# Social networking sites use addiction and its relationship with social alienation among university students. (the facebook as a model)

(A field study on a sample of Ghardaia University students users of facebook)

# إدمان إستخدام مواقع التواصل الاجتماعي وعلاقته بالاغتراب الاجتماعي لدى طلبة الجامعة.(الفيسبوك أنموذجا)

(دراسة ميدانية على عينة من طلبة جامعة غرداية المستخدمين للفيسبوك)

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**Abstract**.-

**T**his study aimed to reveal the nature of the relationship between social networking sites use addiction,the facebook use as a model,and social alienation,and the level of both facebook use addiction and social alienation among a sample of 210 students of **G**hardaia **U**niversity users of facebook,chosen by snow ball sampling method.It was used **B**ergen **F**acebook **A**ddiction **S**cale (**BFAS**), and **T**ravis's **A**lienation **S**cale (1993).**T**he study results have shown that there is a positive correlation between facebook use addiction and social alienation,a high level of facebook use addiction and an average level of social alienation.

**Key words**:social networking sites,facebook use addiction,social alienation,**G**hardaia **U**niversity students  users of facebook.

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**الملخص:**هدفت هذه الدراسة إلى الكشف عن طبيعة العلاقة بين إدمان استخدام موقع التواصل الاجتماعية الفيسبوك والاغتراب الاجتماعي.وكذلك درجة إدمان استخدام الفيسبوك ومستوى الشعور بالاغتراب الاجتماعي لدى عينة قوامها 210 طالبًا من طلبة جامعة غرداية يستخدمون الفيسبوك،تمت المعاينة بطريقة كرة الثلج.وتم استخدام مقياس(Bergen) لإدمان الفيسبوك ومقياس(Travis's Alienation Scale,1993) لقياس لاغتراب الاجتماعي.أظهرت النتائج أن هناك علاقة ارتباطية موجبة بين إدمان استخدام الفيسبوك والاغتراب الاجتماعي.كما كانت درجة إدمان استخدام الفيسبوك مرتفعة ومستوى الاغتراب اجتماعي كان متوسطا .

**الكلمات الدالة**: مواقع التواصل الاجتماعي،إدمان استخدام الفيسبوك،الاغتراب الاجتماعي،طلبة جامعة غرداية المستخدمين للفيسبوك

## 1. Introduction

The excessive use of social networking sites,including Facebook,has become a common phenomenon among university students.This use may reach to the level of addiction and has negative repercussions on the various aspects of their health,psychological and social life.This may lead to a number of alienation manifestations among students,such as isolating them from their real world and living in a virtual society contrary to the norms,values,customs and traditions prevailing in their real society.…

From this point of view,we seek through this paper to reveal the nature of the relationship between the degree of facebook use addiction and the feeling level of social alienation among a sample of Ghardaia University students users of facebook.

## 2. The study problem:

Online social networking are websites that allow their users to create accounts from which they can talk to people they know real or virtual.They also allow people to post and exchange messages,photos,videos and files,and write about specific topics that other participants may be interested in,commenting on and expressing their opinions about.

Since their introduction,social networking websites have attracted millions of users, many of whom integrated their sites as a daily practice. (Aida Abdulahi,2014,p134)

Social networking sites,especially Facebook,represented the first daily activity of most segments of society,especially with the availability and popularity of Internet service and low cost and easy access to it at any time and anywhere through mobile phones."Using social networking sites is a particularly popular activity on smartphones,with around 80% of social media used via mobile technologies (Marketing Land,2017).For instance,approximately 75% of Facebook users access the SNS via their mobile phones".(Mark D Griffiths & Daria Kuss,2017,p51)

A research study conducted across 15 countries identified students in higher education as being responsible for increasing the use of mobile computing devices,such as tablets and smartphones, with 67% attributing the technologies as being a factor in their academic success.Facebook is the social media platform most commonly used by university students.A study of 3000 university students found that 90% used Facebook.Facebook's popularity with university students was further confirmed in a 2015 study in the United Kingdom by the organisation,Joint Information Systems Committee (Jisc) that reported 85% of students used the social networking platform.(Karen Sutherland et al,2018,p14)

We have noticed the spread of this phenomenon among the students through their preoccupation with their mobile phones in university yards and in its external environment and even during lectures in the classrooms.This is confirmed with successive statistics that reveal every time the growth in social media usage around the world,"the number of users of these sites is increasing steadily every second." (Hedaya Darwish Salman,2014)

For context,as of May 2019,total worldwide population was 7.7 billion.There are 3.499 billion active social media users and 2.375bn billion monthly Facebook active users (as of Q3 2018).(Kit Smith.2019)

Recently,the danger of the social networking site "Facebook" has increased with the increasing number of users,and with the increase in the time they take to use it to the extent that some of them may be called "Facebook addicts",as they use this site compulsively despite their awareness For his psychological severity.(Yasira Abu Hadros,2016,p114)

According to an Indian study based on addiction that says people in the age group of 15- 30 use Facebook more than 12 hours a day.(Ashwini Veronica & Umesh Samuel,w.d,p74)

The scientists from Gothernburg University of Sweden,who conducted a Facebook survey on 100 students,showed that %85 of the surveyed log in Facebook at least one time every day.According to the survey,the half of the participators mentioned that they feel they drop behind something in social sense.The survey by Oxygen Media and Lightspeed Research Center which was conducted on girls whose ages ranged from 18 to 34 and all of whom were social media users revealed striking consequences.34% of them confessed that they log in Facebook before they go to the toilet when they wake up every morning whereas 39% identify themselves as Facebook addicts.49 % of them take hacking and controlling their boyfriends' accounts as a normal behavior.A research made by Chicago Booth School of Business University on subjects who were between 18 and 35 and were the members of Facebook and Twitter showed that social network addiction precedes smoking and drug addictions.Specialists remarked that the desire for being on social networks is superior to the desires for sleep and rest,pointing to a social disaster,and,they discussed social media addiction is more harmful than smokingand drug-addiction.
(Emre ÇAM Sakarya & Onur İŞBULAN,2012,p15)

Excessive and compulsive behavior associated with the use of social media and the Internet has recently been categorized as behavioral addiction, and although it is still not officially recognized, it has become an integral part of current psychopathology.(Andreassen,C.S,2015)

Some scholars (e.g. Kuss and Griffiths 2011,Wilson et al.2010,Griffiths et al.2014) argue that SNS may  be potentially addictive because mood modication,salience,tolerance,withdrawal symptoms,conflict and relapse appear to be present in people who use SNS excessively
(Silvia Casale and Giulia Fioravanti,2017,p44)

Griffiths (2005) operationally defined addictive behavior through six components:salience, tolerance,mood modification,conflict,withdrawal problems,and relapse.As Griffiths argued,any behavior fulfilling these criteria can be defined as an addiction.Chemical and behavioral addictions have these same core symptoms.Thus,excessive and compulsive usage of social media can be considered a behavioral addition.Salience occurs if social media dominates one's life and becomes a significant part of it.Mood modification occurs if social media is used as a strategy for coping with anxiety and stress.Tolerance develops if a social media user gradually increases the time of usage in order to modify his/her mood. Withdrawal problems occur if a person becomes stressed and has unpleasant feelings when one cannot access social media.If one prefers using social media over face-toface interactions,a hobby,or activity,conflicts occur.Finally,relapse occurs when a person wants to reduce social media usage but cannot manage to do so.(Buran Köse,Ö. & Doğan,A.,2019,p177)

Andreassen and Pallesen (2014) defined social media addiction as "being overly concerned about social network sites (SNSs),to be driven by a strong motivation to log on to or use SNSs,and to devote so much time and effort to SNSs that it impairs other social activities,studies/job, interpersonal relationships,and/or psychological health and well-being".
(Andreassen,C.S.,& Pallesen,S.,2014,p4054)

The study of Young,K. (1996) found that Internet addiction is associated with many negative effects,such as:self-confinement, and disconnected with his community even his family,with feelings of dryness,and lead to alienation and social isolation,the study showed that university students are the most affected and related to the Internet,which affects their level Academic,to absent from school,lying to parents,withdraw from the social environment.(Young, K.,1996)

A study published in the American Journal of Preventive Medicine last year (2017) surveyed 7,000 19- to 32-year-olds and found that those who

spend the most time on social media were twice as likely to report experiencing social isolation,which can include a lack of a sense of social belonging,engagement with others and fulfilling relationships.Spending more time on social media, the researchers said,could displace face-to-face interaction,and can also make people feel excluded.(Jessica Brown,2018)

The constant connection of students to the Internet and their excessive use of social networking sites,including Facebook through their mobile phones and their attachment to all that is new and their desire to explore and learn about Western cultures and the diverse ideas presented by social networking sites may contribute to the reformulation of their thinking and attitudes,which may earn them behaviors that would Changing the shape of their social relationships and their daily lifestyle and weakening the fabric of their family and social relations,from delinquency to social isolation and reaching to social alienation.

Due to the prevalence of the phenomena of Facebook addiction and social alienation among students at different educational levels and their negative repercussions on their psychosocial side,both of them were studied by researchers interested in the educational process.When reviewing previous studies on the subject we found many studies as the following ones:

**The study of Ozlem Afacan &Neslihan Ozbek (2019):**
It aimed to investigate the social media addiction of high school students in terms of some variables such as age,class,type of school, gender and daily average internet usage period. Survey method was used in the study. "Social Media Addiction Scale" (SMAS) developed by Tutgun-Unal and "Personal Information Form" prepared by the researcher were used as data collection tools. The data were obtained from a total of 596 students studying in three high schools with different academic achievement level in Kirsehir in Turkey.No significant difference was found in terms of gender variable. When the total scores of high school students on Social Media Addiction Scale are examined,it is determined that the students have "low level of addiction".In addition, it was found that there was a significant relationship between high school students' daily average internet usage time and social media addiction.(Ozlem Afacan &Neslihan Ozbek,2019,p 235)

**The study of Nida Tabassum Khan  and Sohail Ahmed(2018):**
It aimed to determine the impact of facebook addiction on undergraduates' academic performance.100 randomly selected undergraduate students at BUITEMS,Quetta,Pakistanwere examined. 52% were females and 48% were males .all those participants have active facebook accounts. Bergen scale was used for the assessment of facebook addiction. Demographic data, academic scoring i.e. GPA and time spent on Facebook was also obtained from each participant. Microsoft excel was used for analysis of the raw data. Results showed that the incidence of facebook addiction among undergraduates was quiet high along with disturbing effects on student's academics resulting in lower GPAs.(Nida Khan  and Sohail Ahmed,2018)

**The study of Suryanto suryanto (2018):**
This study aims to investigate on the existence of alienation,the characteristics of alienated students,and the ways of teachers to cope with such a condition in the English teaching and learning process.This study employs a mixed methods approach by combining interviews from the qualitative side and survey research on the quantitative side to achieve the objectives of this study.Ten teachers and twenty students participated in interviews to gather the qualitative data,and 250 students took part in the questionnaire surveys to obtain the quantitative data.Findings show that the number of alienated students as being relatively small – 14.53%. They are commonly characterized as being quiet,taking a seat at the corner,acting being busy doing something, becoming belated students,being withdrawn, and preferring to stay alone.Although the number of alienated students was small,the teachers realize that their existence could pose an issue.Hence, they attempted to solve this problem by engaging in intense communication with alienated students,giving them encouragement,and empowering classmates(Suryanto suryanto,2018,p234)

**The study of Cengiz Şahin (2017):**
It aimed to determine the relationship between social media addiction and life satisfaction among 612 (380 female,232 male) university students as well as the effect of social media addiction on predicting life satisfaction.Social Media Addiction Scale-Adult Form (Şahin and Yağcı,2017) and Life Satisfaction Scale (Diener,Emmons,Larsen and Griffin,1985;Köker,1991) were used in the data collection process.The results indicated that there is a negative relationship and moderate

correlation between life satisfaction and social media addiction.There is also a significant relationship,according to the regression analysis,between life satisfaction and social media addiction levels.The students' level of social media addiction is low while their level of life satisfaction is moderate.(Cengiz Şahin,2017)

**The study of Elona Hasmujaj (2016):**
It examined the relationship between internet addiction and loneliness among albanian students of University of Shkodra and the gender differences to this aspect.The participants to the research were 151 students from 18-23 years old.It was used the self-administered questionnaires:Internet Addiction Test (IAT) and UCLA Loneliness Scale.The research has shown that there is a mild negative correlation between loneliness and Internet addiction,on the other hand no gender differences was found in terms of internet addiction and loneliness level.The results suggest that students addicted to the Internet have significantly lower rates of loneliness.(Elona Hasmujaj,2016,p397)

**The study of Yamina Bouabaya (2015/2016):**
It aimed to investigate the level of addiction on social networking sites "Facebook" as a model and its relationship to the emergence of some psychological problems among 200 pupils users of the Facebook  in some secondary schools of Messila city in Algeria,also aimed to investigate the differences in each of:Facebook  addiction and the level of the emergence of some psychological problems among the study sample attributed to the variables of sex and the academic specialization.The results showed that the level of addiction to Facebook is moderate and the level of the emergence of psychological problems is low among the study sample.There are no statistically significant differences in the level of Facebook addiction and the level of the emergence of some psychological problems among the study sample attributed to the variables of sex and the academic specialization . There is no statistically significant relationship between the level of Facebook addiction and the emergence of some psychological problems in the study sample.(Yamina Bouabaya (2015/2016)

**The study of Sabrina Hamdi (2014/2015) :**
It aimed to reveal the relationship between Internet addiction and psychological alienation and aggressive behavior on a purposive sample of (406) students using the Internet In some secondary schools of El wadi state

in Algeria.It was applied the Young Test for Internet Addiction the scale of the aggressive behavior of Arnold Bus and Perry and the psychological alienation scale of Zaineb Shuquayr after their partial adjustment.The results regarding internet addiction and psychological alienation are as follows:
-There is a positive correlation between Internet addiction and psychological alienation among secondary school students.
-There are statistically significant differences in the degrees of addicts and non - addicts on the scale of psychological alienation in favor of addicts.
-There are statistically significant differences by sex (males and females) in internet addiction in secondary school students in favor of males.
-There are no statistically significant differences by sex in psychological alienation among secondary school pupils.(Sabrina Hamidi,2014/2015)

**The study of Al-Aqeel (2014):**
It aimed at identifying the psychological alienation phenomenon with a sample consisting of (251) Syrian refugees in Jordan who were selected the way available,according to the age,sex, social condition, and academic level variables.The researcher employed the descriptive,survey method and a constructed questionnaire comprising (96) items,distributed over eight basic domains:nonstandardization,meaninglessness,social isolation, insurgency,objectification,lack of objective,inability and selfalienation.The results showed that there was a medium psychological alienation degree with the Syrian refugees.(Nizar A. Shammout,2016,p138)

**The study of Mustafa Kayihan Erbas (2014):**
This study aimed to determine the alienation levels and attitudes of physical education teacher candidates towards the teaching profession and identify the relationship between their alienation levels and their attitudes towards teaching.The study group consisted of 695 teacher candidates studying in 5 physical education and sports teaching departments in Turkey.The study revealed that alienation levels and attitudes of physical education teacher candidates towards the teaching profession were moderate and alienation levels were important predictors of the attitude levels towards the teaching profession.(Mustafa Kayihan Erbas,2014,p37)

**The study of Şükrü BALCI & Abdülkadir GÖLCÜ (2013):**
It focused on Facebook Addiction among university students.According to data taken by 903 students from Selcuk University;5.1% of the students were addicts and 22.6% of the students were in the risky group.According to these results,it can be clearly said that 27.7% of participants were problematic

Facebook users.It was revealed by this survey that there was a meaningful relation between Facebook operating time of participants and loneliness level of participants with Facebook Addiction level.Moreover,it was seen that Facebook Addictions of participants differentiate according to their Facebook usage purposes.(Şükrü BALCI & Abdülkadir GÖLCÜ,2013)

**The study of Samia Briem (2012):**
It aimed at investigating the relationship between internet addiction and feeling of psychological alienation among 276 students at the University of Oum el Bouaghi in Algeria, and gender differences in internet addiction.The results showed a statistically significant relationship between internet addiction and feeling of psychological alienation,and statistically significant gender differences in internet addiction in favor of males.
(Samia Bream,2012,p215)

**The study of Yu Sen et al (2012) :**
It aimed to investigate the relationship between Facebook integration and Internet addiction among 755 students in five universities in Taiwan.The Integration and Participation Scale on Facebook and the Internet Addiction Scale was applied.The study revealed the increased risk of social withdrawal symptoms and other negative psychological consequences associated with Internet addiction.(Yu Sen et al,2012,p 2210)

**The study of Johnson,G.,M. (2005):**
It sought to understand the relationships between college student alienation, academic achievement, and use of WebCT. Fifty-three students enrolled in an undergraduate educational psychology course provided three types of data:1) self-rating of eight Likert scale alienation items,2) academic achievement measured with four types of multiple choice questions evaluating mastery of course content,and 3) use of WebCT defined as total number of Hits,Articles Posted,and Articles Read. Findings suggest that peer alienation was associated with increased WebCT use;learning alienation and course alienation were associated with low WebCT use.Learning alienation demonstrated an inverse relation to academic achievement.In most cases,significant predictive relationships between academic achievement and student use of WebCT were curvilinear.(Johnson,G.,M.,2005,p179)

**The study of Sunwoo Kim & Rando Kim (2002):**
It aimed:(a) to investigate the respondents' tendency toward internet addiction and alienation;(b) to demonstrate the variance of internet addiction

tendency by alienation, personality,and demographic factors;(c) to examine the relative influence of individual factors on internet addiction;and finally,(d) to observe the characteristics of internet usage behaviors clustered by internet addiction tendencies.The authors selected internet users in the Seoul metropolitan area who used the internet at least once in a week.The number of respondents was 557,from 15 to 39 years.It was applied 3 Assessment tools:The Young's (1998) internet addiction scale after modification,Dean's Alienation Scales and The MBTI(Mayers-Briggs Type Indicator) personality scale originated with Jung after modification as well.The most important findings of the study showed that: 3.1% of the respondents are seriously addicted to the internet and 26% are lightly addicted to it.The mean score of alienation was 2.32 out of 5 points.Internet addiction is closely related to alienation.(Sunwoo Kim & Rando Kim,2002)

**The study of Robert Kraut  et al (1998):**
It examined the social and psychological impact of the lnternet on 169 people in 73 households during their first i to 2 years on-line.Greater use of the Internet was associated with declines in participants'communication with family members in the household,declines in the size of their social circle,and increases in their depression and loneliness.Internet Paradox A Social Technology That Reduces Social Involvement and Psychological Well-Being?(Kraut R et al,1998,p1017)

Built on the above,we see the great importance to the topic of addiction on social networking sites and their resulting effects and negative repercussions,especially among university students,because as young people,they are the most attracted and receiving technology and therefore,they are the most users of it.We noticed more than once the university students excessive use of those sites through their mobile phones everywhere and all the time,that gives us an indication that Ghardaia's university students may be addicted to use,as we have touched many of the attitudes and behaviors that ensue and carry with it signs of alienation such as isolation and indifference to the events that are happening around them, separate from their outside world,this is what made us investigate and study this phenomenon among the students to determine the extent of their use of these sites.And how far they are addicted  to facebook use,and what level of social alienation they feel by answering the following questions:

**2.1.** What is the nature of the relationship between the use addiction of social networking site,facebook,and the level of social alienation among the study sample members of Ghardaia University students users of facebook?
**2.2.**How far are the study sample members of Ghardaia University students users of facebook addicted to the social networking site,facebook ?
**2.3.**What is the social alienation level among the study sample members of Ghardaia University students users of facebook?

**3**.**The objectives of the study:**

The current study aimed To find out:
**3.1.**The relationship between social networking sites addiction,the facebook use as a model,and social alienation level among Algerian students of Ghardaia University.
**3.2.**The level of both facebook use addiction and social alienation level among Ghardaia university students

**4.The importance of the study:**

**4.1.**The importance of the study lies in that it will shed lights on the reality of facebook use addiction and its relationship with social alienation feeling level among Algerian students of Ghardaia University who use facebook .
**4.2.**The results of this study will contribute in bringing the responsible people into the factuality of the psychological and social problems, which are related to Facebook use among these students,and work toward alleviating the effects of such problems .
**4.3.**The study will assist the educational and psychological counselors to know that actuality of the problems connected with Ghardaia university students' feeling of social alienation,and work toward setting preventive,developmental and remedial programs for these students.

**5.The theoretical and operational definitions of the study concepts:**

**5.1.Social media:**is a new set of tools,new technology that allows us to more efficiently connect and build relationships with our customers and prospects.(Safko Lon,2010,p5)31

**5.1.1.Social networking sites**:
**-**Balas (2006) has defined SNS as a platform used as a mean for building online communities,where individuals from around the world can connect with each other for a variety of reasons.
(kittiwongvivant & rakkanngan,2010,p20)
-Boyd Danah & Ellison Nicole (2007) have defined social network sites as web-based services that allow individuals to (1) construct a public or semi-public profile within a bounded system,(2) articulate a list of other users with whom they share a connection,and (3) view and traverse their list of connections and those made by others within the system.The nature and nomenclature of these connections may vary from site to site.
(Boyd Danah & Ellison Nicole,2007,p211)
**5.1.2.**We dentifine social networking sites as a media that allows individuals to join virtual electronic communities through the internet by creating their own account according to certain criteria, through which they can interact and communicate with each other,anytime,anywhere by computers or smartphones,where this communication can be through various types of forms of visual,audio or written communication,whether through the exchange of images,messages or videos.It also provides them with various electronic services such as:sharing or publishing different files or uploading and accessing to information,chatting,making comment,expressing freely likes and opinions about various issues and topics of common interest.
**5.2.Facebook:**The term "facebook" as it is known in Europe refers to a paper book carrying pictures and information of individuals in a particular university or group.Hence the name of the site,and this is a common way to introduce people,especially in foreign universities,some of them so that the members of the university browsing these books To find out more about the students in the same college (Naoufel bin Khalifa and Amina Bakkar,2019,p281)
**5.2.1.Facebook:**is a free,socially-run social networking site operated by Facebook Limited as a private property.Users can join networks organized by the city,employer,school or territory to connect and interact with others,and can also add friends to a list.Their friends and send messages to them, and also update their profiles and identify friends themselves.(Nabil Ben Jelloul,2017,p56)
**5.2.2.**WE define facebook as a social networking site through the Internet,which enables its users to create their own files,through which its users aim to establish relationships with other users across the world,and

allows them to do several activities,including:the exchange of information,ideas and opinions,comment and exchange and dissemination of files Such as photos,videos,books ....

**5.3. Social media Addiction:**

**5.3.1.Internet addiction:**is a relatively new form of dependency,which is under review by the scientific community.Essentially it refers to the increasing number of people who report more and more involvement with the Internet to raise the feeling of satisfaction and a systematic increase in the time spent for pumping this feeling.The Internet addiction although not officially recognized as a clinical entity is a condition that causes significant reduction in the social and professional or academic functioning of the individual.(Marianna Diomidous et al,2016,p67)

**5.3.2.Social networking sites use addiction:**is a mental disorder that is centered around attachment to online friends,and interacting with people Social networking sites,and social networking addicts are unable to Give up on login and participate in these sites.(Nnamdi Godson,2009,p 64)35

**5.3.3.**We define social networking sites use addiction as an excessive use of social networking sites,which leads to disorders in the student's life (health,psychological,family,social,academic,time) and interruption of use leads to psychological suffering (tension,boredom,discomfort) .

**5.3.4Facebook addiction:**Cheung and Thadani (2012) stated that problematic facebook use can be depicted as the inability to control and limit the amount of time one spends on facebook that comprises a number of virtual activities.(Begum SATICI et al,p.p201-302)

**5.3.5.**We define facebook  use addiction:the excessive use of social networking site,facebook to the degree of habituation and the inability to leave it,so that it seizes the attention of its user spending most of his time in using it without feeling the passage of time,measured by the degree to which the sample of the study obtained on the Bergen Facebook Addiction Scale.

**5.4.Alienation:**

**5.4.1.**The term alienation has a long history.Latin in origin,alienation features in the work of early theologians such as Calvin and Luther.Alienation,in theological terms,means an estrangement of humanity from God following Adam and Eve's banishment from Eden.Since then,scholars have studied how individuals become alienated from the social and political world,their work,and from themselves.

(Shantz  Aamanda,et al,2015,p334)

-The Gale Encyclopedia of Psychology defined alienation as a powerful feeling of isolation and loneliness,and stems from a variety of causes.Alienation may occur in response to certain events or situations in society or in one's personal life.

(Gale Encyclopedia of Psychology,2001,p27)

-Abdul Aziz Mustafa (2005) defines alienation among young people as "The collapse of social relations among young people as a result of dissatisfaction and rejection towards the values of the family or the whole society.On the psychological level,the young man loses the sense of belonging to the society in its comprehensive or narrow concept,with a tendency to isolation and distance,because he feels that what he is doing has no value and will not affect the external environment. (Abdel Aziz Mustafa,2005)

**5.4.2.Social alienation:**

**5.4.2.1.** Alienation from society's mean ends system:It refers to a social condition to which individuals adapt.Individuals are alienated from either society's means or its ends system .

**5.4.2.2.**Alienation from the system:This is a conscious rejection of which society stands for as a whole.(Sonia Gupta,2018,p128)

**5.4.2.3.**We define social alienation as a psychological and social condition that dominates the student and makes him feel separated from his society as a result of the inability to adapt to the conditions prevailing in it,where this feeling appears in several aspects including:indifference,loss of control,loss of standards,loss of meaning,lack of belonging and social isolation.It is measured by the total score obtained by the study sample from Ghardaia University students on Travis's Alienation Scale (1993).

**6.Methods and Materials:**

**6.1.Design**:

The data were collected with a sample selection method from the whole study population of Ghardaia University students using facebook.It relied heavily on statistical techniques and mathematical numerical data,in order to answer the three study questions.Relational descriptive approach method was employed to conduct the present investigation.

**6.2.The sample**:

Since the number of Ghardaia University students who use facebook is unknown;the representation of the study's sample consisted of 210 students using the facebook was conducted through a snow ball selection because

"snowball sampling is applied when samples with the target characteristics are not easily accessible." (Mahin Naderifar et al,2017,p1)

### 6.3. Assessment tools:

**6.3.1.The Bergen Facebook Addiction Scale (BFAS)**:This scale was developed by Cecilie Schou Andreasen and her colleages from University of Bergen in Norway.It comprises 18 items,three for each of the six core features of addiction: salience,mood modification,tolerance,withdrawal, conflict,and relapse.Each item is scored on a 5-point scale using anchors of 1:Very rarely and 5:Very often.Higher scores indicate greater Facebook addiction.(Cecilie schou Andreasen et al,2012,p505)

According to the response on the scale,the person who scores 56 and above is classified as addicted to the use of facebook.This measure has high reability values.Cronbach alpha was 0.83 and by re-applying the test after 5 weeks was 0.82.The researcher,Suad bin Jedidi translated it into Arabic with the help of proficient professors in English and others in Arabic.
(Suad bin Jedidi,2015/2016,pp 179-180)

In this study,it was used the one translated by the researcher,Suad bin Jedidi.

**6.3.2.Social Alienation Scale:**It was used Travis's Alienation Scale (1993),in which Travis proposed the Margins of Society (MOS) Alienation Scale that consists of 14 items with Likert scale responses.The scale eliminates the broadness of  Srole's scale and attempts to identify attitudinal variables of alienation.The results of a principal components analysis revealed four factors: marginality,aloneness,aspirations,and normlessness.Of these four,Travis selected all items that exhibited high loadings (0.50 to 0.69) under the marginality factor and compiled them into his final scale.Through item-analysis and reliability testing,Travis found the MOS Alienation Scale to have higher internal reliability (0.78) and higher external and criterion validity than Srole's Anomia Scale,and is comparable to McClosky and Schaar's.(Anthony Yang,2015,p15)

In this study,it  was used the one translated by the researchers.And it is considered the three following  levels of alienation feeling:

The low level of alienation feeling is [14-32].

The  average level of alienation feeling is [33-51].

The high level of alienation feeling is  [52-70].

**6.3.3.Psychometric characteristics of the Facebook addiction scale and Social alienation scale according to the current study**:

The validity and reliability of both scales were measured on a sample of 30 students users of Facebook site,using the statistical package for the social sciences spss version 19.

-The validity was measured based on the calculation of discriminant validity and internal validity,while the reliability of the scale was calculated by The split halves test for internal consistency reliability and the Cronbach's Alpha Test.

**6.3.3.1.The facebook addiction scale:**

**-Discriminant validity of the scale:**The calculated value of (T) test was 12.69 and was statistically significant at the level of 0.01.

**-Internal Validity of the scale:**The correlation coefficients between each paragraph in the overall degree of the scale ranged from 0.422 to 0.778,all of which are valuable and  statistically significant,either at 0.01 or 0.05.

**\*** So the scale is valid and measures what is set to measure in this study.

-**Split halves test for internal consistency reliability of the scale:**The correlation coefficient was 0.76,adjusted by the Spearman-Brown equation of 0.86,and was statistically significant at 0.01, indicating the reliability of the scale in the present study.

**-Cronbach's Alpha Test of the scale**:Its value was of 0.89.and was statistically significant at the level of 0.01,which indicates a high degree of the scale reliability.

**\*** Both values of reliability were statistically significant at 0.01,indicating a high degree of the scale reliability in the current study.

**6.3.3.2.The social alienation scale:**

**-Discriminant validity of the scale:**The calculated value of (T) test was 13.09 and was statistically significant at the level of 0.01.

**-Internal Validity of the scale:**The correlation coefficients between each paragraph in the overall degree of the scale ranged from 0.447 to 0.858, all of which are valuable and  statistically significant,either at 0.01 or 0.05.

*So the scale is valid and measures what is set to measure in this study.

**-Split halves test for internal consistency reliability of the scale:**The correlation coefficient was 0.80,adjusted by the Spearman-Brown equation of 0.89.

**-Cronbach's Alpha Test of the scale**:Its value was of 0.87.

*Both values of reliability were statistically significant at 0.01,indicating a high degree of the scale reliability in the current study.

# 7. Discussion and analysis of results

Below are the results of this study,arranged in an order according to the study questions.

**7.1.What is the nature of the relationship between the use addiction of social networking site,facebook,and the level of social alienation among the study sample members of Ghardaia University students users of facebook?**

For answering this question,it was calculated  the pearson correlation coefficient  between the final degrees of study participants obtained on the Bergen Facebook addiction scale and their final social alienation levels obtained on Travis's Alienation Scale (1993).Table (1) illustrates this.

**Table (1) illustrates the relationship between facebook use  addiction and social alienation level among Ghardaia university students users of facebook.**

| Variables | | facebook addiction | social alienation |
|---|---|---|---|
| **facebook addiction** | **Pearson Correlation** | 1 | .172[*] |
| | **Sig. (2-tailed)** | | .013 |
| | **N** | 210 | 210 |
| **social alienation** | **Pearson Correlation** | .172[*] | 1 |
| | **Sig. (2-tailed)** | .013 | |
| | **N** | 210 | 210 |

**\*. Correlation is significant at the 0.05 level (2-tailed).**

The results show that there is a positive correlation between the degree of facebook use addiction and the level of social alienation.The Pearson correlation coefficient was 0.172,and it is a statistically significant value at the level of 0.01.Therefore there is **a statistically significant positive relationship** between the degree of facebook addiction among the study sample members of Ghardaia University students and their feeling level of social alienation.**So  increased facebook use  addiction was associated with increased levels of social alienation** among the study sample members of Ghardaia university students.

This rate is comparable with studies reported by:Sabrina Hamdi (2014/2015), Şükrü BALCI & Abdülkadir GÖLCÜ (2013),Samia Briem

(2012),Yu Sen et al) 2012),Johnson,G.,M. (2005),Sunwoo Kim & Rando Kim (2002) and Robert Kraut  et al (1998).However,this study differs in its results with the study of Yamina Bouabaya (2015/2016) that indicated **no relationship** between the two variables,and the study of Elona Hasmujaj(2016)which indicated **that increased Internet  usage was associated with decreased levels of loneliness.**

### 7.2.How far are the  study sample members of Ghardaia University students users of facebook addicted to the social networking site,facebook ?

For answering this question,it was calculated:

First,the final facebook  use addiction degrees of  the study participants obtained on the Bergen Facebook Addiction Scale.

Then,the frequency and percentage of students who scored more than 56 on the Bergen Facebook Addiction Scale.Table (2) illustrates this.

**Table (2) illustrates frequencies and percentages of normal facebook users and addicted facebook users among the  study sample members of Ghardaia university students.**

| users | Frequency | Percentage |
|---|---|---|
| **Normal users** | **62** | **29.5** |
| **addicted users** | **148** | **70.5** |
| **Total** | **210** | **100.0** |

The results show that 70.5% (148) of student are addicted facebook users.This indicates that facebook addiction is spread among the majority of the study sample members of Ghardaia University students.

This result is consistent with the one of Nida Khan and Sohail Ahmed(2018) which showed that the incidence of facebook addiction among undergraduates was **quiet high**.

There  are  also  studies  that  shows  others  results  including the study of each of the following:

-The study of Yamina Bouabaya (2015/2016) that showed that the level of addiction to facebook is **moderate.**

-The study of:Ozlem Afacan &Neslihan Ozbek (2019),Cengiz Şahin (2017),Sunwoo Kim & Rando Kim (2002) that determined that the students have **low level of addiction.**

### 7.3.What is the social alienation feeling level among the study sample members of Ghardaia University students users of facebook?

For answering this question,it was calculated  the final social alienation levels of study participants obtained on the Travis's Alienation Scale (1993).Table (3) illustrates this.

**Table (3) illustrates the differences in the levels of social alienation feeling among the study sample members of Ghardaia University students users of facebook.**

| low [14-32] | | average [33-51] | | high [52-70] | | total | | calculated chi-square value | scheduled chi-square value | Significance level |
|---|---|---|---|---|---|---|---|---|---|---|
| n | % | n | % | n | % | n | % | | | |
| 06 | 02.86 | 126 | 60 | 78 | 37.14 | 210 | 100 | 104.224 | 9.21 | 0.01 |

The results shown in this table indicate that the level of social alienation feeling among the study sample of Ghardaia University students users of facebook was on average,which is reflected by 60 % (126),while the high level was estimated at 37.14 %,followed by the low level 2.86 %.It also shows that calculated chi-square value was 104.229,which is more than the scheduled chi-square value (9.21) and was statistically significant at 0.01,which indicates that there are differences between the three levels,and that **an average level of social alienation feeling** is spread among the majority of the study sample members of Ghardaia University students. There are studies that support the conclusion  that the degree of alienation was **medium** like the ones of:Al-Aqeel (2014),Mustafa Erbas (2014) and Sunwoo Kim & Rando Kim (2002).But There  are  studies that found that the degree of alienation was **low** like:The one of Suryanto suryanto(2018).

# 8. Conclusion:

The current study aimed at identifying the relationship nature between the degree of facebook use addiction and the feeling level of social alienation,as well as to detect the prevalence of facebook addiction among Ghardaia University students users of facebook and their feeling level of social alienation.The results showed that there was:
-a statistically significant positive relationship between the degree of facebook addiction among the study sample members of Ghardaia University students users of facebook and their feeling level of social alienation.
-a large number of the students users of facebook scored high degrees (more than 56) on the facebook use addiction scale reached to about 75% .

-an average level of social alienation feeling is spread among the majority of the study sample of Ghardaia University students users of facebook.

 These results can be attributed to the students' experiences of life stress,study stress,routine and monotony of daily life in general.Moreover,the university students as young people,with their enthusiasm,high ambition,renewable and effective energy did not find the mechanisms that help them to achieve their hopes,aspirations and goals.So they resorted to facebook as one from the best,easiest,fastest and cheapest way,that enable them to escape from those pressures and to compensate for the different kinds of shortage in their daily life fields especially with the lack of facilities in the university or city where they live on one hand.On the other hand,facebook attracts them because of its various characteristics,like:excitement,fun,luxury,entertainment,modernization,development,innovation and the possibility of:self-expression,having the opportunity to create personal relationships with other facebook users,contacting other friends and relatives and obtaining the required information easily and speedly.And with the passage of time and excessive use,the students' attachment to facebook and desire to maintain it increase and they become accustomed to and dependent on it because they are unable to control and manage the time spent in using it;so that they become addicted to it,and this is reflected on their social side and on their interactions with family,neighbors and friends.They spend most of their time to access facebook without paying attention to the performance of their social duties,this increases the feeling levels of social alienation manifestations among them like social loneliness and social isolation;rather than the strange ideas,customs,traditions,values and standards they receive through their long and continuous sitting in front of such site and which are different from those prevailing in their society;this would contribute to reshaping their thoughts, attitudes,beliefs and behaviors,which leads to high levels of social alienation.

## 9.Recommendations

Based on the study findings,we suggest the following recommendations:

-The University shoud set ethical issues and regulations wich contribute in reducing the disadvantage and the bad concequences of internet excessive use,its networks,websites and applications.
-The university should consider blocking the usage of social network sites during class.
-The university counsellors shoud  provide small group or individual counselling for students who are facebook addicted and /or social alienated.
-More studies are needed to investigate the prevalence of  facebook addiction and its  psychological and social morbidity in the other educational stages.

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