

SOCIAL NETWORKING SITES AND THEIR IMPACT ON THE VALUE CHANGE IN ALGERIAN SOCIETY

Ali ALLIOUA

Professor, Ph.D. Mohamed-Cherif Messaadia University - Souk Ahras (Algeria)

E-mail: a.alioua@univ-soukahras.dz

Abstract: *Social media, as a part of the digital system, has brought up great debates on all Fields, cultural, political and other levels ... and has created clear confusion in private and collective spaces, which made it necessary for us to shed light on this multifaceted and intertwined phenomenon, in order to understand, read and diagnose its problems, and its impact on social patterns. Therefore, we wanted this contribution to be a window on social media, especially Facebook, and its impact on individuals and groups, all of this within the framework of virtual social networks that arise in the framework of permanent interaction between individuals, and the convergence of concerns and opinions.*

Keywords: social networking sites, Facebook, social networks, individualism.

1. Introduction

The knowledge and technological explosion, especially in the field of media and communication, has created a cultural, social, and even political revolution, by pushing a lot of concepts, information, and systems inside the internet that have confused traditional social structures and are now close to complete fusion in the culture of the other, which possesses the information, technology and methods of influencing generations, so that the conservative generation.

After that, social networking sites or (social media) began to appear successively, and inserted themselves inside the house and in all societies, until they became playing a prominent role in crystallizing the culture of information at the expense of national and national cultures that have become weak and unable to protect them from melting into the world culture through several variables such as globalization, the information revolution, alienation and intellectual extremism, which is one of the most prominent challenges facing the construction of cultural identity, social networking sites are Web pages that can use active interaction between members participating in this social network that already exists on the internet and aims to provide various means of These features can include (instant messaging, video, chat, file sharing, Discussion Group, E-mail) (Mubarak and Fadlallah, 2010: 06).

On the other hand, studies in all fields, especially in the sociological field, began to study these virtual networks and their effects on all systems, whether Social, Psychological for individuals, or political for systems, and statistical theories and programs began to appear every time, to study the individual within this virtual system, how it affects and how it is affected, how new diseases have appeared that talk about addiction, depression, schizophrenia, and others, and try to find quick solutions, as Tarun Bastampillai from Flinders University in Jamaica (Gharib, 2018 : 241) said, "the main meaning of this is that instead of resorting to treating patients with people suffering from depression are referred to medications or individual psychotherapy Only, doctors should also look at direct social networks and the broader social context including the influences of friends, family, and well-being at work," he said While social networks have facilitated communication between people more than ever, it is necessary to be careful about who becomes friends with them, as despair and anxiety can spread through close social networks.

2. Values of globalization through social networking sites

The internet, social media and other means of communication are credited with making the world more open to each other, in such a way that all the borders of countries and the values of societies have disappeared, where individuals merge from the outside and begin the journey of inevitable integration imposed by the values of globalization in making the world a single society in which everyone shares the values of everyone, and some stand up to this values, and even fight them under the name that they do not belong to their societies and describe it as "cultural invasion" or "cultural appropriation" and other vocabulary and concepts indicative of this, but their lives are changing towards these values in a way that they do not feel, because they have become part of their lives and their daily behaviors and uses, these Globalization, which Anthony Giddens considers "a new stage of the emergence of modernity, in which social relations intensify at the global level, where inseparable cohesion occurs between the inside and the outside, in which the local and the Global are connected by economic, cultural, political and humanitarian ties" (Khalik, 1999 : 52).

The value orientations of societies are a relatively stable attitude of individuals towards profit margins, and material and spiritual benefits that are crystallized through socialization and a general worldview, these values take a hierarchical form according to the importance of values in these societies and gradually descend to less important values until some values that can be considered central and authentic in other societies fade away, so some values become dominant according to the socio-cultural characteristics of societies, and those values form a complete system, while the importance of some values decreases in the hierarchy, where traditional values dominate, such as in patriarchal or masculine societies and others in the formation of collective consciousness Which is dominated by family, social, religious and other values such as what happens in Arab and Islamic societies.

In return ... In the " progressive societies " that are economically and politically developed and in the field of freedoms and rights, we find that there are other values that are of very high importance, and may be considered a fundamental pillar on which these societies are based such as freedom of thought and belief, freedom of self and private practices, up to indicators that can be considered taboos that cannot even be talked about in other societies such as the one we talked about earlier.

For example, the famous football player "Messi" appears at his wedding in the company of his wife, from whom he has children before marriage, and they are also accompanied by them in an appearance that seems familiar and natural to them, the audience and the media as well, but this appearance does not seem normal for Arab, Islamic and other societies so that it raises question marks, questions, and perhaps even ridicule from individuals who believe that what is happening in their societies is normal and supposed to be global, those manifestations that were previously few in attendance, which have increased in their appearance to the world the internet, social networking sites and the media, all contributed to the globalization and interpolation of phenomena The so-called "taboos" in some societies were broken, borders were opened, cultures melted, societies shared their customs and traditions, as Roland Robertson described "that there is a historical trend towards the shrinkage of the world, and individuals and societies are becoming more aware of this shrinkage" (Khalik, 1999 : 52) they are well aware of the scale of the rapprochement of cultures that melt into each other every day, "and all the novelties that intentionally or unintentionally seek to integrate the world's population into one global community" (Khalik, 1999 : 53) the number of individuals with access to the internet is increasing, the audience of social networks is increasing significantly and significantly, and local cultures are increasingly and continuously influenced by the unified values of modern societies, in Europe, North America and other regions of the world this process is more active and dynamic, and their impact is noticeable on less developed traditional societies, and the impact can be Greater than others in the processes of globalization and the openness of other cultures..

As mentioned earlier, the internet, the press and social networking sites have contributed to increasing interaction between human beings of various stripes, orientations, beliefs and skin color, and have made the world a miniature society in which everyone overlooks the values and cultures of everyone, and it is noteworthy that this process has increased its effectiveness and strength since the advent of social media networks and increased interaction location, age, gender and... The individual may also meet with others who are different from them in ideas, wrestle with them at times, agree with them at other times, may influence them, and may be susceptible to their influences, so he begins a campaign of digging into all or some of his values and questioning all his National, national and religious convictions, with the aim of finally subjugating him to the forces and elites controlling the or reconcile with her " (Hijazi, 1999 : 133-134).

3.Social networking sites in Algeria

The introduction of online social networking sites in algerian society has -confused traditional social structures and made them declare a state of high alert at all levels, especially at the beginning of interaction, at the level of individuals, and extended family, and at the level of the region and society as a whole, but its effects have begun to appear clearly at the level of political decisions of the algerian state and its attempt to remedy the situation-especially with the weakness of the official media- these sites that have found a suitable climate for nesting and expansion, where you hardly sit with someone until they start talking about youtube or facebook, the latter of which is considered "an electronic social network that can be accessed for free and is managed by facebook limited liability company as its private property, and it is one of the most prominent social networking sites that appeared in the twenty-first century, through which a personal page identifying the person is set up and communication and acquaintance is carried out with all subscribers to this site to transfer knowledge, news, and form visions and orientations without restrictions or limits" (Theeb, 2015 : 246) and other sites that have become an integral part of our lives, you can notice a set of young people sitting in a cafe each with his smartphone, they may chat on some social networking site, and they may send each other photos, messages and links on various topics, and on some topics that form the nature of their social network and their preoccupations on these sites, so it even becomes virtual reality, and most of the topics are about what happened on the page, video and publication...

Facebook may be the site that algerians are most interested in unlike other communities, this site that has captured the processes of virtual communication between individuals, this site that has provided algerians with political, social, psychological outlets and economic transactions also from buying and selling and other individual and collective concerns about the values issued by facebook, and what our focus on the youth category is not in essence the idea that it is an age group that is highlighted by the study, but as an age group that has its own cause and effectiveness in society -and that -- to build its values through socialization institutions, within the family and in the arms of educational and other institutions, "and that the past inherent in the life of the individual is the one that plans all stages of his life, including traditions, recipes, character and culture, as well as taken derived from society" (Camilleri and Tap, 1986 : 288), social networking sites in general and facebook in particular have become a valuable and cultural load he finds the legal frameworks to defend himself, his concerns, ideas and values against the currents of traditional society, and the young man becomes alienated from reality and completely immersed in facebook.

The unconditional support and the social network that embraced the algerian young man and gave him intellectual security, freedom of expression, and abolished the social authority of the traditional society is the one that listened to that young man unconditionally, and even provided him with the participation of his ideas and obsessions without limits, and brought him together with a handful of friends who share the same and the authority of the family, and even went beyond that to the rejection of religious and other authority, which was

previously unacceptable, so he started with pseudonyms, and then he bypassed the stage of hiding his thoughts and unleashing himself with his own name and his real image, he publishes, comments and argues on all topics and even taboos, which he has become fearless to discuss and speak about with scientific evidence and what he learned from his friends on facebook, as well as what he has seen from books and articles proving his opinion and refuting other opinions, which he sees as reactionary and traditional compared to what he is saturated with on facebook.

Just as traditional society has become suffering from imposing its control on individuals, traditional approaches and classical formats have also become unable to develop a real and realistic explanation of what is happening in social formats with modern variables and the entry of social networking sites on-line, individualism as a methodological approach aims to build a socio-cultural reality in which an individual chooses his life, behavior and belief, and guarantees the characteristic of independence and excellence, "and a socio-cultural reality, in which people can choose their way of life, behavior and beliefs, a reality that guarantees the rights of individuals, as non-coercive individuals to sacrifice or compromise on something they believe in"(Taylor, 1999 : 15). This methodological orientation, the beginnings of which began to appear with the studies of hobbes, john locke and adam smith, and then the real individualistic sociological theses revived and appeared in the writings of raymond boudon raymond boudon, where the individual is considered one of the main causes in the occurrence of social phenomena and not vice versa, the individual is not a result of social phenomena, but is the main actor in creating a different social reality, and that social values are not binding on individuals.

Virtual reality and what it has produced for many years among young people, many of whom have rebelled against traditional society, is a systematic motivation to consider that "explaining a social phenomenon means always taking into account that it is the result of individual actions" (Bir Ansar, 1992 : 71), which is what the young algerian who did not engage in the direction of holism agreed with, and this style of thinking is the product of modern societies that imposed their perception of individuals and communities through social networking site technologies, hence we find "two important elements in the field in which the social actor is located are the factor of choices made to him and the value of goals provided by" (Boudon, 1997 : 270), a young person finds a lot of options on facebook, but he remains the real actor in choice and belonging.

4.The concept of a social network through sociological approaches

The social network is considered as a union of social attitudes of (socially actors and their relations) which is the basic and generally accepted definition of this concept, the social network consists "mathematically" of a set of nodes of social actors within the network regarding the exchange of resources and information(Barabási and Bonabeau, 2003 : 50-59), thus within the framework of a social network the social actors are grouped on the basis of the similarity of their positions, their connections to each other and the type of resources and information circulating in a situation, and according to Forsi Michel considers that "a social network is a set of relationships between a group of actors .This group can be an organization (such as a company) or a network of friends, and the nature of these relationships can be very diverse depending on the actors,and can also include families and associations (Zammar and Nisrine, 2012 : 55).

Social networks are flexible social structures and soft tissues through a combination of ideas, rules, actions and common interests, where social networks accumulate vertically and horizontally with huge social capital built on the basis of trust, mutual support, empathy and participation in common affairs and topics, social networks are the living fabric of social life that allows its participants to interact with each other, such as family and To achieve common goals, and that individuals can build bonds and relationships through six encounters, even if they are superficial,or what is known as the theory of six handshakes (Milgram, 1967 : 60-67),

theory of six handshakes), there are only six handshakes that separate an individual from another, and that anyone on earth who is familiar with another is only figuratively separated by six handshakes.).

There are two types of networks:

A-personal or selfish network: it is the set of relationships and links that an individual establishes within the social system according to his interests and preoccupations, and tries to exclude those who do not participate in it.

B-the complete or social network: it is the network in which individuals coexist, create a pattern of interactions and social ties, they try by increasing relationships through common interests.

The term social network was first introduced in 1954 by John Barnes (John A. Barnes) in his book "Class and Committees in a Norwegian Island Parish" (Barnes, 1954 : 39-58). This concept became widespread in various fields of human knowledge, without forgetting the contributions of scientists before in considering society as a complex interweaving of various social ties and their formations, where the roots of the concept of the social network and the theory of networks go back to the foundations of sociology, we mention, for example, George Zemel G. Simmel where he wrote books about social relations with the network structure in 1903 in his work "big cities and spiritual life" (Simmel, 2002 : 27) and Emile Durkheim E. Durkheim studied the structure of society in relation to its social organization and the collective consciousness of people gathered according to beliefs, values, rules, according to social solidarity, so that the whole goes beyond the sum of the parts, and in social psychology to the whole (D. Moreno, 'T. Newcomb 'A. Beivlas), and in social anthropology to both J. Barnes, E. Bott, K. Mitchell, A. Radcliffe-Brown).

In the Thirties of the twentieth century in America, the relations between individuals were studied using social maps and graphs in which active individuals are represented by symbols or dots and the relationship between them by arrows or lines, thanks to studies (Moreno, 1934) Moreno is the founder of discipline analysis within social networks, then the discipline analysis of social networks began to develop at the hands of Rad Cliff Brown - a famous anthropologist, it was from him that serious studies of anthropologists-, sociologists and social psychologists began to use this concept, and the concept of a social network in the second half of the twentieth century became popular among researchers and its uses increased in a lot of areas.

5. Types of social networks

Social networks are formed according to interests, tendencies, needs, areas of influence, social situations and attitudes, and there are many networks, including political, economic, financial, cultural, religious, entertainment and others.

The formation of networks in small communities begins with the accumulation of social capital, where trust between individuals known to each other serves as a natural beginning for the formation of such networks.intra-system relationships are established through bridges and links within political organizations, financial institutions, associations, trade unions, the press, religious organizations and other groups that share certain ideologies, which creates conditions for regular contacts and the establishment of mutual trust influence.

Social networks are divided into formal and informal vertical and horizontal, informal networks are based on informal relationships that arise within the framework of everyday interaction, and in formal networks the rights and duties of actors within the network are clearly defined.

As for Vertical Networks, the team consists of the top, which consists of leaders and their closest assistants who make the group's strategy and internal rules, in addition to codes, techniques and relationships in the event of conflict, confrontation or cooperation with other groups, and the principle of "who is not with us is against us" is still what unites and defines the boundaries of these networks.

As for horizontal networks in contrast to vertical vertical with their clear delimitation of subordination, authority and responsibility, it is the group of individuals that have approximately the same social status, power and influence.

5-Analysis of social networks: the analysis of social networks is of great importance and has an applied value in modern studies on the informal economy, family support networks, cultural and political structures, to solve problems in the public and private sector, as well as in Intelligence, Counterintelligence and other activities by using a number of qualitative and quantitative concepts, such as the degree of centralization, the degree of aggregation, communication and others.

It was conducted by American sociologist Mark S. Granovetter (Granovetter, 1973 : 1360-1380). 1973 a working paper called "the strength of weak ties", where it was found that the chance of getting a job through your acquaintances is three times greater than through advertisements or employment offices, and most often it is through people with whom you have superficial relationships such as your neighbors, for example, and not through relatives or close friends. "Granovetter" also concluded at the end of the study that superficial relationships allow us to benefit from a new network of acquaintances that does not exist in our circle of strong relationships, whose members are often similar to us. The nature of the relationship in superficial ties is weak, so we cannot rely on it, but by respecting the nature of this relationship, it can achieve for us what did not occur to us.

The sources distinguish between three levels of analysis in networks in which different methods are used (Jackson, 2008). Micro-level or the level of individual actors or micro-networks.

2-the level of relatively large communities.

3-the macro level where major international companies are studied.

6- Social network analysis program (SNA program): it is a program that facilitates quantitative or qualitative analysis of social networks by describing network features either through numerical or visual representation

Graphics and visual forms of social networks are important for understanding network data and transmitting the result of analysis (Mitchell, 1994 :16-22). Visualization often facilitates the qualitative interpretation of network data, in which network analysis tools are used to change the format, colors, size and other characteristics of the network representation (Wasserman and Faust, 1994 : 251), some SNA (Social network analysis) programs can perform predictive analysis (Chapin, 1950: 263-267). This includes the use of network phenomena such as a tie to predict individual-level outcomes (often called the isotope effect or infection modeling), the use of individual-level phenomena to predict network outcomes such as tie / edge formation (often called homogeneous models or a certain type of triad of relationships, or the use of network phenomena to predict other network phenomena (Snijders, 2001: 361-395).

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