

A Proposed Paradigm for Employing Social Media in Achieving the Objectives of Sustainable Development

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Abstract: This research aims at designing a proposed model for employing social media in achieving the objectives of sustainable development through this proposed model. The researchers used the descriptive and analytical approach to survey and analyse the previous literature to infer the results of this research. In addition, this qualitative analysis was conducted to interpret the ideas and results of partial and quantitative research related to this research to support the information collected and thus design the study model. Findings revealed that the ability of social communication in achieving the objectives of sustainable development is still limited and restricted to traditional uses. Hence, the aim of this proposed model is to optimize the employment of social media in achieving the goals of sustainable development based on the researchers' vision.

Introduction

Achieving development is one of the most important challenges faced by societies in their quest for progress and development. In this context, the concept of sustainable development is of increasing importance as it is the most recent development in the concept of development and coincides with the emergence of the communication revolution. The new media has created a revolution in the communication process because of the characteristics that characterize it and the unprecedented speed of its spread among the various constituent groups in the human societies in general and Arabic in particular. The social media are the most representative of the new media as a model for new information about new technology, which is automatically reflected in the social structure, bringing about radical changes in it.

This has raised questions among the researchers about the reality of the contribution of these means in achieving the objectives of sustainable development, and how to optimize the use of technologies that characterize these means in achieving the goals of sustainable development. These questions posed a great problem and a situation that was ambiguous in the light of the lack of

studies that dealt with presenting models that illustrate how social media can be used to achieve sustainable development.

Essentially is a must for the organization to be provided with a communication model that shows social media how can be used to achieve the goals of sustainable development in the Arab region. This research seeks to understand the best and suitable way for employing the social media to achieve development goals through a communication model. This study aims to present a model that paints a clear picture of the employment of social media in sustainable development through the following questions: a) what are the characteristics of the developmental role of the media in the Arab region? b) what are the uses of social media in the Arab region? c) what is the reality of the presence of sustainable development in the social media? d) what is the proposed model for employing social media in sustainable development?

2. Framework of the role and effects of communication in development

The concept of development is still one of the most important concepts that give rise to discussion and deliberation among researchers, since it is multidimensional and concludes all aspects of life and its relation to human needs and basic living requirements. Nevertheless, many researchers agree that the goal of the development process is to develop and improve the human life for the better, and the demands of community operations that increase production, expand the scope of services, change social patterns and prevailing values, and take into account the political and social conditions (Al-Soroji, Owais & Olaiq, 2001).

In the Arab region, many studies confirm that although there are the necessary elements to implement the aspects and dimensions of sustainable development in practice, the reality is that the Arab countries are lagging behind in formulating clear policies that can achieve the goals of sustainable development in this region (Ghailan, Yassin & Mohsen, 2009). Moreover, the performance of the economy in most Arab countries is affected by the repercussions of the regional situation and the internal situation and the continued decline in the prices of oil and sluggish recovery of the global economy (The Arab Monetary Fund's report, 2015) available at <http://www.amf.org.ae/sites/all/libraries/pdf.js/web/viewer.html?file>. The lack of sufficient attention paid by the public budget in most Arab countries to the goals of sustainable development was the reason for not achieving the development objectives (Abdel Khader, 2015).

The role of media in societies is increasingly influenced by the effectiveness of multiple and diverse roles. Many theories have explained the developmental role of the media (communication) (Al-Abd, Al-Abd, 2007).

The theory is based on the possibility of designing communication messages that increase the chances of individuals accepting new types of ideas, thus

facilitating the process of social change and national development. In his model of innovation, Roger has distinguished between “the adoption of innovations that concern the mental process in which the individual moves from mere hearing for the first time to embracing them and the proliferation that signals the transmission of the new idea from its source to the individuals who eventually use it.”

Moreover, Daniel Lerner model believes that means of communication enhance the physical and psychological movement of individuals within the framework of his vision of the system that must be applied to access to modernization, which includes several major stages of urbanization, learning and the proliferation of means of communication and political participation.

While, Welber Sharam model argues that the means of communication play a prominent role in national development by performing three functions: the media function, the decision-making function and the teaching function.

The public domain consists of a group of individuals who have common characteristics of interest, and are able to participate freely to express their views and create controversy in order to influence decision-makers to achieve idealism for public issues (Al-Bayoumi, 2010). In this context, the electronic media are creating a state of controversy to influence decision-makers on public issues (Al-Musadak, 2005).

The technology of communication has contributed to the overall development (Ben Barika & Ben Turki, 2010) and sustainable development in particular because of its technology and the transformation of the economy from the traditional to the digital form centered on the non-linearity, speed and immediacy and improves business productivity (reducing paper costs). It also improves inventory and procurement management, waste minimization and lower associated transportation and pollution costs (Hamdi, Mahajbia, 2014).

Based on these theories, many media outlets included some developmental content through the pages of newspapers and magazines or within radio and television programming on their national television or radio stations (Noor, 2008). Moreover, several field and analytical studies on the reality of development media have confirmed the limited media coverage of development issues in general and sustainable development in particular, both in terms of form and substance (AbdelKafi, 2011). Based on the above, the researchers argue that the traditional media in the Arab region failed to perform its developmental role, which resulted in a lack of real impact in the achievement of real development goals through the media.

3. Methodology

The researchers utilised the descriptive approach; analytical and interpretive as follows: i) level 2 analysis method: to analyse previous literature in order to infer

the results of this study, ii) qualitative analysis method: to read and explain the ideas and results of partial and quantitative research associated with the study, thus supporting the information collected within a given framework, and iii) the data and information collected from various available sources such as scientific studies, research, and reports dealing with the phenomenon.

4. Social Media Usages

The recruitment methods employed by the social media are divided into achieving the objectives according to the proposed model:

Public employment methods involving all social media. These methods are: i) advocacy campaigns for sustainable development objectives, (ii) networking between individuals and organizations, whether realistic or virtual, in order to mobilize and mobilize to achieve the goals of sustainable development, and c) virtual declaration on the objectives of sustainable development and ways to achieve them.

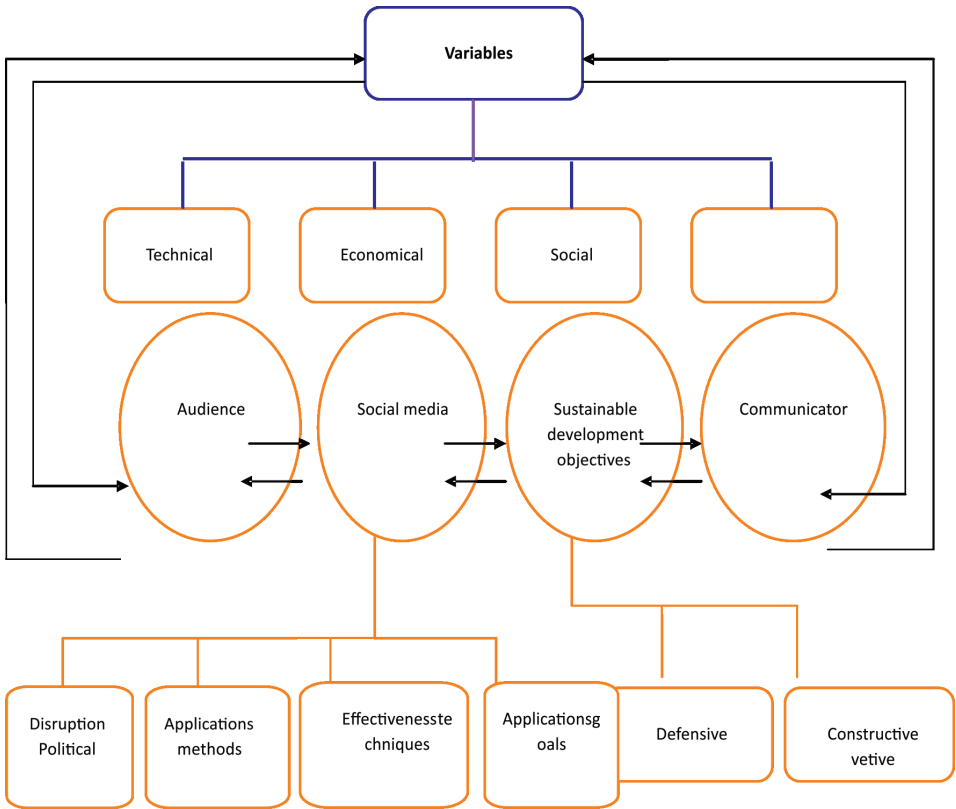
Advertising through social networking sites uses a set of strategies to achieve persuasion among individuals and recipients of the most prominent (Abdel-Qader, 2012): these strategies are: a) marginalization of feedback from the future audience by giving it time to comment or evaluating its messages, as well as highlighting the consensus views in a large proportion compared to the contrasting, b) stabilize public opinion, especially neutral, and c) improve the image of the advertising message whether it is in terms of output or technical aspects of formal or through software applications.

Application methods for each means of social media. The most popular application is Facebook. In Facebook: the initiate page for individual, group or government agency to present news topics related to sustainable development, upload photos and videos that support effective methods to achieve sustainable development goals, use a tool (upload files) to download files that the SD advocates want to share with others, use the (I like) tool to provide instant feedback on the topics raised, comment on issues of sustainable development, express approval or opposition without comment, use the create document tool to write summaries of environmental topics, use the tool (events) to alert about environmental events, use the tool (send messages) to identify the required activities of members, use the timeline tool to start mentioning certain events and follow their timeline, use the chat tool to connect with colleagues to engage in discussions on environmental issues, use of the (places) tool to determine the places in which development activities are planned, and use pages for form to create a forum within Facebook to connect members engaged in environmental activities

The second most popular application is Twitter. The applications used in Twitter are as follows: a) create a special marking or hashtag to discuss the

means to achieve sustainable development and to follow developments related to sustainable development, b) Create special tweets and interventions aimed to identify activists interested in sustainable development issues, advertising activities for activities and information, discussion and interventions on current and future issues of sustainable development, communicate with colleagues regarding future plans for sustainable development, communicate with experts and follow up their new and benefit from them in developing skills for achieving sustainable development, brainstorming and sharing ideas and information with experts and environmental activists, and documentation of feedback from colleagues and experts, and c) use the twpo.com website to create a vote on environmental issues for discussion

The following figure illustrates the proposed model for the employment of social networks in sustainable development



5. Results

Despite the importance of the developmental role of the means of communication, the impact of these means in this area is still limited. In addition, the reality of

employing social media is limited to sustainable development in traditional uses, in addition to the lack of optimal utilization of technologies. Finally, the model shows how to optimize the employment of social media in achieving the objectives of sustainable development, according to the perception of the researchers of employment.

6. Recommendations

Based on findings of this study, there are some important recommendations. The means of communication linking the achievement of development goals with people's daily needs. The concerned parties in achieving the sustainable development should be always update their information regarding developments in the social media and employing them in achieving their objectives. Conducting a number of researches that dealt with the effectiveness of this model and measuring the degree of the impact of its components in achieving the objectives of sustainable development. Conduct a number of studies that could develop this model and frame more effective means by these means in achieving the objectives of sustainable development

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