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SOCIAL MEDIA NETWORKS USE IN COMMUNICATION ANALYSES OF ARABIC COUNTRIES

The development of social media is changing the ways of communicating, collaborating, creating and consuming. Social networks become fundamental and have a transformative impact on business and companies. The use of social network tools, and stimulating innovation in relationship with buyer and potential customer help to increase communication and interaction. The target of this article is analyze, identify, and to show all the particularities of social media networks use in Arabic countries. The methods used are scientific literature analysis, cross table analysis and comparison analyzes.

Keywords: social media, digital media, marketing communication, social networks.

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Statement of the problem in general form and it's connection with important scientific or practical tasks. Over the past decade, social media networks in marketing communications has exhibited and exponential integration and penetration into lives of individuals and businesses. It became an indispensable and needed necessity for daily life [1]. The network of social media permit the creation of online communication among communities and encourage the participation of users with different media models [2]. With the rising of social media, all Arabic world users, hold the new technology by utilizing social media tools in order to communicate rapidly and fast [3]. Thus, business is becoming the leading position of the social media to found and create an effective presence [1]. Companies can thru social media tools, connect, publicize, promote and advertise their products and services with their customers [4]. Moreover, Arab governments require the meaning and importance of social media. Using social media tools in Arab countries support the communication between the population, the business and the government [5]. Arab world users create new usage for many channels connecting with the online world [6]. Social media use in Arab countries has more potential to grow as well as in Africa in comparison with Europe or North America.

Social media Networks remain the set of online applications which construct the basic beliefs and guiding principles that manifest ideas and techniques through Websites. Thus, it means the connection between people in which they are trading, creating, exchanging and sharing information and thoughts in virtual networks. Also, it is a classification and varieties of new set of online media for involvement, acceptance, broad-mindedness and discourse. [7].

Therefore, this topic was selected as a consequence of the growing rising and widening increase of the channels of social networks. Hence, social media in Arab Countries has several impacts [8].

Most of these impacts are:

- shortening distances between people;
- immediate and direct platform to get information and news;
- offers features, products and services;
- offers opportunities for jobs and careers;
- enable the growth and expansion of businesses with direct revenue generation;
- improve corporate image and mission;
- large platform of advertising and marketing that encourage consumer approaches.

Despite of all these advantages, Arab countries suffer from non-conductive of personnel interaction between users and risk of ruination of corporate reputation. Thus, social media channels may pose a big threats to traditional media and may take a piece of their market shares [9]. Therefore, for the organization it is very important to choose the social network that will deliver the message to the target audience (Davidavičienė, 2017). Companies must represent themselves in the online world in order to be more active so it is very essential to appreciate and understand changes and in marketing communication affected by the growth and rise of social network channels.

Formulation of the purpose of the article (statement of the problem) is to show, consider, analyze, and identify the particularities of networks of social media in Arabic countries. The methods used are scientific literature analysis, cross table analysis, and comparison analyzes.

Analysis of the latest research and publications, which initiated the solution of this problem and on which the author relies. Moreover, Social media in communication is very important in all fields and domains. It should be understood by defining Web2.0 which is described as an advanced and courant approach for the World Wide Web, a very large position and area where everything can be successively and constantly alerted through users by sharing information [10]. «It is much more to do with what people are doing with the technology than the technology itself, for rather than merely retrieving information, users are now creating and consuming it, and hence adding value to the websites that permit them to do so» [11]. The demonstration of definitions of scientist about Social Media in Communication internet penetration by country is represented in *Table 1*.

Table 1 – Definitions of scientist about Social Media in Communication

Definitions	Scientists	Article
The bottom line of social media networks is the capability and competency to partage and hold contain with users. In consideration of uploading content, users record and register their profiles by creating them	[12]	The value and use of social media as communication tool in the plant sciences
Social Media Networks is a platform that show services and permit users to build public profiles through systems, and remain lists of other users with whom they share information and connection. The nature of connection may vary from site to site	[13]	Social network sites
The platform of internet shows a progressively big toolbox, and it may be hard to select between varieties of «core resources»	[14]	An Introduction to Social Media for Scientists

Continued Tab 1

The research work is affected by the tools of social media. The scholar discussions are growing increasingly and shared all over webs like twitter, Mendeley and zotero. Discussions may be reviewed by comments and suggestions	[15]	Altmetrics in the Wild: Using Social Media to Explore Scholarly Impact
The social media data is readable in a special machine that opens new perspectives and experiences for social networks analyses	[16]	Semantic Social Network Analysis
Recently, the sites of social media is the most popular and much known purposes and destinations. The high level of users is covered by press and speculation about all terms of social network sites	[17]	Who's Space? Differences Among Users and Non-Users of Social Network Sites
Some arguments supported by science outreach social media are simply applications of arguments	[18]	A critical evaluation of science outreach via social media: its role and impact on scientists
About tweets, they can expect and predict cited articles between the three days of the publications of articles. The activity of social media can increase progressively citations and reflects the quality of the articles that predict citations but the main true use of this criterion is to measure the impact of social media use	[15]	Can Tweet predict citations? Metrics of social impact based on Twitter and correlation with traditional metrics if scientific impact.
Basically, the online social network is where a community interact, cooperate and relate through their profiles that show and represent their public personnel and networks of connection	[19]	Imagined Communities: Awareness, Information Sharing, and Privacy on the Facebook
Taking into consideration the methods of growing the social media over time, in an individual and community level, it can change and advance membership and content	[20]	Group Formation in Large Social Networks: Membership, Growth, and Evolution
The big evolution of the Internet has taken to live and online communities, that allow persons to found and preserve numerical and digital networks with other users	[21]	Stoichiometric Attractiveness on Facebook
The sites of social network are becoming popular and much known recently. Thus, they attract the attention of researchers. Greatest of the readings directed to date have concentrated on a only societal interacting site	[22]	Trust and privacy concern within social networking sites: A comparison of Facebook and Myspace
Friendster, World, My space and others networks sites let users presenting themselves and connecting by social networks and establish by maintaining communication with others	[13]	The Benefits of Facebook «Friends:» Social Capital and College Students' Use of Online Social Network Sites
Studying social networks observes many levels and relate them. Researchers has examined the manner of how individuals make friends and how much they rely to each other's in their social network support	[23]	Rhythms of social interaction: messaging within a massive online network
Social network analysis offers a powerful background for observing and understanding common relations connected. They are complemented by a multitude of logical methods ranging from simple importance marks to sophisticated models	[24]	Analyzing Social Networks Via the Internet

Statement of the main material of the research with full justification of the scientific results obtained. Arab countries and regions took big steps and cross phases to reach and adopt frequently e-business, e-commerce and e-marketing [25] through all social medias tools networking. Arabic countries are becoming significant online marketplaces and powerhouses where they can integrate and penetrate commerce and marketing concerns [26]. The demonstration of internet penetration by country is represented in *Table 2*.

Table 2 – Internet penetration by country

YEAR	UAE	QATAR	KSA	LEBANON	TUNISIA	EGYPT
2013	88%	85%	81%	58%	NO DATA	22%
2014	96%	78%	85%	62%	45%	36%
2015	94%	91%	89%	79%	44%	45%
2016	100%	93%	93%	84%	49%	59%

Source: Internet Live Stats (2017) (www.internetlivestats.com)

Moreover, by increasing and focusing on social media networks in marketing communication, companies can succeed by considering each Arab country levels in many fields: geopolitical, cultural, linguistic, connection appliances and employments. There are many and various tools that are in practice as social media forms in Arab countries. SNS (social network sites) are the simulated societies allowing individuals to build profiles, join with others, share information thru communicating and connecting [27]. The main common SNS are Facebook, Google+, LinkedIn, Myspace, etc.

Blogs are personnel web that are written by a user concerning a certain topic and wants to share with the community of readers who can write comments, like or feedback. Blogs are also considered as online journals that are widely used and popular because they provide specifics topics [28]. Content communities are sites that can allow and let users write, post and share content. They are existed around videos, links and others. Some content communities such like YouTube can simplify the process of commenting and sharing on music and videos [9]. Forums are platforms where all users create topics with its comments. Forums are considered as resources for those who are interested in special topics [29]. Forums permit the discussion online with same and similar interest and notice. They are a big powerful element of online communities. Sometimes, forums are as well know chat rooms or messages boards. Virtual worlds are commonly known as the novel area on the web usage. User can engage, involve and occupy immersive worlds [1]. Databases and document are generated and created by Wikis users. Wikis website let users add, edit, acting on information. It seems like working on a database. The best wikis known are Wikipedia, the encyclopedia used online with over 2 million English languages articles; Wiki travel, the free travel guide; etc. Mini (micro) blogging present social media interacting shared with blogs. Updates of enclosures are spread through online mobiles networks; the application of «Twitter» is considered as a familiar mini blog. Social bookmarking also are platforms that reflect online new stories where users can simply recommend online music, videos, vote and others interested topics to focus on.

In Arab countries, all these social media networks start to have numerous aspects and improve the real quality of business that lead the profitability and success. The governmental relation with public seems successful and effective [30]. Recent Arabic statistics organized by the Arab Social Media Influencers Summit (2015) stated that 81% consider social media as easier way to connect, 51% reflect that it is a great channel of communication between the public and the government [31]. Otherwise, the most Arab country primarily practice channels and tools of social media to connect and join each other's. Chatting, gaining information, listening to music, watching videos, sharing photos and images, all are habits for Arab users but chatting is the most common activity among them [32]. Facebook is one of the furthestmost practiced used of social media channels across Arabic countries [27]. In one hand,

a part of users occupy about half an hour per session of usage of internet, 14% morning time, 21% afternoon, 52% evening and 13% at night. The devices used to practice and connect in social media are 83% smartphone, 11% laptop, 3% desktop and 3% tablet. The Arab population is considered youthful, since 0.33% of each Arabic country is measured about 25 years old or younger. The majority is youth, as per June 2016, 77% of social media users were between 16 and 34 years old¹ and percentage of Facebook users reached 67% as soon as users are between 15 and 29 years old.²

Many other forms of social media used by Arab countries are considered very important tools to E-commerce and E-marketing. (E.g. Apple iTunes, click2quit, Asmallworld.net, E-Bay, Amazon.com, Craig's list, current TV, Open source software communities like Mozilla, windows live, yahoo, google, etc.) [33].

The main support of Social Media in Marketing Communication crossing all the Arab regions are: communication, knowledge and entertainment [34]. The values of sowing knowledge, experience, patience and morality so that the society can reap promising young leadership and change the destiny of Lebanon (Farhat, 2017).

Communication. Social media flat the Arab world and reduce distances. Through it, people are becoming closer. Improving and offering users clear meaning of communication reduce geographical and cultural borders and limitations across Arab countries in different continents [2].

Knowledge. Social media networks opens horizons and prospects in knowledge and novel understanding. It helps people to develop and research topics that are interested in. knowledge is well considered as a modern technological tool for receiving and instant update and modernization [35].

Entertainment. In Arab continent, [36] states that social media is seeming as a basis of entertainment helping to break the wearisomeness of regular repetitive. It allows operators to lookout and lookout missing programs or chapters, online sport events besides all entertainment shows.

Social Broadcasting in Publicizing Communication has become interesting due to the quick technology's changes and modifications [10]. Communication channels are becoming multiple and consumers can change their preferences media uses for information [37]. The effectiveness of this communication depends on the well understanding of consumer needs and behavior by identifying their needs and provides them with the correct service at the accurate time in the precise place [38]. It is very important to make sure that the appropriate media is used [39]. Multiple channels of communication networks in Arab regions pose a big challenge to Arabic Marketers to reach their target consumers especially that traditional marketing media is losing its importance by challenging with the novel social media.[9]. Internet networks are rising and increasing such radio, online newspapers, online magazine and TV as a preferred platform for advertisement [40].

Social media presence in marketing communication is rising and growing rapidly and faster, becoming a big part of marketing planning and strategy of companies considering volume, size, shape and purpose [31]. All Arab marketers try to assimilate Integrated Marketing Communication (IMC) in order to guide principles and practice them to communicate with their target market. [41] suggests that IMC use to coordinate advertising and control public relations, direct marketing and personnel selling. It helps to achieve different company's missions and goals [42].

¹ Go-Gulf.2013. «Social media in the middle East» statistics and trends.

² Mohammed Bin Rashid School of Government. 2014. «Citizen Engagement and Public Services in the Arab World: The Potential of Social Media». 6th Edition. (<http://www.go-gulf.ae/blog/social-media-middle-east>).

Moreover, [43] suggests that social media network communication is an economical tool, using Line, Instagram, Twitter, WhatsApp, Viber, Facebook, LinkedIn and others [44]. Therefore, using text message and voice calls will stand and sustain significant telecommunication costs to consumer [45]. Social media still the main platform in the Arab countries, where users can express and show their creativity and inspiration. It enables freedom of expressions and direct contact [41]. It reinforces the need of Arab youth to escape from closed society become more sociable. In e-marketing, social media allowed to find professional information for career opportunities through networks and opens occasions in the Arab world to have and maintain their own businesses [46] e.g. it empowers women to work online business at home.

Social Media in Marketing Communication in Arab countries. Arab marketers recognize that digital marketing and online investment are primordial and elemental to development and implement e-marketing [47]. Companies who desires to finance by investing in digital social such television, broadcasting, radio, etc. must firstly select media choices and customer preferences with a digital infrastructure [48]. Business webpages are the greatest often used numerical announcement network (90% of Arabic defendants), tracked by social networking sites like Facebook (73% and more), LinkedIn (46%), and Twitter (42%) [27]. Digital marketing expenses and costs presently characterize approximately 21% of the total budget among companies [49, 50]. These expenditures will remain in growing and rising, as 78% of companies report an purpose to rise asset in digital elevation in the little period [51].

A comparison in *Table 3* will demonstrate and indicate information about many classifications concerning Arabic countries. The top social media channel used in Arab country is Facebook. About 45% of users ensure that Facebook has the preference on other social media tools in Arab countries. Statistics concerning the access on Facebook are presented in *Chart 1*.

Table 3 – Comparison table concerning Arabic countries

	Bloggers threatened, arrested or released	Population	GDP per capital (US \$)	Number of daily newspapers	Total dailies circulation	Total TV penetration (%)	Broadband penetration (%)	Mobile penetration (%)
Bahrain	5	800,000	27,260	9	189,000	98.0	68.0	209.0
Egypt	31	76,700,000	2,160	19	4,000,000	93.0	7.4	72.0
Jordan	1	5,900,000	3,630	8	313,000	95.0	15.0	95.0
Kuwait	2	3,500,000	45,920	17	961,000	99.0	25.0	109.0
Lebanon	5	3,900,000	7,710	13	396,000	93.4	19.0	61.0
Oman	0	2,800,000	21,650	8	274,000	86.0	9.7	130.0
Palestinian Territory	1	4,000,000	1,680	4	80,000	93.0	15.0	25.0
Qatar	0	1,200,000	93,170	7	211,000	93.5	84.0	169.0
Saudi Arabia	6	25,500,000	18,850	15	1,900,000	91.0	37.0	130.0
Syria	16	20,300,000	2,770	10	379,000	90.0	0.5	45.0
Yemen	3	23,700,000	1,170	6	170,000	61.0	1.6	34.0

Source: United Nation ILO Department of statistics, <http://laborsta.ilo.org>.

Facebook is providing to Arab communities fastly and highly among all others live social networks online. It views for many explanations: it successes easily, the quality is available, and information is well identified. For researchers and scientists, Facebook is interesting in many aspects:

- 1) As a form of social media phenomenon;
- 2) As an single space of remark on the confidentiality approaches and the designs of information disclosure between fresh individuals users (*Figure 1*).

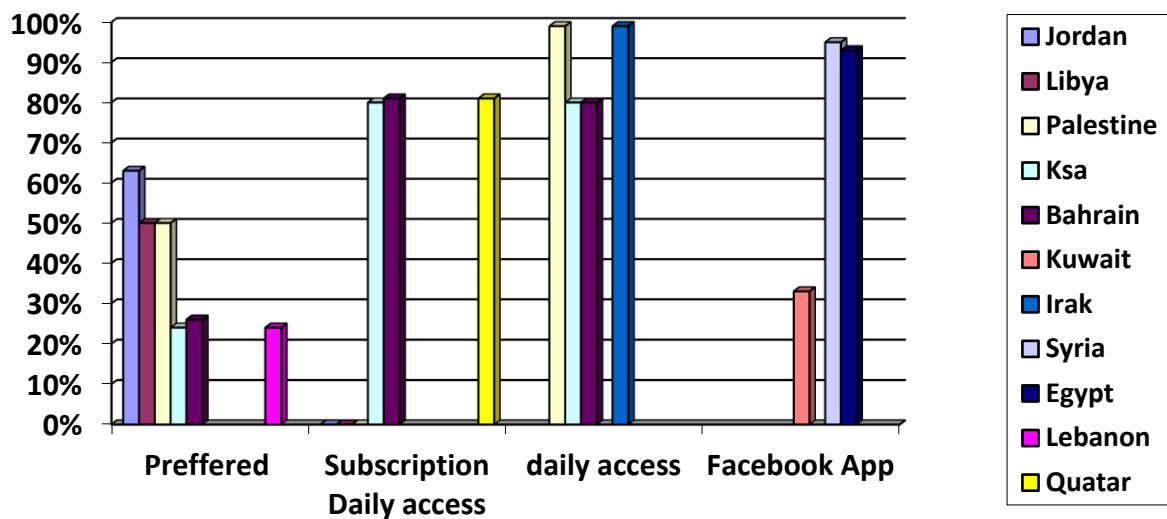


Figure 1 – Social media use by country

Analysis of the Differences between Lebanon and some Arab countries. The four best social media networks (Facebook, Twitter, Instagram and LinkedIn) are used for marketing communication by the following countries which are involved in this research.

The Table 4 shows the list of subscribers of these four social media networks in 2017 displaying the result of comparison between Lebanon and Arab countries.

Table 4 – Lebanon-Arab countries (Subscribers on the four social media networks (2017))

	Facebook	Instagram	Twitter	LinkedIn
Lebanon	3,100,000	570,000	200,000	215,000
Bahrain	1,000,000	140,000	200,000	236,000
Egypt	14,000,000	800,000	1,700,000	2,420,000
Iran	17,200,000	No Data	No Data	No Data
Iraq	14,000,000	100,000	400,000	506,000
Jordan	4,800,000	260,000	200,000	556,000
Kuwait	2,300,000	360,000	500,000	451,000
Oman	1,500,000	290,000	200,000	340,000
Palestinian Territory	1,700,000	340,000	300,000	143,000
Qatar	2,200,000	240,000	200,000	565,000
Saudi Arabia	18,000,000	2,100,000	1,700,000	2,510,000
Syria	6,000,000	66,000	300,000	155,833
Yemen	2,000,000	37,000	100,000	152,000

Source: Arab World-statistics Feb 2017 – WEEDOO

Facebook is the first much known social media stage with around 156,000,000 by early 2017, it is up from 115,000,000 a year early. It raised up to 39% from 28%. Generally, Arabic language is becoming the main on Facebook within the Arab region. While many people continue using multiple languages on posting and reading social media materials. In the other hand, Instagram has reached about 7,100,000 users in 2017. The penetration is about 1.8% overall. The dominant language is English for 55%. Meanwhile Arabic has 37% share. Twitter access by Arab countries has reached 11,100,000 users. Almost rising up from 5,800,000 three years ago. The Arab world generates 27,400,000 tweets per day. It is approximately up from 17,200,000 tweets per day two years early. The total number of LinkedIn has reached 16,600,000 on January 2017. It is a remarkable growth of about 22% a year early. At the end Female users in the Arab regions constitute about 28% of all LinkedIn users. This percentage has been mostly statics over the past two years.

Conclusions from this research and prospects for further developments in this area. A real opportunity to continuously improve the understanding, improvement and technology collection is the status of a complex adaptive system technology attribution. Thus, Social Media Network in communication is growing up throughout 2017 in technology and status [52]. It is playing a critical role in changes sweeping Arab countries. Governments and businesses have notice of the big potential offered by the increased penetration of social network channels and tools. This article focuses on large social media engagement through communication and information technology in the Arab countries.

The impact of the Social Media Networks is remarkable on all aspects of life. People are using it to connect, communicate, trade, join and transfer information. It unites users with common interests and benefits. The four most used in Arab countries are: Instagram, Facebook, twitter, and LinkedIn. It has been perceived in this article that Facebook is the most and first principal social networking used in the main mentioned Arabic countries and Twitter is wild gaining the market.

This reading determines that the advance of social media networks sites in Arabic region appears brighter as a novel public network. Users seems also constantly and continually increasing and growing surrounding users of all ages and social circumstances.

This article also studied the potential of Social Network Applications to increase the collaboration, knowledge, sharing and innovation between users, entities and all sectors. The subject defined overhead gives an on-going discussion around social media significance for users and researchers; methodologically a researcher's abilities about claims and rights still remain to be explored. Because it is incomplete by an absence of long studies. World is speedily moving and scholar users may still have a limited understanding about using social media to maintain efficiency and effectiveness in their work, study or business. Such interrogations and requires will necessitate significant quantitative and qualitative research.

Finally, this study may help to form a basis for further and upcoming investigations researches and other significant subjects close Social Media Networks use in Communication, Analyses of Arabic countries.

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Використання соціальних мереж в аналізі комунікацій арабських країн

Розвиток соціальних мереж змінює способи спілкування, співпраці, створення та споживання. Соціальні мережі стають фундаментальними та мають трансформаційний вплив на бізнес і компанії. Використання інструментів соціальної мережі та стимулювання інновацій у взаєминах із покупцем та потенційним клієнтом допомагає підвищити рівень спілкування та взаємодії. Метою даної статті є аналіз, виявлення та демонстрація всіх особливостей використання соціальних мереж в арабських країнах. Використовуються методи аналізу наукової літератури, аналізу крос-таблиць та порівняльного аналізу.

Ключові слова: соціальні медіа, цифрові медіа, маркетингові комунікації, соціальні мережі.

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