Social Media Networks and their Role in Developing Political Awareness among Youth (A practical study at Al-Qadisiyah University)

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The current study aims to discover the extent of the impact of social networks on the development of political awareness of Qadisiyah University students, and in the context of this study present a conceptual perception of social networks and political awareness, the repercussions of the information liquidity that spread through social networks on the political awareness of university students. With regard to the practical study, the sample of the study was applied to university students in Qadisiyah, and it used a questionnaire that covers all aspects of studying its goals. The data was processed using arithmetic averages, standard deviations, of study questions and their variables. The results of the study confirmed that the repercussions of social media on the political awareness of Qadisiyah University students have generally been high, accordingly, the study recommended that university youth be educated on the importance of political participation at the individual and group level, as it will give students more freedom and allow them to participate in political work inside universities.

Key words: *Social media, political awareness development, university students.*

Introduction

Social media has become one of the most important formalities for effective communication, one of the most important key developments and means of progress in contemporary society, this is because of the human activity that has included and brought about a massive revolution in various life, which has an effect on the methods of living, communication and knowledge acquisition, in organising the fields of work, production, and reproduction of cultural fields that cross all geographical and political boundaries. These social media networks, including

Facebook, Twitter and YouTube, have become one of the faces of the power of nations, able to translate the hopes and aspirations of man into a living reality, this advanced technology has been able to achieve some human dreams and gave birth to the rules of a globalised electronic culture that has overcome the challenges and difficulties of time. From the above mentioned it is suggested that what "Jamal Sanad Al Suwaidi" expressed as:.." if a single tribe consists of multiple parts, thighs, and multiple nervousness, a stronger nervousness is required in which all the nervousness fuse , and become like one major nervousness, otherwise, the separation occurred difference and conflict, this tribe is the global tribe that extended its strings and built its flesh via Facebook, as if it had confirmed the map of the global village, "The World," as a geographical framework to the global tribe. "The global virtual community" is a human social framework, the most positive of the customer, who is a producer and partner in the interactive communication process, after he was a passive recipient ... ". In the context of this, all recent studies go on to confirm that the widespread use of the internet in dictatorial countries helped in one way or another to break political taboos, this led some of those countries to believe that modern technology for communications, including the internet, has become the enemy of political systems that violate the rights of individuals, as it has contributed to the spread of a culture of political equality throughout the world.

The Problems

International theatres have become space for Arab countries to flee from being affected by them, and the concept of democracy has come as one of the most prevalent concepts of "democracy," which has become a dream that cares for people and is the killer of many Arab and international revolutions and uprisings as "democracy" emerged as an icon during the last third of the twentieth century, the issue has become at the forefront of the political scene, whether in democratic countries or countries that suffer from diseases of tyranny and bullying, but each in his own way. People aspire and differ in dealing with it and the degree of readiness struggle to enjoy it. Democracy has turned into an obligation, but it is still absent from the vocabulary of governance in many countries of the world and in Arab countries. Our Arab countries have become fertile ground for the growth of coups and revolutions, in order for their government to pursue repression and tyranny in its political course, and it is accelerating the launch of the societal political projects in many of our Arab countries. In (Abdel-Aty 2009), addition, the state of underdevelopment that prevailed in most countries of the third world as a result of the application of dependent development policies led to the deficiency of development policies, and consequently the extreme disparity in the distribution of income and wealth, the spread of corruption and the smuggling of funds abroad, the increase in poverty rates, the distinction between some regions, sectors and social forces, and the inability of the state to play its role, which contributed to the prevalence of political tensions, military coups, and even revolutions (Thaki 1987).

From the abovementioned, with regard to the demonstrations against the corrupt people in Iraq, no one knows from the people who their leaders are, and who made them at this level of regularity, social networking sites in Iraq, especially Facebook, have played an active role in moving water and have become a source of concern for many corrupt leaders in Iraq. The political role these websites have played among young people is constantly increasing, it has become a cultural field for the exchange of opinions, a starting point for political participation, whether on the internet or on the ground, and to reproduce more stable social conditions and achieve social justice in light of wasting all the rights that are absent from the Iraqi citizen and in light of the widening gap in the social ladder, that contributes to the spread of social pathology, which makes us in the process of a social explosion that Iraq may never be absolved of if not all of those problems that people express through these virtual reality mediums have been sorted out. The above points makes us go on to emphasise the necessity of creating a reasonable degree of political effectiveness in Iraq, which means a person's feeling that his opinion, participation, and political behaviour will make a difference in political outcomes; that the government will respond to its demands if it expresses them, otherwise, things will return to the way they were before the fall of Saddam's criminal regime, and because of the developments in the political arena, which are successively noticeable, increased reliance on social media, due to the distinctive features it provides, such as the speed of immediate response and others, has brought about an evolution in the quality of communication and participation in events on the part of the public, and has allowed mutual thinking and pluralism of views. Numerous studies have shown that political effectiveness is a positive incentive for political behaviour that occurs in the event that an individual feels confident in his understanding of political matters, and in its ability to influence the course of things, which continues for a long time, whether at the level of the individual or society as a whole, and thus it is not affected by transient events such as watching a TV program or reading an article, but rather changes after a long time and after successive events. However, there were many indications that youth participation in the political movement was weak, and their reluctance to participate in the previous time was apparent, which may indicate the youth's lack of political effectiveness, which is one of the necessary engines for carrying out political activity and participation in determining the fate of society. This may be due to indifference, self-esteem, or feeling indignant. Perhaps this is due to the difficult economic conditions and the lack of suitable jobs for a large number of young people. Likewise, their diminished interest in politics may be due to their conviction that there are not enough opportunities for self-expression. Several studies have attributed the youth's reluctance to participate in politics to their lack of confidence that they are able to make a difference in their societies, and that the government and officials will take care of their suffering and pay attention to their demands. This is what happened for many years in the era of Saddam Hussein's criminal rule, where the distance from political participation amounted to despair due to the lack of a sense of political activism at the societal level as a whole until the change came in 2003, when the youth amazed the world by imposing

popular will and participating in all electoral demonstrations despite the harsh security conditions (Ali 2015).

This is what led us to go to the literature of political analysis to address the concept of political culture in general, which has become one of the most commonly used concepts through social media pages, one of the most closely related, concepts used in analysing the development of social systems and their orientations towards democracy, where you see that building democratic systems or undertaking targeted reforms or institutional changes to this requires citizens to have a set of political values and orientations, such as moderation, tolerance, knowledge, participation, flexibility, freedom, and recognition of the other ... etc.(Zaid, 2003). The works of Almond, Verba, Inkeles and Smith confirm that states differ in the patterns of their political beliefs, and that the elements of culture are determined by the context of experiences, education, and social class in those societies (Diamond 1986). Martin Lipset joins the building of democracies with a set of values, beliefs and political positions, and considers them an important and influential variable. And political culture also, as Dirk Berg Schlosser interprets its general meaning as referring to the subjective dimension of the social foundations of the political system, meaning all the important political visions, beliefs, attitudes and values of members of a specific socio-political entity (Schlosser 1986). It is worth noting here, that the previous proposition should not cause us to recognise that political awareness is a precondition and only for the emergence of democracies, or to make changes in the structure of the political system aimed at this; where democracy can continue in light of the existence of subcultures of important groups or segments hostile to it, because the continuation of democracy will lead to weakening the strength of these groups or lessening their hostility to democracy over time. While we drop any preconditions for democracy, the only exception is the shared commitment of the political elites to the legitimacy and principles of democracy, the importance of caring for the beliefs of elites and activists is due to the vision of Rob D. A-Dahl, because it is crucial and influential, especially in the early years of the formation of democratic structures, for the following reasons (DHL 1991):

1. They have more influence than other activators, and a growing influence on political events.
2. Political elites are more likely to have political beliefs with more moderate tendencies.
3. Their actions would be more amenable to change in these directions.

If the foregoing on political awareness makes it one of the important objective conditions for political change aimed at building democracies, then what about the youth culture that was affected by the spread of social networks, is it part of the dominant political culture in society identical with it? Or do they differ ? How is that culture formed and its components and elements formed? What is its relationship to the targeted political transformation process? All the harbingers of transformation in the social, economic and cultural reality of our society confirm that today's youth are different, because they live a reality that is different from what

we have known or what we know now, and that many changes, the most important of which is the decline in the role of the family and the institutions concerned with education as a determinant of the future of youth, these institutions have lost many of their strengths and positions of control over their members. Consequently, alternative forms and practices have emerged that are very diverse and contrary to all traditions and values in the general social and cultural context; in addition, modernity and its accompanying social systems and arrangements have undermined the importance of kinship ties, destroyed the cohesion of the local community, and questioned the authority of religion and dependence on heritage. "Giddens" attributes those effects to some of the different breakdown mechanisms that strip social relationships from their own local context and then rebuild them across an unlimited range of time and space (Gohary ,2000).

The current study tries to answer the following questions:

1. What are the factors and reasons that contributed to the spread of the impact of social networks?
2. What is the relative weight of social media in political reality?
3. What is the nature of the development discourse that is circulated in social networks?

The Importance of the Study

-The study's interest in the role of social networks in developing countries in general, and Iraqi society in particular.
- Search on the role of social networks in achieving those developmental ideas and policies that are expressed through these social networks and thus the study contributes to drawing more attention to interpretive studies and the use of discourse analysis in what issues sociology is facing to reach a deeper and more comprehensive understanding.
- The study's interest in interpreting and reading some developmental speeches for social media networks that started publishing after political activities in Iraq since 2003, and specifying the nature of social trends and biases for these speeches.

The Aims of the Study

The current study aims at:
1. Knowing the factors and causes that contributed to the spread of social networks.
2. Finding out the role of social media networks and their effectiveness in developing society.
3. Knowing the development discourse and strategies being circulated on social media.

The Methodology of the Study

The study is based on the descriptive analytical approach, in addition to using the questionnaire form to verify the goals of the study. It was divided into two parts, the first part, which depends on demographic data, and the second was consistent with the study's questions until it fulfils them. This study also used the SPSS statistical program, to unload data and statistically manipulate it for extraction. As for the study sample, it was applied to 300 male and female students from Al-Qadisiyah University.

The Theoretical Framework of the Study
Theory of New Media Richness

The new media richness theory describes the study of the criteria for choosing between media and technology media according to the degree of their information richness, and explains that the effectiveness of communication depends on the amount used by the medium, the problem of two-way interaction between the communicator and the receiving audience for the message is more focused, according to the theory, the media that provides feedback echo is richer. The less obscure, the more effective communication occurs. Rich information reduces ambiguity and creates an area of shared meanings with a specific means of communication. This theory assumes two basic assumptions:

The First Assumption: the technological means possess a large amount of information, in addition to the diversity of content provided through it, and therefore these means can overcome the ambiguity and suspicion that many individuals have when exposed to them.
The Second Assumption: There are four basic criteria for ranking the richness of the medium, ranked from highest to lowest in terms of the degree of richness, which is the reaction speed, its ability to transmit different signals using modern technologies such as: multimedia, personal focus on the medium, and the use of natural language.

Social marketing theory has emerged among the contemporary theories of communication, to combine the results of persuasion research and the spread of information, within the framework of the movement of social systems and psychological trends, in order to allow the flow of information and its impact, through modern means of communication, including "social media sites," and the organisation of strategies through these complex systems, to take advantage of the power of modern means and methods of communication to spread theses and ideologies to be spread in society (Bailey.,Camerz, Nikocarpenter, 2009).

Table No. 1: Demography of the study community

Alternatives and iterations / Variable	Alternatives	k	%

Sex	Male	188	63.5
	Female	108	36.5
	Total	296	100
Age	24 years and over	27	9.1
	20-23 years	120	40.1
	18-20 years	147	49.6
	Total	296	100
Social Status	Single	85	28.7
	Married	162	54.7
	Widower	25	8.4
	Divorced	24	8.1
	Total	296	100
Specialisation	Dentistry	36	12.2
	College of Science	20	6.8
	Veterinary Medicine	6	2.0
	Pharmacy	28	9.5
	Administration and Economics	146	49.3
	Education	41	13.9
	Arts	19	6.4
	Total	296	100
Party Affiliation	affiliated	92	31.1
	Not affiliated	204	68.9
	Total	296	100

Table 1 data shows the demographic population of the study community if it contains gender, so the number of males was higher than the number of females and their rate reached (63%),the table also included the ages of the study sample, as the highest percentage (49.6%) was between 18 and 20 years, also, the table included the marital status if the highest percentage of married

couples was (54.7%),The table also included the academic specialization of the respondents and their party affiliation. The highest level of specialization for the College of Administration and Economics was 49.3%,the highest percentage of non-party members was 68.9%.

Table No. 2: University youth participation on social media

Variable	Repetition	Percentage
Yes	221	74.7%
No	75	25.3
Total	296	100

Table No. 2 data shows that (74.7%) of the university youth in Qadisiyah use social media, while the percentage of those who do not use these sites reached (25.3%), which makes us emphasise that the largest number is an indication of the widespread use of these sites as they see it as the largest outlet for expressing their social demands and sharing political and social events, these cyberspaces have become a living reality for people in light of openness and globalised politics.

Table No. 3: Reasons why undergraduates do not use social media (multiple responses)

Reasons	Repetition	Percentage
The user meets default people	29	16.5%
These sites promote malicious rumours and discredit others	40	22.7%
These sites are being exploited according to exploitative motives that lead to the spread of political scandals	29	16.5 %
These sites contain incitement suits which contribute to spreading the culture of sedition among the people of the country	44	25.0%
The privacy of these sites is compromised due to the user's lack of awareness and knowledge of how to protect their personal information	30	17%
Other	4	2.3%
Total	176	100

Table No. (3) data indicates that university students who do not use social media and whose number has reached (75) students accounted for (25.3%) of the sample size, it is attributed to

the fact that these sites contain inflammatory cases that seek to spread discord among the people of the homeland, and its rate (25%) came first, it was followed by the second rank recording that these sites promote malicious rumours that do not rise from defaming the reputation of others by (22.7%), because of the penetration of the privacy of these sites due to insufficient self-awareness of individuals with how to protect their personal accounts by (17%) in the third rank, then, because the user gets to know hypothetical people, which means that people on social media appear to be more idealistic more distant from reality, and to exploit these sites according to exploitative motives that lead to the spread of scandals in the fourth rank, with a rate of (16,5%) for each of them, for other reasons, represented by the lack of interest of students in these sites, on the one hand, and the lack of sufficient time for them in the last rank, with a rate of (2.3%).

Table No. 4: Motives for undergraduate students to use social media (multiple responses)

Motivations	Repetition	Percentage
It allows the opportunity to express without restrictions or conditions	156	24.3%
Discussing national issues related to the homeland, development and Iraqi identity	129	20.1%
Opening to different cultures develops a culture of dialogue	99	15.4%
Help in learning about various social, political and economic knowledge	80	12.5%
It allows the user to have group discussions with individuals from different cultures	112	17.4%
Because it considers John's breathing limitations and conditions	64	10%
Other	2	0.03%
Total	642	100%

Table No. (4) data indicates that motivation "because it provides the opportunity to express opinions freely without conditional restrictions" is in the forefront of the reasons that motivate university students to participate in social networking sites, as it obtained (24.3%), and then came as a result discussing the important issues of the country, such as the events of the social movement that struck Iraq since 2005 and that have since followed up to its rate (20.1%), because these sites allow the user to open up to different cultures from Iraqi culture and Iraqi society, due to the multiplicity of Arab and Western identities in social networking sites at a rate of (17.4%), it helps in learning about different social, political and economic knowledge (15,4%), because it allows the user to group discussions with individuals from different cultures (12.5%) and because she breathes in the last place with a percentage (10%).

Table No. 5: Reasons for students to use social media

Motivations	Repetition	Percentage
Social media has become a platform for speaking freely	161	28.5%
Help us to communicate with friends in daily life	123	21.8%
It helps in dealing with important concepts such as identity, belonging and political participation	89	15.8%
Helps us in studying at university	57	10.1%
It contributes in promoting of Iraqi history	54	9.6%
We can browse all news websites easily	80	14.2%
Total	564	100

 If we look at the previous table, we find that the reasons for university youths use of the social media came in rows as follows: the first and highest reason came in terms of percentage as follows, "The social media has become a platform for speaking with utmost freedom, at a rate of (28.5%), then because it helps us to communicate with friends in daily life (21.8%), it helped in circulating important concepts such as identity, affiliation, and political participation (15.8%), because it is available in the study, it came in at a rate of (14.2%), which contributes to strengthening of Iraqi history, we can browse all news websites easily (9.6%).

Table No. 6: University students participate in political activities which relate to Iraq via social media

Variable	Repetition	Percentage
Always	44	19.9%
Sometimes	43	19.5%
Seldom	38	17.2%
Don't participate	96	43.4
Total	221	100

If we look at the reading of the previous table, we are about to emphasise the importance of reading these numbers in a more clear and analytical manner, and we find that (19.9%) came to emphasise participation in all political activities that directly concern Iraq with regard to issues of political corruption, the lack of awareness, the spread of sit-ins and strikes that have affected Iraq since 2005. The researcher was assured during field application interviews that an attempt to engage with youth political life is an attempt to spread a culture of political awareness among young people in light of the spread of a lot of false news and an attempt to provide reality. This was followed by (19.5%) of the participation among the students, which is also not a small percentage, that makes us agree with the vision of Habermas that we presented previously and which affirms that the public sphere has become an effective form in reshaping politics through the practices of individuals, it has also become a link between the performance of political systems and the political participation of individuals in societies. The

percentage (17.2%) participated seldom, while the percentage of those who did not participate reached (43.4%). These results came in their entirety by (56.6%), to emphasise the importance of mass mobilisation, the spread of protest movements in Iraq, online with the new media theory, its role in influencing attitudes of behaviour , political participation through these and other sites. These virtual sites have become closer to reality through the individuals who act on it, the effect becomes more effective.

Table No. 7: University youth participation in political events through social media, according to gender

Variable Gender	Always		Sometimes		Seldom		Don't participate	
	R.	P.%	R.	P.%	R.	P.%	R.	P.%
Male	37	84.1%	33	76.7%	28	73.3%	50	52.1%
Female	7	15.9%	10	23.3%	10	26.3%	46	47.9%
Total	44	100%	43	100%	38	100%	96	100%

As for the political participation of students via social media, according to the gender variable, the results indicate that permanent participation was distributed between (84.1%) for males and 15.9% for females, as for those who participate sometimes, their percentage of males is (76.6%) compared to (23.3%) for females, while the percentage of males who participate rarely reaches a total of (73.7%), compared to (26.3%) of females. As for those who did not participate, it reached (52.1%) for males, and 47.9% for females. The total of these statistical readings are what make us confirm the interest of young males in political activities rather than females, and the researcher attributes this to several social reasons, including: the Iraqi women's political participation has decreased significantly in the field, also, women's institutions are not working to spread that culture among female university students, and this is what confirms us in the affirmation of the importance of the inclusion of Iraqi women in the political public sphere in order to become capable of social leadership and competition in light of the freedom to exchange information and the spread of political knowledge among all social groups.

Table No. 8: The link between demographic features of youth and participation in mass mobility through social media

Participation and statistical relationship Demographic features	Participated		Didn't Participate		R2	Degree of freedom	Statistical indication
	R.	P.%	R.	P.%			

Age	**24 years &less**	17	7.5%	10	3.4%	2.354	4	0.671
	20-23 years	38	12.8%	22	7.4%			
	18-20 years	61	20.6%	32	10.8%			
Gender	Male	138	46.7%	50	16.9%	8.010	1	0.005
	Female	62	20.9%	46	15.5%			
	Total	200	67.6%	96	32.4%			
Party affiliation	Party affiliated	61	20.6	31	10.4%	0.097	1	0.755
	Party less	139	47.0	65	22.0%			
	Total	200	67.6	96	32.4%			

On the relationship between the demographic features of undergraduates, participation in mass mobility and political events through social media, Table No. (8) data indicates that there is no statistical relationship between age and participation, as the value of R^2 (0.579), between gender and participation, where the value of R^2 was 1,033, and between party affiliation and participation, where the value of R^2 (0,097), which is not statistically significant at the level of significance ($\alpha = 0,05$).

The researcher attributes this to the features of social media that are characterised by the diversity of opinions and discussion of mass issues with a great degree of freedom, and providing these sites with the opportunity to comment and express opinions on the issues raised, helping to attract the public towards the contents of these sites without distinguishing between male and female.

Table No. 9: The areas in which students participate in mass mobility via social media

Fields	Repetition	Percentage
Fighting the phenomenon of corruption in all government sectors	91	14.4%
Demanding real social justice among all social classes	89	14.1%
Dissolve cartoon political parties	50	7.9%

Re- elections to the House of Representatives, which does not play its role	48	7.6%
Addressing the problem of poverty, unemployment and lack of education	71	11.2%
Work to improve the conditions of workers in government sectors	62	9.8%
Attention to the role of civil society in the country	52	8.2%
Attention to the role of Iraqi women and their involvement in political life	63	10%
Addressing the problems of oppression and political coercion against activists in Iraq	61	9.6%
Other	1	0.02%
Total	633	100

As for the issues that represent importance and more circulation on social networking sites that students participate in, the proportions in the previous table showed that the demand to address the problem of corruption that has taken place in all government sectors came at a rate of (14.4%), which had the effect of disrupting many interests of citizens, and we were cautious about warning from the waves of social anger to those who link their interests to the Iraqi bureaucracy, demanding for real social justice among all social classes (14.1%), followed by the second place calling for political, economic and social reforms, at a rate of (14.1%), re-election of the House of Representatives (7.6%), followed by sixth place to address the problems of poverty, unemployment and lack of education by 11.2%, and work to improve the conditions of workers in government sectors by (9.8%), attention to the role of civil society in the country (8.2%), attention to the role of Iraqi women and their involvement in political life (10%), and addressing problems of coercion and coercion against activists in Iraq (9.6%).

Table No. 10: The role of social media in developing political awareness and political participation in Iraq events

The role of sites	Average arithmetic	standard deviation
Such sites have helped provide young people with all the important political information	2.58	0.571
Social media provides all data and videos related to civil marches and sit-ins	2.51	0.617

It also contributed to the realisation of the concepts of identity, development, awareness and politics	2.30	0.698
It contributed to the success of some social vigils	2.29	0.705
Go beyond the impact of those sites from virtual to reality by creating social movements	2.21	0.755
It led me to participate in many political events related to Iraq	2.26	0.753
It led me to participate with others and talk about state affairs	2.10	0.791
Total	2.32	0.505

Table No. (10) data indicates the role played by social networking sites in developing political awareness of students, and these results show that such sites helped in providing young people with all the important political information (2.58), social media contributes to providing all data and videos related to civil marches and sit-ins (2.51), which means that the role that these sites played in the previous two fields was high and influencing university students, however, its role in other areas was less influential and got intermediate levels, because the arithmetic mean has ranged between (2,10) to (2,30), and it is close to the general arithmetic mean for all areas, which reached (2,32), which indicates that social media has an impact on university students in several forms through the media discourse presented through these means, in accordance with the new media theory that the researcher has put forward in advance.

Table No. 11: The role that social media has played in developing political awareness of university youth

The role of sites	Average arithmetic	Standard deviation
Media speeches from influential public figures have an effective influence on the process of political reform slowly, if not noticeably	2.55	0.653
Social media has given many opinions on the political participation process	2.30	0.696
Social media has mobilized many students in several vigils	2.26	0.728
At times, the Iraqi government has been pushed to respond to some of the demands that are being made through the social media	2.22	0.736
Students involved in political events are highly aware of the political	2.09	0.823
Concepts of identity and development have become one of the main drivers for participating in these events	20.02	0.788
Some people affiliated with parties publish many opinions and urge young people to participate	2.10	0.801
Total	2.22	0.386

Table No. (11) data clarifies the areas of the role played by social networking sites with regard to developing political awareness, media discourse presented by influential public figures that influence effectively the process of political reform slowly, though not noticed with an average arithmetic of (2.55), social media has given many opinions on the political participation process. While other areas carried out by the communication sites came at an intermediate level, where the arithmetic averages ranged between (2.30 – 2.02), to be close to the general arithmetic average for all areas, the Iraqi government has sometimes been pushed to respond to some of the demands raised through the media, with an average of (2.22) arithmetic, which indicates that social networking sites have a significant impact in activating political participation and rising political culture of youth. In general, the student class is more private.

Table No. 12: Relying on social media to form opinions on some issues and subjects

Accreditation	Average arithmetic	standard deviation
Social media provides important information	2.22	0.764
Social media is playing an important role in measuring and forming public opinion	2.02	0.802
It has become a source of trust and a highly reliable youth	2.18	0.752
It deals with important issues relating to women that cannot be raised in reality	1.98	0.724
Social media does not overstate the facts	2.04	0.694
Sometimes, social media works are political according to the ruling regime	2.25	0.680
Social media sites are open to different nationalities and cultures	2.07	0.795
Social media has many sub-groups	2.14	0.77

About the views of university youth on the possibility of relying on social media to form opinions about some issues and public issues (table no. 12), the data indicated to the communication sites working on political mobilisation at times that are affiliated with the ruling system, ranked first and with an average of (2.25), it was followed by the second rank, "it provides important information that reached (2.22), it came third, " a source of confidence in many university youth with an average arithmetic of (2.18), and "it has many sub-groups (2.14), it was followed by social media sites that were open to different nationalities and cultures in the fifth rank with an average of (2,07), social networking sites exaggerating in providing matters and facts in the sixth place and with an average of (2,04), then a relative arithmetic average followed.

Results

1. This study aimed to provide an analysis of the nature of mass communication, the extent of its impact in reality, and to identify its structure and the way it is formed, how it cares about Iraqi public affairs in general and political affairs in a more specific way and the extent of its contribution to the changes that have occurred politically and socially. In addition to the extent of benefiting from technological advances and social media in raising awareness of Iraqi youth.

2. It has become clear to theorists with the first beginnings of the new century that the situation in Iraq has shown continuous deterioration in terms of the prevalence of the phenomenon of political and social corruption and the lack of social equality between classes and the spread of poverty and the decline in the level of education, all of which accelerate the launch of a new social project which is not clear social policy.

3. According to the concept adopted by the study, the means of mass communication, and in the context of the field approach, the study agreed a lot with the extent of the impact of these social sites on young students and university students, as it exceeded the impact by raising the level of political culture and political practices.

4. These sites have become "symbolic authority," sometimes in agreement with the Iraqi authority, by doing so they reproduce the authoritarian hates through the public sphere, at times they paint themselves with opposition and fulfillment in order to achieve the desired change and dream of a better future for a beloved Iraq.

5. Despite the high discourse of change in Iraq that circulates in these locations under study in many situations, it has worked in another way to spread the culture of protest and the need to raise public awareness.

6. The study also added a new dimension by inserting electronic spaces, after the public domain was subject to decay before the events of Iraq in 2003, due to weak party practices, restrictions on opposition and marginalisation of civil society, as levels of political participation in civil society fell to the lowest level.

7. Social media has played an active role in mobilising many individuals and university students by organising many vigils in Iraq, where the movements were affected by the spread of information, as does the "feathers of you" as it achieved openness and liquidity that represents a double-edged sword on all Arab societies in light of the decline of all social and political rights.

Recommendations

1. Give students on campus more freedom, allow them to participate in political work inside universities and work to raise the levels of political culture they have through cultural symposia and social practices.

2. The necessity of taking into consideration the activation of partisan work, restructuring and melting parties in the civil society system, giving them greater status in the media message, publishing the roles of parties and civil society through the means of social communication that do not contradict the security and safety of Iraqi society.

3. Including university educational curricula topics that contribute to the development of political awareness through social science in general and sociology of political and cognitive aspects in particular, and the role of sociology of institutionalising awareness in the scope of societal culture such as political formation, political participation and political alienation.

4. Focus on developing political awareness of students as producers of discourse for modern knowledge through modern means of communication and as a new haptic for society; if its new and circulating political cultures are not contained in the shadow of the Arab Spring revolutions, we may face waves of violent political action.

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