

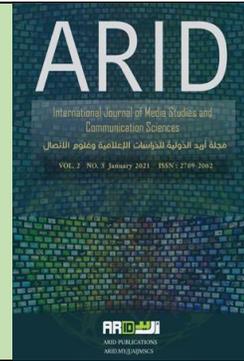


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## مَجلةُ أُرِيدُ الدَّوْلِيَّةُ لِلدِّرَاسَاتِ الإِعْلَامِيَّةِ وَعِلْمِ الإِتِّصَالِ

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**Local news in Facebook posts and its role in economic development in the  
Iraqi cities: A survey on shopkeepers in Tikrit city from 1/5/2016 to 1/8/2016**

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الإخبار المحليَّة في منشورات فيسبوك ودورها في التنمية الإقتصادية في المدن العراقية

استبيان لأصحاب المحلات التجارية في مدينة تكريت 1\5\2016 ولغاية 1\8\2016

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**ABSTRACT**

Though it is the second decade of the 21<sup>st</sup> century, there still a great variation in the concepts of mass media. For decades ago, media have been under the control of governmental or semi-governmental authorities. Nowadays, everyone in society (possessing a smartphone) controls a means of media through which s/he can post freely and inform thousands or millions of people about what is posted. This in turn reflects the difficulty of applying the old concept of news in developing countries, which is based on the principle of "development and promotion of society". Therefore, the researchers, as being part of these countries that seek to keep pace with developed countries, must create concepts and change media mechanisms and strategies in line with the objectives desired to achieve sustainable development in various fields. In addition, the citizens in these countries should be the instruments of real development because of their control of the modern media known as "the new media". The propagation of partisan satellite channels in Iraq after 2003 and the political reality based on allocations and division have made the Iraqi local media tending to political education and propaganda of the parties rather than their interest in conveying news to the audience independently and objectively. This is attributed to that the professionals in these institutions are subject to the policy of the institution inevitably. Consequently, the Iraqi people consider Facebook a means to know the news, especially the local news, because they are related to each other as being relatives, friends, and neighbors. Hence, the individual trusts the news obtained from Facebook posts as s/he knows the people from whom s/he gets information realistically. This is confirmed by Ibn Khaldun who says that people trust each other. Accordingly, this study aims at determining the extent to which the audience is dependent on Facebook as a source of news and information. Additionally, it attempts to identify the extent to which news posted on Facebook affects the local trading activities and its relevance to the future economic development of Iraqi society in general.

**Keyword** :facebook-media- information- news-economic-society

## المخلص

على الرغم من أنه العقد الثاني من القرن الحادي والعشرين، لا يزال هناك تباين كبير في مفاهيم وسائل الإعلام. منذ عقود، كان الإعلام تحت سيطرة السلطات الحكومية أو شبه الحكومية. في الوقت الحاضر، يتحكم كل فرد في المجتمع (بممتلك هاتفاً ذكياً) في وسيلة وسانط يمكن من خلالها النشر بحرية وإبلاغ آلاف أو ملايين الأشخاص بما يتم نشره. وهذا بدوره يعكس صعوبة تطبيق المفهوم القديم للأخبار في الدول النامية والذي يقوم على مبدأ "تنمية المجتمع والنهوض به". لذلك، يجب على الباحثين، باعتبارهم جزءاً من هذه الدول التي تسعى لمواكبة الدول المتقدمة، خلق مفاهيم وتغيير آليات واستراتيجيات الإعلام بما يتماشى مع الأهداف المرجوة لتحقيق التنمية المستدامة في مختلف المجالات. بالإضافة إلى ذلك، يجب أن يكون المواطنون في هذه الدول أدوات التنمية الحقيقية بسبب سيطرتهم على وسائل الإعلام الحديثة المعروفة بـ "الإعلام الجديد". إن انتشار الفضائيات الحزبية في العراق بعد عام 2003م، والواقع السياسي القائم على التخصيصات والتقسيم جعل الإعلام المحلي العراقي يتجه نحو التنقيف السياسي والدعاية للأحزاب بدلاً من اهتمامه بنقل الأخبار للجمهور بشكل مستنقل وموضوعي. ويعود ذلك إلى أن المهنيين في هذه المؤسسات يخضعون حتماً لسياسة المؤسسة. وبالتالي فإن الشعب العراقي يعتبر الفيسبوك وسيلة لمعرفة الأخبار، وخاصة الأخبار المحلية، لأنهم مرتبطون ببعضهم البعض كأقارب وأصدقاء وجيران. ومن ثم، فإن الفرد يثق في الأخبار التي يتم الحصول عليها من منشورات الفيس بوك لأنه يعرف الأشخاص الذين يحصل منهم على المعلومات بشكل واقعي. وهذا ما أكده ابن خلدون في مقدمته، في أن الناس يثقون ببعضهم البعض. وبناءً على ذلك، تهدف هذه الدراسة إلى تحديد مدى اعتماد الجمهور على الفيس بوك كمصدر للأخبار والمعلومات. بالإضافة إلى ذلك، يحاول تحديد مدى تأثير الأخبار المنشورة في الفيس بوك على أنشطة التجارة المحلية وصلتها بالتنمية الاقتصادية المستقبلية للمجتمع العراقي بشكل عام.

**الكلمات المفتاحية:** وسائل الاعلام - معلومات-أخبار - اقتصاد -مجتمع-الفيس بوك

## 1. Introduction

Social networks occupy a great place of interest in modern human social communication. With the spread of Internet as a means of communication and its availability for a broad and educated social segment able to interact and adapt to its information services, the users find ways of communication and interaction that go beyond the limits and engage members of society within multimedia in cyber space. The availability of internet service in every part of the world has made urban societies in particular almost entirely dependent on the news and information provided by the new media, especially with the evolution of internet programs in smartphone. After the popularity of satellite television, this evolution has converted the old concept (the world as a small village) into a more common concept closer and easier to use, which is the world as a phone screen. This small screen has become the most used medium by the audience everywhere, especially after the emergence of such programs as Facebook, Tweeter, WhatsApp, Viber, Tango, WeChat, Coco, FaceTime, Skype, Telegram and Messenger and other programs that may be of limited use. Accordingly, this study aims at determining the extent to which the audience relied on Facebook as a source of news and information in Tikrit after June 10, 2014, especially after it was liberated from the control of the terrorist organization ISIS. In addition, it attempts to identify the extent to which news posted on Facebook affects the local trading activities and its relevance to the future economic development of Iraqi society in general.

### Research Problem

Each scientific research has a problem to be analyzed and investigated to identify the reason for its emergence and determine its dimensions and the circumstances surrounding it. The problem of this study lies in the following questions:

1. Why do the local audience in Tikrit city rely on Facebook as a source of news?

2. What is the effect of news posted on Facebook on the local trading activities? And What are its implications on the local economic development in Iraq in general?

### **Research Objectives**

This study aims at identifying:

1. The audience who most view the news posted on Facebook.
2. The educational level of the audience who view the news posted on Facebook.
3. The occupations of the audience (research sample).
4. The extent to which the audience (search sample) rely on Facebook as a source of news.
5. The means whereby the audience can access Facebook pages.
6. The extent to which the audience is affected by the news posted on Facebook.
7. The extent to which the trading activities in the local market are affected by the news posted on Facebook.
8. The effect of abovementioned issues on the national market in general.
9. The effect of abovementioned issues on the future economic development of the Iraqi city.

### **Research Significance**

The importance of this study stems from the importance of problem and its future impact on the society concerned in particular and Iraq in general. This study is based on the possibility of addressing the audience's reliance on personal pages in Facebook as a source of news, which

effectively affects the local trading and economic development. In addition, it attempts to provide alternative and effective solutions that improve the development process. This is to prevent the influence of personal opinions that sometimes are not based on a scientific and practical approach in reality and those people who are not experienced, and hence the results would be negative rather than positive.

### **Research Method**

This study is based on the method of media survey with the aim of surveying and analyzing the commercial behavior associated with trading for the research sample because it is in line with the nature of the research. According to Abdul-Hameed, the descriptive survey method aims to: depict and document current facts; describe the size and composition of the audience; categorize cultural and social motivations, needs and standards; as well as behavioral patterns, degrees or intensity; and levels of interest and preference.<sup>1</sup> The study employs a questionnaire to collect data on business behavior patterns and the effect of the media studied on this behavior and its future results on economic development.

### **Research Sample**

Snowball sampling technique is employed in this study. This sampling technique begins with a small number of participants with certain characteristics, who recruit other participants sharing the same characteristics. Thus, the sample size increases until the researcher reaches the target number of the sample that has certain characteristics. Therefore, the experts believe that it grows like a rolling snowball or is similar to the cluster sample technique.<sup>2</sup> Since this research is based on surveying stakeholders in Tikrit city, research sample consists of (100) participants, representing owners of shops and commercial offices in the city.

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<sup>1</sup> Mohammed Abdul-Hameed. *Scientific Research in Media Studies*. Cairo, World of Books, 2000, p. 159.

<sup>2</sup> Sami Taya. *Media Research*. Beirut, Arab Renaissance Press, 2001, p. 306.

## Definition of Terms

Facebook: it is a web site and one of the most popular social media. It can be defined as a social network run by a joint stock company (Facebook). Hence, users can join networks organized by the city, employer, school or region in order to connect with others and interact with them. In addition, they can add friends to their list of friends, send messages to them, update their personal profiles and introduce friends themselves. Mark Zuckerberg has co-founded Facebook with his friends Dustin Moskovitz and Chris Hughes in 2004. Facebook becomes available to all in 2006.<sup>3</sup>

Development: is an essential element of stability and human and social development. It is a process of continuous comprehensive or partial development and takes different forms aimed at promoting the human condition to well-being, stability and development in accordance with its economic, social and intellectual needs and possibilities.<sup>4</sup>

## 2. Theoretical Part

### New Media

A global study indicates that the world is now sinking in a flood of information as a result of the widespread and great use of the Internet. Scientists estimate that 800 million information is directed per person annually and that the rate of new information annually increases significantly. The emergence of new media means the beginning of freeing man from the media

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<sup>3</sup> [www.ar.m.wikipedia.org](http://www.ar.m.wikipedia.org)

<sup>4</sup> The United Nations. The international organization's website, [www.un.org](http://www.un.org)

routers that control his mind. This is considered a dual freedom that includes freedom of communication and freedom of reception.<sup>5</sup>

The researchers point out that the most important thing that distinguishes new media is the end of the era of isolation and silence in the face of opinions in favor of what the media says. Thus, the person who could not express his opposing opinions through traditional means has used the alternative means to express his opinion clearly to interact with other groups. The most important thing that the new media has provided to the audience is the social media that have allowed millions of people to communicate with each other and exchange ideas and knowledge of all kinds. Perhaps the most important thing is achieving commercial deals and marketing large quantities of goods through these media, later known as electronic marketing. Thus, new media can solve all the problems of life very quickly. Consequently, its use in sustainable economic development will certainly improve it if used scientifically by applying the elements of this development in reality.

### **Mass Media and Development**

The new world system and the subsequent new media system have also created a series of challenges for the world in general and developing countries in particular, represented by the dimension of development. In this study, development refers to sustainable development. The media is no longer a means of entertainment, as some believe, but it instigates revolutions and, at the same time, it is disheartening. The media also has a role in urging people to cooperate and struggle to create real development in their communities. The media has the ability to motivate and draw attention to the means and objectives desired by the society (i.e., serious media).<sup>6</sup>

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<sup>5</sup> Yas Khudhair al-Bayati. *New Media: Freedom, Chaos and Revolutions*. United Arab Emirates, Fujairah Authority for Culture and Media, 2014, p. 112.

<sup>6</sup> Ahmed As-Sayed Kurdi, a research published online, [www.kenanaonline.com](http://www.kenanaonline.com)

The seminars held on this important topic are of national and international nature. These various seminars, studies and discussions have demonstrated of disagreement and conflict between the development institutions and media institutions on the one hand, and compatibility, homogeneity and integration between them, on the other hand. This topic is important in the current and future phase in Arab world in particular. It acquires special importance because it raises new problems other than those previously raised. Accordingly, it is necessary to identify the traditional and new problems posed by the relationship between the media and development, especially after the emergence of new media.<sup>7</sup>

Wilbur Schramm argues that increasing expectations in a country has risks. When a government seeks to achieve the demands of its people, it has to consider the extent to which it can satisfy them. In case if the needs are provoked without satisfaction, the people will not react to it. Thus, the worst result is that the government finds itself in an unenviable position. The right policy requires balance between demand and achievement. The core point is that there should be demands and efforts done for well-being and national development; otherwise, development may not be achieved.<sup>8</sup>

Based on this vision, the researcher believes that the development will decline in developing countries if they do not follow the pace of the 1970s and 1980s for several reasons, the most important of which are:

1. Governments in these countries do not fulfil their obligations towards their citizens and deprive them of life benefits in general.

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<sup>7</sup> Abdul Razzaq Mohammed al-Dulaimi. Media and Development. Al-Masera Press for Publishing, Distribution and Printing, Amman, 2013, p. 161.

<sup>8</sup> Wilbur Schramm. Mass Media and National Development. Translated by: Mohammed Fathi. Egyptian General Authority for Authorship and Publishing, Cairo 1970, p. 175.

2. Governments in a number of countries tend to build military armories, particularly in the Arab world, because of regional threats as well as internal challenges and inter-conflict.
3. Development programs in the media are largely limited to military mobilization and militarization of society. Therefore, citizens in these countries have not received the expected returns from development.
4. Developing countries lack democracy and the dictatorial regimes have dominated their capabilities for decades and control most of the capital and economic activities in general.

In order to bear fruit, development efforts must reflect the interests of the audience, their issues and actual needs. The audience is the goal of development and the instrument for implementing its programs. Without the participation of audience, the government cannot put forward development thought or try to implement it. Hence, individual's awareness of his actual needs and the issues of his society and his desire to change the conditions that obstruct development motivate him to believe in the feasibility of development and make efforts for the success of its plans and objective. Monitoring the government decisions and projects and forming a public opinion on them to reveal their shortcomings contribute to the adjustment of policies and ensures their benefit to the audience in the light of the available possibilities.<sup>9</sup>

Lerner opines that developing countries can reach the ranks of developed countries if they can acquire certain behavioral characteristics. Lerner calls for four basic variables for development, they are: urbanization, education, participation in mass media and political participation. Lerner emphasizes that the new society achieves a high score in the rank of these characteristics, while the traditional society achieves only a low score in it. In this context, mass media provided and

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<sup>9</sup> Farouk Khalid Al-Hassanat. Mass Media and Contemporary Development. Osama Press for Publishing and Distribution, Amman 2011, p. 86.

still provides people with information, ideas, opinions, events and changes, and can therefore provide new lifestyles that raise the standard of the traditional environment.<sup>10</sup>

### **Media Dependency Theory and Development Theory**

The theorists of media dependency determine the increasing interrelation among mass media, social systems and the audience within a comprehensive framework. This interrelation affects the content of communication media and the dependence of the audience on them. So, the more these media provide important information services the more the audience depends on them. Therefore, they believe that the most dependent individuals are the most vulnerable to their influences in their beliefs and perceptions.<sup>11</sup>

Based on this theory, employers in Tikrit city rely mostly on local news posted on Facebook regarding trading processes. This is attributed to that they constantly browse Facebook through using their smartphones, taking advantage of modern communication technologies or what is known as new media. This effect belongs to the cognitive effects of the theory. It is represented by removing the ambiguity resulting from the lack of sufficient information to understand the event by providing adequate information and correct interpretations of the event. In addition to influencing the perception of the audience for the importance it gives to certain issues, as well as the influences of values and beliefs.

Because of the situation in developing societies, development theory has emerged in the 1980s. It is based on the ideas and opinions contained in the MacBride Commission report on communication problems in the third world. The principles and ideas contained in this theory are important and useful to developing countries because it opposes dependency and the policy of

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<sup>10</sup> Ibid, p. 129.

<sup>11</sup> Yousra Khalid Ibrahim and Fatima Abdul Kadhim Hamad. An-Nahreïn Press for Distribution, Advertising and Publishing, Baghdad, 2010, p. 76.

foreign domination. Moreover, the general principles work to affirm national identity, national sovereignty and cultural specificity of societies. Although this theory allows only a little democracy according to the prevailing circumstances, it simultaneously imposes cooperation and calls for concerted efforts between different sectors to achieve development goals. Development theory acquires its independent existence from other media theories and its recognition and acceptance of comprehensive development and social change.<sup>12</sup> The development that Facebook is spreading today is unintended and not based on government planning and most of audience believe that it is a part of the democratic practice sought by them.

The researcher believes that it is the actual development that can serve the society now and will have more positive effects in the future because it is based on the need and provides what is possible in reality according to Wilbur Schramm. Therefore, governments in developing countries should develop their development planning mechanisms and rely on new media technologies to broadcast their development programs. As mentioned in the introduction, the essence of development today is the culture of the citizen and the extent of his communication and interaction with new media technologies.

### 3. Survey

The researcher prepared a questionnaire consisting of several questions and distributed to a representative sample of employers in Tikrit. This questionnaire was presented to a group of experts<sup>13</sup> and then was amended according to their observations. In order to measure the reliability of the questionnaire, the Test-Retest method was applied to a random sample of 10% equal to 10 forms of the total sample after three weeks of the first application. The reliability was

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<sup>12</sup> Khaldoun Abdullah. Media and Psychology. Osama Press for Publishing and Distribution, Amman, 2009, p. 106-107.

<sup>13</sup> The experts committee included Prof. Dr. Saad Salman Abdullah, Assist. Prof. Dr. Fareed Saleh Fayadh, Lecturer Habeeb Khalaf Milh.

(82.2%). The researcher prepared (100) questionnaire for the sample and conducted interviews with the participants. Based on the interview, the researcher found that (4) participants do not have Facebook accounts, but they browse the news using their friends' Facebook accounts; therefore, their responses were excluded from the sample. Then, the researcher collected the data obtained from the questionnaire and analyzed them, as clarified in tables.

Table (1): gender of participants

Male		Female	
Frequency	Percentage	Frequency	Percentage
84	%87,5	12	%12,5

Table (1) clarifies that the first rank was for male in the practice of trade in Tikrit with a frequency of (84) by (87.5%); while female ranked second with a frequency of (12) by (12.5%). In a conservative Eastern society and under the poor situation witnessed in Iraq, this percentage of female engaged in trade is a major challenge to traditions, customs and unstable security and political conditions.

Table (2): age of participants

20-25		25-30		30-35		35-40		40-45		45-50		50 and older	
F	%	F	%	F	%	F	%	F	%	F	%	F	%
52	%54,1	22	%22,9	6	%6,25	6	%6,25	4	%4,1	4	%4,1	2	%2,08

Table (2) demonstrates that the first rank was for the age group (20-25 years) with a frequency of (52) by (54.1%). This large percentage indicates that those who work in trade in Tikrit are young people and certainly have an average level of education that enables them to access Facebook, have their own Facebook accounts and belong to groups concerned with their business activity. As for the second rank, it was for the age group (25-30 years) with a frequency of (22) by (22.9%). It is the most experienced group in the business with good level of education

accompanied by exposure to the new media. The two age groups (30-35 years) and (35-40 years) came in third place with equal frequency (6) by (6.25%). These two groups are mostly based on business experience. The fourth place was for the age groups (40-45 years) and (45-50 years) with equal frequency (4) by (4.1%). Finally, the age group (50 years and older) ranked last with a frequency of (2) by (2.08%). The researcher considers that this age group rarely accesses Facebook for entertainment only.

Table (3): qualification of participants

Primary		High school		Bachelor		Postgraduate	
F	%	F	%	F	%	F	%
10	%10,41	22	%22,9	48	%50	16	%16,6

As shown in table (3), bachelor degree ranked first among other qualifications with a frequency of (48) by (50%). This percentage of those who are well educated represents half of the total sample. Since access to new media needs a good level of education, this means that the majority of those who do business use Facebook. The second rank was for high school with a frequency of (22) by (22.9%). These participants also have a scientific qualification that qualifies them to access Facebook and benefit from it for commercial purposes. The postgraduate qualification ranked third with a frequency of (16) by (16.6%). These participants can actually benefit from access to Facebook in terms of business because they can analyze the news and link it to reality and its implications for the overall situation. Finally, primary ranked fourth with a frequency of (10) by (10.41%). This qualification has the lowest number of participants who may rely on their experience in trade rather than Facebook.

Table (4): means of access to Facebook

Computer		Smartphone		Computer and smartphone	
F	%	F	%	F	%
8	%8,3	73	%76,04	15	%15,6

Table (4) indicates that (73) participants accessed Facebook via smartphone by (76.04%). Computer and smartphone were used by (15) participants by (15.6%). While computer ranked third with a frequency of (8) by (8.3%).

Table (5): Facebook accounts of participants

Have their own Facebook account		Do not have Facebook account	
F	%	F	%
96	%96	4	%4

Based on results shown in table 5, (96) participants (represented by 96%) have their own Facebook accounts. While only (4) participants (represented by 4%) do not have Facebook accounts; therefore, they were excluded from the research sample.

Table (6): participants' dependence on news posted on Facebook

Facebook is a main source of news		Facebook is not a main source of news	
F	%	F	%
58	%60,5	38	%39,5

Table (6) shows that the first rank was for participants who consider Facebook as their main source of news with a frequency of (58) by (60.5%). This is a high percentage, showing that the majority of employers in Tikrit depend on local news on Facebook. The second place was for participants who do not consider Facebook as the main source of news with a frequency of (38) by (39.5%). They access Facebook and in the future Facebook may become their primary news source.

Table (7): type of business practiced by participants

Food		Household items		Electrical appliances		Upholstery		Clothes and fabrics		Medical supplies		Electronic devices		Libraries and stationery		Craftsmen	
F	%	F	%	F	%	F	%	F	%	F	%	F	%	F	%	F	%
22	22,9	4	4,1	10	10,4	6	6,25	10	10,4	10	10,4	10	10,4	10	10,4	14	14,5

Table (7) clarifies that participants who trade food ranked first with a frequency of (22%) by (22.9%). The food trade is prevailing in Tikrit, especially after its liberation from the terrorist organization ISIS. Food is a priority for the population, so traders have focused on food trading. Artisans including barber, blacksmith, carpenter, baker, photographer, and maintenance offices ranked second with a frequency of (14) by (14.5%). This group benefited from the situation in the city, especially after the defeat of terrorist groups that most houses were stolen and destroyed. Third place was for trades of electrical appliance, clothing and fabric, pharmacies and medical supplies, electronic device and libraries and stationery with a frequency of (10) by (10.4%). This is almost the average ratio, representing insignificant tools that are bought when needed. As for upholstery, it ranked fourth with a frequency of (6) by (6.25%). This category is almost limited to houses that were burned and damaged by military actions. Finally, household items including cooking utensils and accessories ranked last with a frequency of (4) by (4.1%). It is observed that the low frequency of this category indicates its insignificance to the public; therefore, few people are involved in this trade.

Table (8): the effect of news posted on Facebook on participants

No.	Effects of viewing news posted on Facebook	Always		Sometimes		Never		Weighted mean	Percentage weight
		F	%	F	%	F	%		
1	I follow news posted on Facebook daily	46	%47,9	50	%52,08	-	-	1,5	50
2	I know about local news from relatives and friends	38	%38,5	54	%56,25	4	%4,1	1,6	53,3
3	I trust Facebook news more than other news media	8	%8,3	58	%60,41	30	31,25 %	2,23	74,3
4	I won a business deal because of Facebook news	-	-	10	%10,41	86	%89,5	2,9	96,5
5	Wholesalers deal with me based on Facebook news	2	%2,08	34	%35,41	60	%62,5	2,6	86,8
6	Facebook news is inaccurate	20	%20,8	60	%62,5	16	%16,6	1,9	65,3
7	I use Facebook for entertainment only	26	%27,08	62	%64,5	8	%8,3	1,8	60,4
8	Facebook news causes me anxiety and fear	9	%9,3	59	%61,4	28	%29,1	2,1	70,4
9	I closed my Facebook account one time or more	4	%4,1	54	%25'56	38	%39,5	2,3	78,5
10	In my business, I rely on my expertise and not on what is posted on Facebook	42	%43,75	40	%41,6	14	%14,5	1,7	56,7
11	I get important news from private sources	37	%38,5	39	%40,6	20	%20,8	1,9	63,3

	regarding my trade								
12	I use Facebook to post news for commercial purposes	10	%10,41	51	%53,1	35	%36,4	2,2	75,3
13	The political and security situation controls the market	65	%67,7	25	%26,04	6	%6,25	1,3	46,1
14	I have closed my shop several times based on news posted on Facebook	1	%1,04	55	%57,2	29	%30,2	2,06	68,7
15	In the future, trade will depend on mass media	39	%40,6	53	%55,2	4	%4,1	1,6	54,5
16	In the future, Facebook will have a major role in improving the local and national economy	31	%32,2	57	%59,3	8	%8,3	1,7	58,7
17	Facebook offers more experiences in commerce and economics	35	%36,4	51	%53,1	10	%10,4	1,7	57,8

Based on results presented in table 8, the item (I won a business deal because of Facebook news) ranked first with a weighted mean of (2.9) and a percentage weight (96.5%). This shows that trade professionals have achieved a profit by concluding business deals based on Facebook news. This will certainly reflect in future development. The item (Wholesalers deal with me based on Facebook news) ranked second with a weighted mean of (2.6) and a percentage weight (86.8%). It is clear that wholesalers do not risk supplying goods for retailers when security and political news is discouraging or intimidating. As for third place, it was for the item (I closed my Facebook account one time or more) with a weighted mean of (2.3) and a percentage weight

(78.5%). This indicates that shopkeepers are closing their shops based on news posted on Facebook, and this news certainly represents a threat to the city. The fourth place was for the item (I use Facebook to post news for commercial purposes) with a weighted mean of (2.2) and a percentage weight (75.3%). It is observed that traders were interested in Facebook and a large proportion of them have used Facebook for commercial purposes. In fact, this news may be untrue and is intended as an illegal commercial competition.

Regarding the fifth rank, it was for the item (I trust Facebook news more than other news media) with a weighted mean of (2.23) and a percentage weight (74.3%). This demonstrates that local merchants rely on and trust Facebook news more than other media. While the item (Facebook news causes me anxiety and fear) ranked sixth with a weighted mean of (2.1) and a percentage weight (70.3%). This item indicates the importance of Facebook in people's lives as the news posted on Facebook has become a source of concern and fear for people. The seventh place was for the item (I have closed my shop several times based on news posted on Facebook) with a weighted mean of (2.06) and a percentage weight (68.7%). This denotes that shopkeepers are closing their shops based on news posted on Facebook. The item (Facebook news is inaccurate) ranked eighth with a weighted mean of (1.9) and a percentage weight (65.3%). Participants express their doubt about the news posted on Facebook and consider it inaccurate; yet, they access Facebook. The ninth place was for the item (I get important news from private sources regarding my trade) with a weighted mean of (1.9) and a percentage weight (63.3%). They rely on their own sources when it comes to trade, selling and buying. They often benefit from their relationships with sources in the security services, particularly the secure ways of transporting goods.

As for the tenth rank, it was for the item (I use Facebook for entertainment only) with a weighted mean of (1.8) and a percentage weight (60.4%). They access Facebook for the purposes of

entertainment, enjoyment and formal interaction with posts without affecting their commercial behavior. The item (In the future, Facebook will have a major role in improving the local and national economy) ranked eleventh with a weighted mean of (1.7) and a percentage weight (58.7%). This demonstrates the conviction of a large proportion of participants of the role played by Facebook in deepening the principles of local and national economic development. Concerning the twelfth rank, it was for the item (Facebook offers more experiences in commerce and economics) with a weighted mean of (1.7) and a percentage weight (57.8%). A large proportion of participants acknowledge that Facebook offers more business experience, which means that they have achieved commercial benefits from access to Facebook. The item (In my business, I rely on my expertise and not on what is posted on Facebook) ranked thirteenth with a weighted mean of (1.7) and a percentage weight (56.7%). They are traders who rely on their own business experiences and not on Facebook news. Perhaps a part of these experiences may be acquired from other mass media.

Moreover, the item (In the future, trade will depend on mass media) ranked fourteenth with a weighted mean of (1.6) and a percentage weight (54.5%). These participants support that in future, trade will depend on mass media and the information and expertise they provide to traders. The fifteenth rank was for the item (I know about local news from relatives and friends) with a weighted mean (1.6) and a percentage weight (53.3%). These participants rely on private sources of relatives and friends that they trust to some extent rather than mass media. Concerning the sixteenth rank, it was for the item (I follow news posted on Facebook daily) with a weighted mean of (1.5) and a percentage weight (50%). This indicates that half of research sample follow the news posted on Facebook daily and they certainly rely on Facebook news in a large part of their work. Finally, the item (The political and security situation controls the market) ranked last with a weighted mean of (1.3) and a percentage weight (46.1%). Here, participants support that

the security and political situation in the city and the country controls the market to some extent. This is clear from the reality of the local trading activities. Hence, the more the security crisis in the city, the more the decline of trading activity. This leads employers not to open their shops, followed by the lack of shopping. The researcher observed that during the period of study, people crowded in front of filling stations in long queues for long time. People explain that they may be forced to leave the city because of the deteriorating security situation, as happened on June 10, 2014 when ISIS terrorist organization took control of the city. It is noteworthy that on July 15, 2016 on the night of coup happened in Turkey, people remarkably crowded in front of filling stations in Erbil city. After posting the news with pictures on Facebook about the control of the coup by the Turkish government, the crowd began to decrease on filling stations.

Based on the above, the researcher found that local trade has become mainly dependent on new media, especially Facebook, for easy access to news through it. The local trade in Iraq is dependent on external commercial forces. It becomes clear that unfortunately, this dependence is dividing the country by sect. Hence, the north deals commercially with Turkey and imports European goods through it, the south deals commercially with Iran and imports Asian goods through it, while the mid cities have a diversity of goods from both directions.

#### **4. Conclusions and Recommendations**

##### **a. Conclusions**

1. Trade is no longer a male profession in Iraqi society as the researcher found that a good percentage of women do business in Tikrit despite being a conservative city and cannot be compared to the capital.

2. Most of those who practice trade in Iraqi society are young people under the age of 30 years and have a qualification of higher education.
3. The vast majority of Iraqi society access Facebook via smartphones.
4. The researcher found that (96) participants out of (100) have their own Facebook accounts.
5. The audience consider Facebook the best source of local news.
6. The food trade is the most important trade in Iraqi society. This means that the State has failed to provide food in accordance with the ration card system in time and according to health specifications.
7. Nowadays, the Iraqi public is almost addicted to Facebook because of the security and political conditions prevailing in the country as the people find a room in Facebook to express their grievances from the poor situation and the government and its disappointing policies.

#### **b. Recommendations**

1. Employing Facebook to spread the spirit of cooperation and love and reject sectarianism, violence and terrorism that is ravaging the country.
2. Directing the Iraqi public to benefit from Facebook to promote the principles of development through the new media.
3. Using Facebook to advertise and promote goods and services provided by employers in Iraqi society.

4. Directing government institutions to adopt their own pages and use them to publicize the decisions and services provided by them to the public.
5. Benefiting from the services provided by Facebook to the fullest extent possible in national awareness, education and promotion of e-commerce.
6. Providing facilities for traders and employers to use new media in trading activities.

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