

**English Researches:**

- **Dr. Abdulsamad Hadi M. Sahly** - *Jazan University*
Identity in the Light of Modernity: Toward a New Model for Analyzing Media Framing of National Identity 7

Abstracts of Arabic Researches:

- **Associate Prof. Dr. Alaa B. Alshaikh** - *King Abdulaziz University*
The Role of the Platforms of Saudi Institutions in Supporting Saudi National Identity 36
- **Associate Prof. Dr. Mutlaq Saud Almutiri** - *King Saud University*
Using Social Media Networks in Diplomatic Missions to Communicate with Saudi Citizens Abroad: An Applied Study on the Saudi Embassy in Cairo 37
- **Associate Prof. Dr. Noha Al-Sayed Ahmed Naser** - *King Abdulaziz University*
King Abdulaziz University Public Relations Students' Receptiveness of Artificial Intelligence Applications and their Impact on their Future Careers: A Study within the Framework of the Technology Acceptance Model 38
- **Dr. Noha Anwar Soliman** - *Menofia University*
Reflections of Organizational Communications on Commitment to Organizational Change in Egyptian Educational Institutions: A Study within the Context of Changing the Pre-university Education System in Egypt 40
- **Dr. Hatim Ali Hyder Al-Salhi** - *Sanaa University*
Dr. Omar Ahmed Daeer AlBukhaiti - *Sanaa University*
Modeling the Impact of Service Quality and Company Image on Customer Satisfaction and loyalty: A Case of Yemen Mobile Telecom 42
- **Dr. Ibnaouf Hassan Ahmed** - *Liwa College - Abu Dhabi*
Utilizing Social Media and its Impact on the Ethical Values of University Students: A Field Study on a Sample of Students from Al-Khawarizmi International College in the United Arab Emirates 43
- **Dr. Enas Mansour Kamel Sharaf** - *Kafer El Sheikh University*
The Future of Using the Artificial Intelligence Application Chat GPT in Journalistic Work and its Impact on Journalistic Art: A Prospective Study During the Coming Decade 2023-2033 44
- **Dr. Aram Ibrahim Abuabat** - *Imam Muhammad Bin Saud Islamic University*
Attitudes of Public Relations Practitioners towards Employing Artificial Intelligence Applications in the Saudi Telecom Company 45

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Utilizing Social Media and its Impact on the Ethical Values of University Students: A Field Study on a Sample of Students from Al-Khwarizmi International College in the United Arab Emirates

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Abstract

In The study aims to reveal the effect of using the social networking sites on the ethical values and forming the opinion of a sample of the social networking sites users from students of Al-Khwarizmi International College; UAE. In addition, we wanted, through this study, to identify the habits and patterns of university youth using the social networking sites. As well as identifying the motives and needs that lie behind the use of the sites, and we adopted the survey approach and the study tool represented in the questionnaire was applied. We selected a sample consisting of **100** students, and the study underwent statistical treatment by calculating the percentages of repeating the habits and patterns of using the social networking sites. The motives and needs that lie behind the using of these sites, and the effects resulting from the use of it's on the moral values of university students, and the study revealed the following results:

The largest percentage of students browse social networking sites at home, at a rate of more than three hours alone, and the study found that the percentage of browsing the TikTok was the largest by 67%, followed by Facebook 13%, and then Twitter, Instagram and YouTube in close proportions that ranged between (20%-15%).

Moreover, beside their using of these sites, it was for the purpose of entertainment, social networking sites meets the cognitive needs as well as the emotional needs, and they aren't feel alone when they watched the content of social networking sites, unlike the real world that made them feel lonely, and also had no role in spreading and refining moral values among individuals, which lacked promoting any value they had, and the study also revealed that the majority of university students are aware of the dangers that the values and ethics that media technology brings through the social networking sites, which aims to influence their values and morals.

Keywords: Social Networking Sites, Values, Moral Values, Impact, University Youth.