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The psychological and social effects resulted from Saudi and Egyptian university students' susceptibility to the Snapchat as one of the social networking channels

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Abstract

This study seeks to identify The psychological and social effects resulted from Saudi and Egyptian university students' susceptibility to the Snapchat as one of the social networking channels, and the relationship of this exposure towards young people and their acquisition of a positive or negative trends from this exposure, as well as the disclosure of the nature of the friendship formed by the young Saudi and Egyptian people as a result of this use, as well as knowing their confidence level of such application. This study applied to an equally-divided simple and random sample of university students in the Kingdom of Saudi Arabia and Egypt, consists of (400) young people according to their demographic characteristics and who are exposed to Snapchat, they are represented as the following: 100 from Cairo University, 100 from 6 Oct. University, 100 from Umm Al Qura University in Saudi Arabia, and 100 from King Abd Abdul-Aziz university at Saudi Arabia.

The study concluded the following results:

- There are significant statistical differences between the nationality of the university youths (The Egyptian and the Saudi) and the intensity of exposure to Snapchat.
- Results proved that there are statistically significant differences between the youth regarding density exposure to Snapchat in relation to the variable of social and economic level, while there was no proof of existing of statistically significant differences of variables (sex, social status).
- There are statistically significant differences between Egyptian and Saudi youth regarding the reasons of exposure to Snapchat in favor of the Saudi youth, where X^2 values of the function at the level of 0.001, and in getting rid of anxiety and boredom, recreation, entertainment and education for the benefit of the Egyptian youth, where the value of X^2 function at the level of 0.001. While there were no differences between them in leisure time, and knowing the study requirements from friends, as well as to communicate and interact with friends

and the formation of romantic relationships, where the value of X^2 is statistically significant at the level of (0.05).

- There is a statistically significant relationship between the intensity of youth exposure to Snapchat and the advantages of using it.
- The existence of a statistically significant relationship between intensity of youth exposure to Snapchat and the earned social satisfactions from it.
- The existence of a statistically significant relationship between intensity of youth exposure to Snapchat and the degree of perceived confidence between its participants.
- There are statistically significant differences between positive and negative psychological effects, as well as the positive social effects and in gender for the benefit of males, while there was no existence of statistically significant differences between the social implications and gender. Also, it was proved the existence of a relationship between the negative psychological effects and the social status in favor of the married. There were no significant differences between the positive psychological effects and the social positive and negative to the social status of the respondents. The results showed a statistically significant difference between the negative psychological effects and the positive social effects and the social and economic level of the participants, while proved that there were no statistically significant differences of the positive psychological effects and the negative social effects to the social and economic level of the participants.
- It was partially proved and validated that there were statistically significant differences between the nationality of the Youth (Egyptian and Saudi) and the social impacts (positive - negative) of using Snapchat in favor of the Saudi youth, while no proof of psychological effects (positive - negative) for using Snapchat.
- The existence of statistically significant relationship between the reasons of exposing Egyptians and Saudi Youth to Snapchat and the psychological effects (positive and negative) and the positive social effects resulting from this exposure, while there was no partial proof in positive social effects.