The Attitudes of Mutah University Graduate Students towards Media Negative Effects

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The study aimed to identify the attitudes of Mutah University graduate students towards media negative effects from the students' perspective. As well, to discover the differences among the students' attitudes regarding media negative impact based on two variables (gender and educational level). To achieve the goals of the study, the researchers rely on the social survey method, and the questionnaire was used for data collection after enduring the validity and the reliability of the study tool. The study sample is 498 students whom selected randomly, the sample constitute 18% of Mutah graduate students. Data analysis was done based on the descriptive approach. The study revealed that there were no statistically significant differences at the level of significance $0.05 \geq \alpha$ between the graduate students' attitudes at Mutah University towards media negative effects based on the gender variable. The study also showed the presence of statistically significant differences at the significance level $0.05 \geq \alpha$ between the graduate students' attitudes at Mutah University towards media negative effects based on the educational level variable. Based on the study results the researchers present a number of recommendations, the most important of which are: increasing the media interest in broadcasting programs that focus on rejecting the violence and developing the Islamic values; and good ethics among the society members through providing targeted educational programs.

Key words: *Media Negative Effect; Educational Programs; Islamic Values; Violence Media Programs.*

1. Introduction

Media is considered as the process of providing the audience with the largest possible amount of information, facts and truthful and correct news about an important topic or events that represent a public opinion whether at the local internal level, the Arab, or international external level. Media attempts to raise a specific problem as public opinion on a strong manner leading to creating debates, discussion and controversy to achieve the required stem for creating a public opinion regarding these issues (Abdo, 2004).

If the media shape the available universal form, it simultaneously chooses, organises, emphasises and coveys the meaning and opinions and connects some groups with some behaviours and values. As well, it permits or justifies the current situation and the prevailing systems in the social control. If the communication means possess this massive ability of public opinion formation and influence the prevailing behaviours, we shall not ignore the fact that media means do not work in isolation but they work within a social, cultural and economic framework. Therefore, spreading the crimes and the relevant phenomenon is a critical issue, because spreading the crimes in media means operate a social functions that vary based on the countries, as well the crimes are varied and the widespread of these crimes is varied (Ahmad, 2005).

Media is of the modern communication means that recently has emerged as a mass, as it has captured a large portion of the society members' interest and become a major part of their lives, and as time passes the society members became very dependent on media means. This study is administrated to identify the negative effects of media means from the perspective of Mutah University graduate students through studying their attitudes towards media means and measure if there is a difference or not.

The importance of this study lies in drawing attention to the multiple risks resulting from the new misuse of digital media, and seeking to identify some of these forms and their risks. In addition, the rapid spread of media means with its fields and programs requires strengthening the studies to confront it or reduce its negative aspects and employ these means positively in the society. This study proposes some appropriate solutions to address the negative aspects of media, communication and social media means.

This study aimed to identify the differences in the graduate student attitudes towards media means negative effects due to some variables (gender and the educational level). Moreover, this study aimed to propose some recommendations based on the study results to the officials in the Jordanian universities in order to turn their attention to the importance of media means to overcome their negative effects.

2. Methodology

The methodology of this study rely on the social survey that includes conducting librarian research and exploring the theoretical and field related studies, in order to create the foundations and basics of the theoretical framework, and to stand at the most important literature that discusses the study cognitive aspects. Regarding the analytical field research, the researchers conducted a comprehensive survey and analysed all the collected data through a questionnaire and appropriate statistical methods.

2.1. Study Sample

The study population consisted of around 2666 graduate students at Mutah University, . 2312 of the study population were at the Master level and around 354 were at the PhD level during the second semester of the academic year 2019-2020 (Mutah University Admission Dept., 2020). The study sample was chosen through the random and organised method and it consisted of 525 students which represents 20% of the overall study population.

The study tool was distributed to the students in the faculties and the academic departments by the researcher. After the implementation, 513 valid copies of the questionnaire were collected and 15 copies were discarded because the required data was not complete. Therefore, the final study sample consisted of 498 male and female students who represent 95.0% of the total distributed questionnaires and represent 18.0% of the study population. The following illustrates the characteristics of the study sample based on the personal properties.

2.2. Study Sample Prosperities

Table 1 shows the properties of the study sample based on their demographic description:
- The distribution of the study sample based on the gender variable.

Table 1: Frequencies and percentages of the study sample based on the gender variable

Variable	Group	Frequency	Percentage (%)
Gender	Male	298	59.8
	Female	200	40.2
	Total	498	100

Table 1 demonstrates the frequencies and percentages of the study sample based on the gender variable. It is clear that male students represent 59.8% of the total study sample, while female students represent 40.2%.

- The distribution of the study sample based on the educational level variable.

Table 2: Frequencies and percentages of the study sample based on the educational level variable

Variable	Group	Freq.	Percentage (%)
Educational Level	Master	405	81.3
	PhD	93	18.7
	Total	498	100

Table 2 demonstrates the frequencies and percentages of the study sample based on the educational level variable. The table shows that PhD students represent 18.7% of the total study sample, while master students represent 81.3%. This variance in the rates is due to the increasing number of students who enrol in higher education programs at Mutah University in most of the majors in favour of Master programs; as well, most of the programs provide Master degree and do not provide PhD level.

2.3. Study Tool

The study relied on a questionnaire as a study tool to collect the data, while this tool was designed after reviewing the related literature to meet the study objectives. The study tool consists of two main parts:

- Part one: Demographic data of the study sample including the gender and the educational level.

- Part two: 21 paragraphs and aims to identify the negative effect of media means.

2.3.1. Study Tool Validity

To ensure the validity of the study tool, it was exposed to a jury from Mutah and Jordan Universities (attachment 1) in order to follow their comments and opinions to add, modify or delete the paragraphs. The final tool collected 80% of the jury approval.

2.3.2. Internal Consistency of the Study Tool

The integrity of the study tool structure was verified by implementing the tool on a pilot sample of 60 male and female students: 30 students from the scientific colleges and 30 students from the humanitarian colleges. The participants in the pilot sample were asked to answer the paragraphs of the study tool. Prior to colleting the questionnaires, the structure was verified by observing their response method on the study tool's paragraphs, then some

adjustments were made based on the observations. The study tool structural validity was confirmed using the correlation coefficient by calculating the Pearson correlation coefficient between the paragraphs and the overall degree of the tool; see Table 3.

Table 3: Paragraphs correlation coefficient and the overall degree

Paragraph	Correlation	Sig.
Some media means disturb the Islamic faith in the hearts of many people	0.76*	0.00
Media means broadcast incorrect religious ideas and opinions	0.69*	0.00
Media means distribute quack, magic and sorcery	0.70*	0.00
Media means motivate the deviant behaviours	0.68*	0.00
Media means promote drugs and alcohol	0.71*	0.00
Media means provoke sexual instincts	0.65*	0.00
Media means provoke aggressive behaviour	0.68*	0.00
Media means waste time, especially for children	0.69*	0.00
Media means participate in decreasing social bonds	0.73*	0.00
Media means provoke the passive blind imitation in some behaviours	0.77*	0.00
Media means lead to a decrease in the academic level of students	0.76*	0.00
Media means contribute to the spread of crime	*0.70	0.00
Media means are helping to spread drugs	*0.62	0.00
Media means contribute to the spread of vice	*0.61	0.00
Media means contribute to a lack of respect for older people	*0.61	0.00
Media means contribute to not respecting conversations principles	*0.62	0.00
Media means lead to some mental illness	*0.62	0.00
Media means publish inaccurate information	*0.68	0.00
Watching the media means continuously lead to neglecting the daily tasks	*0.65	0.00
Media means contribute to spoiling marital relations	*0.62	0.00
Media means contribute to the spread of laziness and inactivity	*0.65	0.00

*Significant at the level $\alpha \leq 0.05$

Results in Table 3 showed that the correlation of each of the paragraphs with the overall degree was arranged between 0.63 and 0.42, which is significant at the level $\alpha \leq 0.05$ and this ensures the internal consistency of the study tool paragraphs and dimensions, which ensures the consistency of the study tool.

The reliability of the study tool was verified by using the test and retest methods, and the reliability values were found using Alpha Cronbach reliability factor to identify the reliability degree of the study tool; the results are illustrated in Table 4.

Table 4: Reliability coefficients and Cronbach alpha values of the paragraphs of the study tool

No.	Item	Test Retest	Alpha if item deleted
1	Some media means disturb the Islamic faith in the hearts of many people	*0.85	0.783
2	Media means broadcast incorrect religious ideas and opinions	0.83*	0.771
3	Media means distribute quack, magic and sorcery	0.81*	0.751
4	Media means motivate the deviant behaviours	0.81*	0.751
5	Media means promote drugs and alcohol	0.78*	0.784
6	Media means provoke sexual instincts	0.81*	0.817
7	Media means provoke aggressive behaviour	0.77*	0.780
8	Media means waste time, especially for children	0.76*	0.767
9	Media means participate in decreasing social bonds	0.77*	0.778
10	Media means provoke the passive blind imitation in some behaviours	0.81*	0.813
11	Media means lead to a decrease in the academic level of students	0.84*	0.801
12	Media means contribute to the spread of crime	0.81*	0.778
13	Media means are helping to spread drugs	0.81*	0.778
14	Media means contribute to the spread of vice	0.80*	0.769
15	Media means contribute to a lack of respect for older people	0.79*	0.755
16	Media means contribute to not respecting conversations principles	0.80*	0.767
17	Media means lead to some mental illness	0.79*	0.751
18	Media means publish inaccurate information	0.79*	0.755
19	Watching the media means continuously lead to neglecting the daily tasks	0.80*	0.767
20	Media means contribute to spoiling marital relations	0.81*	0.778
21	Media means contribute to the spread of laziness and inactivity	0.85*	0.813
-	Total tool	0.88*	0.827

*Significant at the level $\alpha \leq 0.05$

Results illustrated in Table 4 shows that Alpha Cronbach coefficient for the study tool paragraphs as a whole is 0.827, and if any paragraph is deleted, Alpha Cronbach coefficient is almost equal to the reliability factor for the total tool paragraphs. This indicates the importance of each paragraph mentioned in the dimension, as well as its structure reliability. Based on the aforementioned results of reliability, consistency and the approval of the jury, we conclude that the study tool is applicable and reliable.

2.4. Statistical Analysis

Data was collected through a questionnaire from the study sample and the researchers used Statistical Package for Social Sciences (SPSS) for data analysis. The researchers followed the descriptive approach in order to answer the questions of the study, and this approach consists of the following:

1. Descriptive statistic measure to describe the sample proprieties based on the frequencies and percentages.
2. One-way ANOVA and LSD test for the post comparatives.
3. T-test for the independent samples to identify the means differences.

The study relied on the following measure:
1. Strongly Agree   5
2. Agree   4
3. Neutral   3
4. Disagree   2
5. Strongly Disagree   1

3. Results

3.1. First Question

What is the attitude of Mutah University graduate students towards the negative effect of media means?

To answer this question, Means, SD and the Ranks were obtained; Table 5 illustrates the results.

Table 5: Means, SD of student's attitudes towards the negative effect of media

No.		Mean	SD	Rank	Level
1.	Some media means disturb the Islamic faith in the hearts of many people	4.45	0.79	1	High
2.	Media means broadcast incorrect religious ideas and opinions	4.24	0.79	2	High
3.	Media means distribute quack, magic and sorcery	4.17	1.02	3	High
4.	Media means motivate the deviant behaviours	4.16	0.84	4	High
5.	Media means promote drugs and alcohol	4.07	0.98	5	High
6.	Media means provoke sexual instincts	4.05	1.00	6	High
7.	Media means provoke aggressive behaviour	4.00	0.99	7	High
8.	Media means waste time, especially for children	3.97	0.99	8	High
9.	Media means participate in decreasing social bonds	3.96	1.01	9	High
10	Media means provoke the passive blind imitation in some behaviours	3.93	0.98	10	High
11	Media means lead to a decrease in the academic level of students	3.86	1.06	11	High
12	Media means contribute to the spread of crime	3.84	1.00	12	High
13	Media means are helping to spread drugs	3.83	1.10	13	High
14	Media means contribute to the spread of vice	3.79	1.10	14	High
15	Media means contribute to a lack of respect for older people	3.69	1.02	15	High
16	Media means contribute to not respecting the conversations principles	3.65	1.03	16	Medium
17	Media means lead to some mental illness	3.64	1.08	17	Medium
18	Media means publish inaccurate information	3.61	1.11	18	Medium
19	Watching the media means continuously lead to neglecting the daily tasks	3.60	1.05	19	Medium
20	Media means contribute to spoiling marital relations	3.55	1.11	20	Medium
21	Media means contribute to the spread of laziness and inactivity	3.53	1.15	21	Medium
-	Total paragraphs	3.885	0.709	-	High

The results presented in Table 5 show the attitudes of the study sample towards the negative effects of the media, where the results indicate that the answers came in a high degree. As well, the general mean of the answers is 3.885 with a standard deviation of 0.709, which indicates the conviction of the study sample participants about the negative effects of the

media in various aspects. In detail, we can arrange the negative effect of media means based on the responses; as presented in Table 5.

- One of the most important negative effects is represented in "Some media means disturb the Islamic faith in the hearts of many people". The degree of approval on this paragraph was high with mean 4.45 and a standard deviation 0.79. This paragraph came in the first order in terms of relative importance.
- In the second order came the paragraph that states "Media means provokes aggressive behaviour" where the rank was high with the mean 4.24 and a standard deviation 0.79.
- In the third order of importance, the paragraph that states "Media means broadcast incorrect religious ideas and opinions" where the rank of this paragraph was high with the mean 4.17 and a standard deviation 1.02.
- In the 4th order of importance, the paragraph that states "Media means provoke sexual instincts" where the rank of this paragraph was high with the mean 4.16 and a standard deviation 0.84.
- In the fifth order, the paragraph that states "Media means distribute quack, magic and sorcery" where the rank of this paragraph was high with the mean 4.07 and a standard deviation 0.98.
- In the sixth rank, the paragraph that states "Media means help to learn deviant behaviours" where the rank of this paragraph was high with the mean 4.05 and a standard deviation (1.00).
- In the seventh order, the paragraph that states "Media means to promote drugs and alcohol" where the ranks of this paragraph was high with the mean 4.00 and a standard deviation 0.99.
- In the eighth order, the paragraph that states "Media means participate in decreasing social bonds" where the ranks of this paragraph was high with mean 3.97 and standard deviation 0.99.

3.2. Second Question

Are there any statistically significant differences at the level of $0.05 \geq \alpha$ between the mean attitudes of Mutah University graduate students towards media negative effects due to the difference in gender and educational level?

To identify the statistically significant differences between the mean attitudes towards media negative effects according to the gender variable and the educational level, independent sample t test was performed, and results presented in Table 6.

Table 6: T test results for the attitudes of Mutah University graduate students towards media negative effects due to the difference in gender and educational level

Variable	Gender	Mean	SD	T	Sig.
Gender	Male	3.842	0.682	1.68	0.09
	Female	3.951	0.727		
Educational	Master	3.823	0.799	2.73*	0.00
Level	PhD	4.001	0.457		

Results in Table 6 indicate the following:

1. There are statistically significant differences between the mean attitudes of the study participants towards media negative effects based on the difference in the educational level, where the calculated t value reached 2.73 which is a statistically significant value at the level of significance $0.05 \geq \alpha$. The mean of PhD students was 4.001 and 3.823 for Master degree students, which indicates the significance of the differences between the mean responses of the study participants based on their variable of the educational level, and in favour of PhD students.

2. There were no statistically significant differences between the mean attitudes of the study participants towards media negative effects due to the gender variable, where the calculated t value reached 1.68 which is a statistically insignificant value at the level of significance $0.05 \geq \alpha$. As well, the mean attitudes of the study participants towards the negative effects of the media based on the gender variable were equal.

4. Discussion

- The results related to the attitudes of the study participants towards media negative effects showed that the overall level of answers came at a high rank, where the mean reached 3.885. These results confirm that media means have effects and fingerprints on the society members in terms of the religious, psychological, social, intellectual and cultural aspects. As well as media means affect the behaviour of the society members. This result is attributed to the awareness of graduate students and their conviction that media means have negative effects on society members in terms of disruption of the Islamic faith pillars in the hearts of many people, provoking aggressive behaviour among society members, and broadcasting incorrect religious ideas and opinions. As well, media means have other negative effects such as motivating the sexual instincts among young people, drug addiction and crime. These results agree with the study of Al-Harbi (2004) who showed that there is a negative

impact of communication means in terms of providing young people and adolescents with some undesirable behaviour in the society.

- The results indicated that there are no differences between the attitudes of the study participants towards media negative effects due to the gender variable, and the mean of the responses was equal. This result may be due to the convergence of the media effect between the two genders.

- The results showed that there are significant differences between the participants' attitudes towards media negative effects according to the variable of the educational level and in favour of PhD student. This result may be attributed to the fact that PhD students are more educated and experienced about the negative effects of the media.

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