friends	133	60.2%
To meet new people	31	14%
To share my opinion freely	23	10.4%
Project	1	0.5%
To know new and unlimited experiences	1	0.5%
All of the above	1	0.5%
Study some tutorials	1	0.5%

Table (10) shows that most of the study participants use social media for "entertainment and spend spare time" with a percentage of (89.1), as (197) of the participants see that they use it for "entertainment and spend spare time". (150) of the participants with a percentage of (67.9) use social media to "stay up-to-date with the news" while (133) of the participants with a percentage of (60.2) use social media to "stay in touch with family and friends".

Fourth Question: What is the role of social media in spreading awareness of etiquette rules and good manners among youth?

To answer this question, the arithmetic averages and standard deviations were calculated for the sample in the tool of their awareness of etiquette rules and good manners among the youth and in its four themes (Etiquette of making conversation with others including speaking and listening, Etiquette of visiting and accepting the invitation, Etiquette of hosting and giving and receiving gifts, and Dining Etiquette) and the results will be shown according to the following themes:

First theme: Etiquette of dealing with colleagues and friends

Table (11) shows the arithmetic averages and standard deviations for the sample participants in paragraphs and dimensions of the awareness tool of etiquette rules and good manners among the youth for the theme of Etiquette of dealing with colleagues and friends.

Table (11) shows the arithmetic averages and standard deviations for the sample participants levels in paragraphs and dimensions of the awareness tool of etiquette rules and good manners among the youth for the theme of Etiquette of dealing with colleagues and friends.

No.	Paragraph	Arithmetic average	Standard deviation	Awareness level	Level
1	When I deal with my colleagues, I become flexible because flexibility helps me to adapt to all circumstances, situations, and social and cultural classes.	4.16	0.898	High	2
2	I express my point of view to others politely and nicely, away from insults and verbal abuse	4.26	0.955	Very high	1
3	I take care of my colleagues and friends and ask about them without interfering into their own details to not be understanding as intrusive	3.89	1.094	High	4
4	I respect others' opinions, believes, and tends without criticizing them even if their ideas and beliefs conflict with mine.	3.96	1.076	High	3
5	I consider my colleagues and friends as my second family	3.82	1.183	High	5
	The general average for the theme of Etiquette of dealing with colleagues and friends	4.02	0.665	High	

Table (11) shows the research sample sees that participants perceived social media as having a significant role in promoting awareness of awareness of etiquette of dealing with colleagues and friends with an arithmetic average of (4.02) and a high level and the religious culture and socialization play an important role in it. According to psychologists, young people care about their friendship side, as the young man sees that friendship enriches his social value and makes him feel important. The sample results show that has a great role in spreading awareness of expressing the opinion to others politely and nicely, away from insults and verbal abuse with an arithmetic average of (4.26) and a very high level.

This paragraph came first compared to the other paragraphs of the theme. While, paragraph (1) ranked second, which stated that "When I deal with my colleagues, I become flexible because flexibility helps me to adapt to all circumstances, situations, and social and cultural classes" with an arithmetic average of (4.16) and a high level. Paragraph (4) came third, which stipulated that "I respect others' opinions, believes, and tends without criticizing them even if their ideas and beliefs conflict with mine" with an arithmetic average of (3.96) and a high level. Paragraph (5) ranked in the last place among the theme paragraphs which stipulated that "I consider my colleagues and friends as my second family" with an arithmetic average of (3.82) and a high level.

Second theme: Etiquette of sitting in public places

Table (12) shows the arithmetic averages and standard deviations for the sample participants in the awareness tool of etiquette rules and good manners among the youth for the theme of Etiquette of sitting in public places:

Table (12) - Arithmetic averages and standard deviations for the sample participants levels in the awareness tool of etiquette rules and good manners among the youth for the theme of Etiquette of sitting in public places.

No.	Paragraph	Arithmetic average	Standard deviation	Awareness level	Level
1	I take care of the public taste in sitting, standing and the position of my legs.	4.37	0.918	Very high	5
2	I smile and laugh in a lower tone and avoid laughing in a high tone.	4.46	0.855	Very high	3
3	I listen to whatever I want in a lower voice.	4.41	0.961	Very high	4
4	I don't stare at people's faces and avoid listening to their personal talks.	4.14	1.188	High	9
5	If someone asks to sit next to me on a double bench, I don't really get bothered because it is a public place for everyone.	4.25	1.178	Very high	8
6	I don't make too much noise	4.36	1.076	Very high	6
7	I don't throw garbage and leftover food on the bench or ground but in trash containers.	4.47	1.002	Very high	2
8	I act nice and show respect to all people who are sitting in public places.	4.63	0.749	Very high	1
9	I avoid any improper actions in public places as nail biting, shaking my leg in a way that may cause tension to others or coughing	3.36	1.024	Medium	7

	without covering my mouth with a handkerchief				
	The general average for the theme of Etiquette of sitting in public places	4.38	0.626	Very high	

Table (12) shows the research sample sees that participants perceived social media as having a significant role in promoting awareness of awareness of the etiquette of sitting in public places with an arithmetic average of (4.38) and a very high level. The Kingdom of Saudi Arabia's Vision 2030 may have a great role in this, as one of its most important themes is "vibrant society and an ambitious nation". The public teste regulation has a role in strengthening the public taste among people and reducing the manifestations of grief and neglecting the common morals and behaving inconsistently with the traditions and customs of the public places. The results concluded that the research sample sees that social media has a very significant role in the paragraph which stipulated that "I act nice and show respect to all people who are sitting in the public places" with an arithmetic average of (4.63) and ranked first place. The sample sees that social media has a very significant role in the paragraph which stipulated that "I don't throw garbage and leftover food on the bench or ground but in trash container" with an arithmetic average of (4.47). While, paragraph (2) ranked third, which stated that "I smile and laugh in a lower tone and avoid laughing in high tone" with an arithmetic average of (4.46) and a very high level. Paragraph (4) came in the last place, which stipulated that "I don't stare at people's faces and avoid listening to their personal talks" with an arithmetic average of (4.14) and a high level.

Third theme: Etiquette of making conversation with others including speaking and listening:

Table (13) shows the arithmetic averages and standard deviations for the sample participants' levels in the awareness tool of etiquette rules and good manners among the youth for the theme of Etiquette of making conversation with others including speaking and listening:

Table (13) - Arithmetic averages and standard deviations for the sample pa levels in the awareness tool of etiquette rules and good manners among the youth for the theme of Etiquette of making conversation with others including speaking and listening.

No.	Paragraph	Arithmetic average	Standard deviation	Awareness level	Level
1	I don't interrupt people when they are speaking because it breaches good manners.	4.36	0.765	Very high	2
2	I'm good at differentiating between the argument and the discussion.	4.28	0.906	Very high	3
3	I make sure that I don't talk too much, because taking too much, makes other people not take you seriously or respect you.	4.17	0.943	High	8
4	I make sure that I choose the proper time before starting any subject or discussion.	4.38	0.799	Very high	1
5	I understand the diversity of opinions and respect other	4.27	0.969	Very high	4

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No.	Paragraph	Arithmetic average	Standard deviation	Awareness level	Level
4	I apologize for any invitation at least 24 hours before	3.84	1.190	high	6
5	I decline invitations without making reasons	3.43	1.366	high	9
6	I choose the proper time and place for whom I will visit.	4.40	0.839	Very high	4
7	I let my host know before I leave and thanks him/her	4.62	0.708	Very high	2
8	I make sure that the visit is not long and I'm not bothering the host	4.47	0.887	Very high	3
9	I let my host know before I come to visit him/her.	4.67	0.702	Very high	1
10	I simply give a gift to thank my host	3.79	1,114	high	7
	The general average for the theme of Etiquette of visiting and accepting the invitation	4.01	0.500	high	

Table (14) shows the research sample sees that participants perceived social media as having a significant role in promoting awareness of awareness of the etiquette of visiting and accepting the invitation with an arithmetic average of (4.01) and a high level. The results concluded that the research sample sees that the highest paragraph, in which participants reported a perceived role for social media, is No. (9) which stated that "I let my host know before I come to visit him/her" with an arithmetic average of (4.67) and a very high level. Hence covid (19) pandemic mainly affects general and family visits, as having permission to visit becomes essential before the visit even if it was a short one. Paragraph (7) ranked second, which stated that "I let my host know before I leave and thanks him/her" with an arithmetic average of (4.62) and a very high level, while paragraph (8) came in third place, which stipulated that "I make sure that the visit is not long and I'm not bothering the host" Paragraph (3) came in the last place, which stipulated that "I use my phone a lot at the visiting" with an arithmetic average of (3.10) and Medium level.

Fifth Theme: Etiquette of hosting and giving and receiving gifts

Table (15) shows the arithmetic averages and standard deviations of the scores of the participants in the tool of awareness of etiquette among young people for the theme of the etiquette of hosting and giving and receiving gifts.

Table (15) – The arithmetic averages and standard deviations of the scores of the participants in the tool of awareness of etiquette among young people for the theme of the etiquette of hosting and giving and receiving gifts.

No.	Paragraph	Arithmetic Average	Standard Deviation	Awareness Level	Level
1	I accompany the guest to the door of the house while leaving.	4.55	0.771	Very High	2
2	I avoid asking personal questions.	4.44	0.880	Very High	5

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No.	Paragraph	Arithmetic Average	Standard Deviation	Awareness Level	Level
6	I do not make noises while eating or chewing food	4.56	0.950	Very High	2
8	I do not order any kind of main food not available on the dining table	4.54	0,902	Very High	3
3	I do not start eating before others	4.52	0.851	Very High	4
7	If I am invited to a meal outside the home, I do not take a seat at the table unless the host told me	4.51	0.942	Very High	5
9	I do not use toothpicks at the dining table.	4.41	1.099	Very High	6
4	I sit up straight and don't lean on the dining table.	4.33	0.927	Very High	7
5	I carry the food to my mouth, not leaning over my food.	4.32	0.889	Very High	8
2	I never arrive late whether being invited at home or to a restaurant	4.28	0.875	Very High	9
	The overall average for the theme of the dining etiquette	4.46	0.613	Very High	

Table (16) shows that the research sample believes that participants perceived social media as contributing substantially to awareness of the dining etiquette rules with an arithmetic average of (4.46) and a very high level. The results refer that the research sample shows that the highest paragraph in which social media has played a role to spread awareness is Paragraph (1) “I follow religious precepts regarding food and eating”, with an arithmetic average of (4.68) and a very high level. In the second place, there is paragraph (6) “I do not make noises while eating or chewing food” with an arithmetic average of (4.56) and a very high level, while in the third place, there is paragraph (8) “I do not order any kind of main food not available on the table” with an arithmetic average of (4.54) and a very high awareness level. Paragraph (2) “I never arrive late whether being invited at home or to a restaurant” came in last with an arithmetic average of (4.28) and a very high level.

Fifth Question: To what extent did a positive statistically significant correlation exist between the sample's use hours of social media platforms and the etiquette rules and good manners among youth in the tool as a whole and its 6 themes; (Etiquette of dealing with colleagues and friends, Etiquette of sitting in public places, Etiquette of making conversation with others including speaking and listening, Etiquette of visiting and accepting the invitation, Etiquette of hosting and giving and receiving gifts, and Dining Etiquette)?

To answer this question, use the Pearson correlation coefficient between the average responses of participants to the overall awareness tool and each of its 6 themes and the sample's use hours of social media platforms. Table (17) shows the correlation coefficients.

Table (17) - Pearson Correlation Coefficients between the awareness level and number of hours the participants used social media

Variable of Etiquette Rules	Variable of Number of Hours the Participants Used Social Media		
	Correlation Coefficient	Level of Statistical Significance	Decision
Etiquette of dealing with friends and colleagues	0.216**	0.001	There is a positive statistically significant correlation
Etiquette of sitting in public places	0.198**	0.003	There is a positive statistically significant correlation
Etiquette of making conversation with others including speaking and listening	0.149**	0.027	There is a positive statistically significant correlation
Etiquette of visiting and accepting the invitation	0.123	0.067	There is not a positive statistically significant correlation
Etiquette of hosting and giving and receiving gifts	0.051	0.454	There is not a positive statistically significant correlation
Dining Etiquette	0.021	0.751	There is not a positive statistically significant correlation
The tool as a whole	0.151*	0.024	There is a positive statistically significant correlation

* Statistically significant at $p \leq .05$. ** Statistically significant at $p \leq .01$.

The findings in Table (17) indicate weak positive associations between reported social-media use and overall etiquette awareness, with statistically significant associations for overall awareness, public-place etiquette, and conversational etiquette. No statistically significant associations were found for visiting etiquette, hosting/gift-giving etiquette, or dining etiquette. These findings should be interpreted as associations and not as evidence that social-media use causes changes in etiquette awareness.

The results indicate that reported hours of social-media use were not significantly associated with hosting and gift-giving etiquette or dining etiquette. These non-significant findings should be interpreted cautiously and should not be attributed to privacy or other causes unless supported by additional evidence.

Sixth Question: To what extent did a positive statistically significant correlation exist between the number of social media platforms used by the sample and the awareness level of the etiquette rules and good manners for youth in the tool as a whole and its 6 themes; (Etiquette of dealing with colleagues and friends, Etiquette of sitting in public places, Etiquette of making conversation with others including speaking and listening, Etiquette of visiting and accepting the invitation, Etiquette of hosting and giving and receiving gifts, and Dining Etiquette)?

To answer this Question using Pearson Correlation Coefficients between the average responses of the sample member on the awareness tool of each of its 6 themes and the number of hours spent by the sample on social media platforms and table (18) shows the correlation coefficients.

Table (18) Pearson correlation coefficients between the awareness levels of Etiquette rules and number of used social media platforms.

	The number of the used social media platforms		
	Correlation coefficients	Significance level	Decision
Etiquette of dealing with colleagues and friends,	0.169*	0.012	There is a positive significant correlation
Etiquette of sitting in public places,	0.131	0.051	There is not a statistically significant correlation
Etiquette of making conversation with others including speaking and listening,	0.141*	0.036	There is a positive significant correlation
Etiquette of visiting and accepting the invitation,	0.118	0.080	There is not a statistically significant correlation
Etiquette of hosting and giving and receiving gifts,	0.262**	< .001	There is a positive significant correlation
Dining Etiquette	0.136*	0.043	There is a positive significant correlation
The total as a whole	0.211**	0.002	There is a positive significant correlation

* Statistically significant at $p \leq .05$. ** Statistically significant at $p \leq .01$.

The results in Table (18) demonstrate a statistically significant but weak positive association between the number of social-media platforms used and overall reported etiquette awareness ($r = 0.211$, $p = .002$). Significant associations were also observed for dealing with colleagues and friends, conversational etiquette, hosting and gift-giving etiquette, and dining etiquette, whereas public-place and visiting etiquette were not significantly associated with the number of platforms used. These findings indicate statistical association rather than causal influence.

Study Limitations:

The findings should be interpreted in light of several limitations. First, the study used a cross-sectional descriptive survey and self-reported responses; therefore, causal conclusions about the effect of social media on etiquette awareness cannot be established. Second, the sample was limited to youth in the Qassim Region, which may limit generalizability to other Saudi regions and age groups. Third, the study focused on selected indicators of social-media use rather than the specific type, frequency, quality, or content of etiquette-related exposure. Future studies should consider longitudinal or experimental designs, larger and more diverse samples, and direct measures of exposure to etiquette-related digital content.

Recommendations:

- 1- Planning and designing applications for smart and mobile phones to contribute in spreading Etiquette Rules and Good Manners for Youth in all its aspects.

- 2- Designing electronic games in Etiquette Rules and Good Manners for Youth to offer an effective channel in attracting youth to spend their free time raising their awareness of the Etiquette Rules and Good Manners for Youth in all its aspects.

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