

The Reliance of The Baghdad Public on Social Networking Sites to Be Exposed to Television Programs

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Abstract

The problem of this research was summarized in identifying the role played by social networking sites in the Baghdad audience's dependence on various television programs. The aim of the research is to identify the reliance of the Baghdad public on social networking sites in watching television programs. As well as identifying the relationship between the Baghdad audience's dependence on social networking sites in watching television programs according to gender and age variables.

The research reached a number of results, the most important of which are: 1- watching television programs on social networking sites had a positive impact on the knowledge side of the audience of the city of Baghdad. 2-Watching television programs on social networking sites did not positively affect the emotional side of Baghdad. 3-Watching television programs on social networking sites positively affected the behavioral aspect of the audience in the city of Baghdad. 4- There are no differences in the cognitive effects resulting from reliance on social networking sites in watching television programs according to the gender variable (male, female). 5- There is a difference in the emotional effects resulting from relying on social networking sites in watching television programs according to the gender variable (male, female) and in favor of males. 6- There are no differences in the behavioral effects resulting from reliance on social networking sites in watching television programs according to the gender variable (male, female). 7- There is a statistically significant difference in the emotional effects resulting from reliance on social networking sites in watching television programs according to the variable (age).

Keywords

Media Dependence Theory, Role, Audience, social media, Television Programs.

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Introduction

Social networking sites represent a growing force among the Iraqi public, as they are important means of communication that users rely on to express their opinions, comments and attitudes towards issues they have in their daily lives, through the multiple tools offered by these sites that allow achieving a high level of knowledge richness among the Iraqi public, and the importance of these sites increases with the published television programs, as they have become a place for deliberating political, social, cultural and economic issues, as well as discussing ideas and opinions among the public, with two steps, one step from television and one step in social networking sites. Social networking sites consider one of the modern communicative phenomena whose use and registration has become available to the general public without restrictions or significant costs, and also provided the possibility of communication between people. Individuals use social networking sites for informational purposes by publishing and sharing events, information and news that occur in front of them, as well as discussing issues and topics of interest to them.

The First Topic: The Methodological Framework

First: The Research Problem

The research problem deals with the public's use of social networking sites, as they occupy advanced positions in the number of their users to compete with traditional media (Akiyoshi, 2021). Expectations and predictions indicate that there is an early warning about the threat of new media to traditional media, especially in the absence of any framework for its regulation or control (Lumsdaine, 2021).

As well as many media institutions, especially Iraqi satellite channels, have sought to own their sites in social networks in order to deliver their messages to the users of those networks or the feeling of those satellite channels in danger from competing with those sites, which prompted the researcher to study the role of these sites in the adoption of the public to watch television programs in them. And the research problem can be summarized by the following main question: **What is the role that social networking sites play in the Baghdad audience's dependence on various television programs?**

The following two questions derive from the main question:

- 1- To what extent does the public rely on social networking sites to watch TV programs?
- 2- What is the relationship between the Baghdad audience's dependence on social networking sites in watching television programs and gender and age variables?

Second, The Importance of Research

This research is a continuation and enrichment of the scientific and research efforts that dealt with the topic of the role of social networking sites in the public's dependence on television programs to be an addition to the media literature and the scientific library. Scientific data for those in charge of Iraqi satellite channels regarding the role of social networking sites in the public's dependence on television programs through the role that these sites play in following up on television programs in it.

Third: Research objectives

The objectives of the following are:

- 1- Getting to know the Baghdad audience's reliance on social networking sites in watching television programs.
- 2- Identifying the relationship between the Baghdad audience's dependence on social networking sites in watching television programs according to gender and age variables.

Fourth: Research hypotheses

The researcher tries, through three hypotheses, to verify the effects (cognitive, emotional, and

behavioral) that result from the dependence of the audience of the city of Baghdad on television programs through social networking sites, in order to reach results that achieve the objectives of the research, which are as follows:

- 1- The first hypothesis: the use of social networking sites leads the audience to rely on the television programs shown on those sites and to reveal the mystery of a lot of information that they did not know previously.
- 2- The second hypothesis: the information presented by television programs through social networking sites moves the feelings and emotions of the public towards the humanitarian issues and topics they present.
- 3- The third hypothesis: the intended follow-up of television programs presented through social networking sites by the public, which determines their daily behavior through the situations they are going through.

Fifth: Type and Method of Research

This research is a descriptive research that aims to study a group of the public to obtain data and information, collect, tabulate and tabulate, and then interpret those data and draw generalizations and conclusions (de Paula, 2021). The research adopted the survey method, which aims to collect data from many individuals in a specific period of time and in a specific time context, and then organize and process that data to reach definitive answers to questions or verify certain hypotheses. (Mehraliyev, Choi, & King, 2021)

Sixth: Research Procedures

- 1- **Time domain:** The researcher determined the period from (1/1/2021) to (15/6/2021) a time range in which the researcher distributed the initial survey form and it was distributed, and then he built the questionnaire and scale and presented it to the experts to verify its validity and distribute it to the public. The target is counted, sorted, and analyzed the information and data of the form and its statistical fields.
- 2- **Research community:** The research community is defined as "the sum of vocabulary that the researcher aims to study to achieve the results of the study." (Matias, Munger, Le Quere, & Ebersole, 2021) The target community in this study was represented in the central city of Baghdad, which includes (Al-Rusafa, First and Second Sadr City, and Al-Karkh) of different levels, males and females. As the total population of the center of Baghdad city center reached (4,860,245) people, and due to the difficulty of applying the research to the entire Iraqi public by the researcher alone, in addition to the high material costs that he needs in such research and the time it takes, so the researcher decided to apply the research in Baghdad city.
- 3- **Research sample:** The researcher adopted the multi-stage (cluster) cadastral (intentional-purposive) sample for members of the public who watch programs through social networking sites according to the criteria (name of the governorate, Baghdad, the center, the district, the district, the city, the region, the locality, the alley). The research did not include the districts located on the outskirts of Baghdad as they are far from its center, in addition to the fact that most of these districts were not subject to numbering and arrangement according to a specific standard in their residential areas, as well as the spacing of the residential areas that are difficult to enumerate as it is in the city center. To determine the sample size, the researcher relied on the statistical program (v16.2.3 Minitab). The size of the research sample was (400) respondents whose ages ranged from 16 years and over from the public of the city of Baghdad.
- 4- **Research tools:** It required the use of a questionnaire, as a tool through which to measure the role of social networking sites in the public's dependence on television programs, and the researcher used to collect data from the research community the following research tools:
 - A- **Questionnaire:** The researcher prepared an initial questionnaire form with the aim of knowing the most important sites followed by the public, and then the researcher used its results in formulating the final form. The researcher prepared the final questionnaire form.
 - B- **Scale:** The researcher has identified the most important questions and research hypotheses through questions and objectives according to the research problem and the theory it adopts, which is the theory of dependence, whose assumptions fit with the subject of the research. It aims to reach the final results of the research, and the scale consists of some assumptions of the theory of dependence, and for each hypothesis a set of positive and negative attitudes and phrases, and the choice was according to a scale (yes a lot, yes a little, not at all).

5- Honesty and Constancy Procedures:

Honesty: The researcher has adopted apparent honesty, which expresses the extent to which the expert arbitrators agree that the scale or the tool that the researcher measures is valid to achieve the goal for which that tool was prepared to achieve the objectives of the research, as well as judging the extent to which the research concepts and questions of the form are accurately defined. The paragraphs of the scale were given to a group of experts to judge its validity, as the arbitrators who were presented with the form indicated its validity for application and that it actually measures what the researcher wants to measure, by making a number of methodological observations and opinions. The results of the arbitration obtained a measurement degree (95.89%), and it was clear from this that most of the research topics bear good apparent validity and are appropriate for application to the research community.

Seventh: Defining Concepts, Terms and Procedural Definitions

1- **Role:** It refers to "the standards of behavior or rules that govern a specific description in the social or functional structure or the performance of the media for the public in various fields, including (education, news, guidance, guidance, and entertainment") (Madajczak & de Rojas, 2021).

2- **Television programs:** "It is an idea that is embodied and treated on television using television as a medium that has all the capabilities of the media and depends mainly on the visual image, whether it is live or recorded on films or tapes with a composition and formation that takes a clear template to address all its aspects during a limited period of time." (Zhang, Djonov, & Torr, 2021).

3- **Audience:** refers to "the number of people who receive a mass communication medium or message." (Oshima, 2021).

4- **Social networking sites:** "interactive social networks that allow communication to their users at any time they want, and anywhere in the world, on the Internet, and also enable them to communicate visually and audio, exchange pictures and other capabilities that strengthen the social relation."

Eighth: Previous Studies

1- **Yahya's study (*):** (The use of social networking sites and its relation to exposure to political programs on satellite channels, 2020).

This study dealt with the use of social networking sites and its relation to exposure to political programs on satellite channels, which aimed to reveal the reasons for the public's use of social networking sites, and to determine the habits and patterns of using social networking sites, and to reveal the most prominent political programs among the audience of the city of Baghdad and investigate their favorite political television topics, The study sample consisted of (460) males and females from the public of the city of Baghdad, and the researcher used the questionnaire and the scale tool to collect data according to the survey method. Among its most notable results were:

a- The results of the study indicated that a percentage of the respondents used social networking sites for (1-3) hours, and their percentage was (4.37%) of the total sample members.

b- The study showed that obtaining information about political events was the first motive for respondents to use websites to follow up on political programs at a rate of (8.42%), while a small percentage of respondents (7.0%) were motivated to use websites to follow up on political programs because it gives them options to bypass advertisements which they do not want

c- Most of the respondents prefer the websites of political programs on local satellite channels, with a percentage of (37.6%).

d- The study showed that Instagram ranked first with a rate of (9.49%) for the most important sites that the sample members use within social networking sites, while Twitter ranked last (6.47%) of the total sample.

2- **The study of Abu Swailem (*)**: (Jordanian university students' dependence on social networks to obtain news and information, an analytical survey, 2015).

The study dealt with Jordanian university students on social networks to obtain news and information "An analytical survey study, as the study aimed to identify the extent to which Jordanian university students depend on social networks to obtain news and information, using the media survey method, both descriptive and analytical, on a sample of (470) singles, from university students in the Jordanian capital, Amman. The study reached several results, the most prominent of which are:

a- It appeared to the researcher that 98% of students in the capital Oman use social networks, while the percentage of those who do not use these networks is 2%, which means that this group understands the importance of these networks and the nature of their role at the personal, social and political levels. He resorts to using them to meet their needs and desires, and this segment is one of the most aware of the importance of these networks and the nature of their role at the developmental, social and political levels. This segment is also one of the most knowledgeable segments, so it is keen to keep pace with technological developments in many fields, including digital media, including social networks.

b- Distributing students' use of social networks on: Facebook, Twitter, and YouTube. As Facebook came at the forefront of these networks used by students with a percentage of (89%), then Twitter by (4%) and YouTube by (2%), which confirms the effectiveness of these networks, and the popularity of users on them, especially Facebook.

c- The contribution of social networks to providing students with news and information came in the first place, with a high level of (48%), followed by electronic news networks, with a level of (30%). This means that the role played by these networks in the previous two fields was high and influential for students, while satellite channels ranked third with a level of (17%).

3- **Amari study***: The use of interactive television news channels and social networks: the case of Facebook, a survey study of a sample of Facebook pages for BBC and France 24 channels in 2012).

The research dealt with the issue of the emergence and spread of social networks and the extent of their use by the masses, which prompted TV news channels to establish sites for them on social networks. The reasons for the extension of satellite news channels into the space of social networks and the disclosure of the contents and the number of comments on the topics that raise the users of the pages of the TV news channels in the social networking sites. and BBC) on Facebook, and the study came out with a number of results, most notably:

a- The study showed through the news channels pages on Facebook that the users were able to formulate a news agenda that contradicts the one made by the editorial board of the channel, through the open line commenting on the news.

b- The results of the study showed that the news values produced by (BBC) channel (F24) had a role in attracting users to comment and interact with them, as they were mainly based on the importance value of (28%).

c- The results of the study revealed that the TV news channels (the study sample) are trying to gain a new audience from the Internet through the social networking site Facebook, through which the channel can easily measure the audience's interaction with it.

4- **Stefan one, et al(*)**: This study dealt with the relation between traditional media and social networks, and the study aimed to identify the relation between the use of reality TV and social networks, and to reveal the extent to which the research sample used social networks, and to identify the impact of the use of social networks in watching television, which is a field study conducted on a sample. It consisted of (456) young respondents, and the study reached several results, the most important of which are:

a- The youth's use of social networks was more than they watched television.

b- The results indicated that males use social networks more than females.

c- Males are more involved in multimedia through social networks than females.

d- The results of the study showed that the average hours of the respondents watching television amounted to (32) hours per week, and the number of hours of watching reality TV reached (6) hours per week.

e- The average daily use of social networks is 47 minutes.

Eleventh: The Theory Used in The Research

The research problem and its objectives required the use of the theory of dependence on the media, as the model of dependence on the media indicates that members of the public depend on the information provided by the media and published on social networking sites in their desire to fulfill their needs and achieve their desires and goals in the context of interactions that move in trends Three between the media and members of the public and then the social system (Deuze, 2021)

The theory of dependence on the media is at the fore in the theories of media influence in this type of studies, as this theory provides a strong scientific explanation in its application, as this theory assumes that the public resorts to the media to meet its cognitive needs and crystallize its behavioral attitudes in certain circumstances, as the public is exposed to the media It increases with the degree of instability in society (Enders et al., 2021).

The idea of this theory is based on the fact that our use of the media does not come from a vacuum or in isolation from influencing the public opinion in which we live, in view of the capacity of the media to increase in influence when the functions of the media perform their roles effectively and efficiently, represented in the transmission of information in a distinctive and intense manner (Jensen, 2021).

Reliance on the media means the degree to which a certain means is used as a source for the events and issues raised, and the dependence on a means is not related to its use. source of information, test it, and prefer it (Di Franco & Santurro, 2021) Reliance on the media means the degree of reliance on a particular means as a source of the events and issues raised, and reliance on a means is not related to its use, so use means the rate of follow-up, and dependence means the degree of importance of this means to the individual as a source of his information, his choice and preference for it (Torres-Vega, Ruiz, & Moya, 2021) .

Accreditation is defined as: "a process of employing information that has been exposed in a certain way to make a decision on a subject, and the individual's reliance on a specific means to fulfill information without another increases whenever this means succeeds in meeting his needs and satisfying his desires" (Mehraliyev et al., 2021).

Research Hypothesis Test Results

Single sample T-test:

To prove the hypotheses of the study and related to the scale, we use the t-test for one sample, which is the test of the arithmetic mean with the hypothetical mean. If the arithmetic mean is smaller than the hypothetical mean, this means that the morale is in favor of the hypothetical mean, that is, the application of the axis is in the negative form, i.e., the reverse. As for the test hypotheses, they are:

First: To Identify the Cognitive Effects Resulting from Reliance on Social Networking Sites in Watching Television Programs

The first hypothesis: the use of social networking sites leads the audience to rely on television programs that are shown on those sites, and the ambiguity of a lot of information they did not know previously. To achieve this hypothesis, the researcher formulated the following null hypothesis:

Hypothesis: There is no statistically significant difference at the level (0.05) between the arithmetic and hypothetical (theoretical) means of the research sample members on the cognitive effects scale resulting from reliance on social networking sites in watching television programs.

To verify this hypothesis, the researcher applied the scale of cognitive effects resulting from reliance on social networking sites on the members of the research sample, which numbered (400) individuals. Balancing this average with the hypothetical mean of the scale of (20) degrees, and using the t-test for one sample, it was found that the difference was statistically significant and in

favor of the arithmetic mean, as the calculated t-value was higher than the tabular t-value of 38.51 degrees Freedom (399) and significance level (0.05), and Table (1) shows this.

Table No. (1)

Shows The T-Test for The Difference Between the Sample Average and The Hypothetical Average of The Cognitive Effects Scale Resulting from Reliance on Social Networking Sites in Watching Television Programs

Indication level	degree of freedom	Table T-value	Calculated T-value	hypothetical mean	standard deviation	SMA	Sample Volume
0.05	399	1.96	38.51	20	3.08	25.95	400

The result of Table (1) indicates that watching television programs on social media had a positive impact on the knowledge side of the audience in the city of Baghdad.

Second: Recognizing the emotional effects resulting from reliance on social networking sites in watching television programs

The second hypothesis: The information presented by television programs through social networking sites moved my feelings and emotions towards the humanitarian issues and topics they presented. To achieve this hypothesis, the researcher formulated the following null hypothesis:

Hypothesis: There is no statistically significant difference at the level (0.05) between the arithmetic and hypothetical (theoretical) means of the research sample individuals on the scale of emotional effects resulting from reliance on social networking sites in watching television programs.

To verify this hypothesis, the researcher applied the measure of emotional effects resulting from reliance on social networking sites in watching television programs on the members of the research sample, which numbered (400) individuals.) score, and when balancing this average with the hypothetical average (*) of the scale, which is (20) degrees. And using the t-test for one sample, it was found that the difference was statistically significant and in favor of the hypothetical mean, as the calculated t-value was higher than the tabular t-value of (1.96) with a degree of freedom (399) and a level of significance (0.05), and table (2) shows this.

Table No. (2)

Shows the t-test for the difference between the sample average and the hypothetical average of the measure of emotional effects resulting from reliance on social networking sites in watching television programs

Indication level	degree of freedom	Table T-value	Calculated T-value	hypothetical mean	standard deviation	SMA	Sample volume
0.05	399	1.96	23.53 -	20	2.17	17.44	400

The result of Table (2) indicates that watching television programs on social networking sites did not positively affect the emotional side of the audience in the city of Baghdad, due to the low value of the arithmetic mean compared to the hypothetical mean.

Third: Recognizing the behavioral effects resulting from relying on social networking sites in watching television programs. The third hypothesis: The intended follow-up of television programs presented through social networking sites by the audience determines their daily behavior through the situations they are going through. To achieve this goal, the researcher formulated the following null hypothesis:

Hypothesis: There is no statistically significant difference at the level (0.05) between the arithmetic and hypothetical (theoretical) means for the individual research sample on the scale of behavioral effects resulting from reliance on social networking sites in watching television programs.

To verify this hypothesis, the researcher applied a scale of behavioral effects resulting from reliance

on social networking sites in watching television programs on the members of the research sample of (400) individuals, and the results showed that their average score on the scale amounted to (24.46) degrees and a standard deviation of 2.79) score, and when balancing this average with the hypothetical average(*)For the scale of (20) degrees, and using the t-test for one sample, it was found that the difference was statistically significant and in favor of the arithmetic mean, as the calculated t-value was higher than the tabular t-value of (1.96) with a degree of freedom (399) and a level of significance (0.05). Table (3) illustrates this.

Table (3)

Shows the t-test for the difference between the sample mean and the hypothetical average of the behavioral effects scale resulting from reliance on social networking sites in watching television programs

Indication level	degree of freedom	Table T-value	Calculated T-value	hypothetical mean	standard deviation	SMA	Sample volume
0.05	399	1.96	31.93	20	2.79	24.46	400

The result of Table (3) indicates that watching television programs on social networking sites positively affected the behavioral aspect of the audience in the city of Baghdad, due to the low value of the hypothetical mean compared to the arithmetic mean.

Fourth: Correlational relationships between research variables

Fourth Hypothesis: There are statistically significant differences in the audience's adoption of social networking sites in watching television programs according to the variables of gender and age.

a- There are statistically significant differences in the cognitive effects of the public resulting from relying on social networking sites in watching television programs according to the gender variable. To verify the validity of this hypothesis, the following null hypothesis was derived:

Hypothesis: There are no statistically significant differences at the level (0.05) in the cognitive effects resulting from reliance on social networking sites in watching television programs according to the gender variable (male, female): To achieve this hypothesis, the researcher used the t-test for two independent samples. See Table No. (4).

Table (4)

Shows the t-test for two independent samples to know the differences in the cognitive effects resulting from relying on social networking sites in watching television programs according to the gender variable

indication	T-tabular	Calculated T	standard deviation	average	Repetition	sex	the sample
not significant	96.1	-1.540	3.14	25.70	191	male	400
			3.03	26.17	209	female	

It is clear from Table (4) that there is no difference in the cognitive effects resulting from reliance on social networking sites in watching television programs according to the gender variable (male, female), because the calculated t-value is less than the tabular t-value of (1.96) at the (0.05) level. and a degree of freedom (398), so the null hypothesis is accepted and the alternative is rejected.

b- There are statistically significant differences in the emotional effects of the audience resulting from reliance on social networking sites in watching television programs according to the gender variable. To verify the validity of this hypothesis, the following null hypothesis was derived:

Hypothesis: There are no statistically significant differences at the level (0.05) in the emotional effects resulting from reliance on social networking sites in watching television programs according to the gender variable (male, female): To achieve this hypothesis, the researcher used the t-test for two independent samples. See Table No. (5).

Table No. (5)

Shows the t-test for two independent samples to know the differences in the emotional effects resulting from reliance on social networking sites in watching television programs according to the gender variable

indication	T-tabular	Calculated T	standard deviation	average	Repetition	sex	the sample
not significant	96.1	2.318	2.14	17.70	191	male	400
			2.17	17.20	209	female	

It is evident from Table (5) that there is a difference in the emotional effects resulting from reliance on social networking sites in watching television programs according to the gender variable (male, female) and in favor of males, because the calculated t-value is higher than the tabular t-value of (1.96) at the level of (0.05) and a degree of freedom (398), so the null hypothesis is rejected and the alternative is accepted.

Q- There are statistically significant differences in the behavioral effects of the audience resulting from reliance on social networking sites in watching television programs according to the gender variable. To verify the validity of this hypothesis, the following null hypothesis was derived: Hypothesis: There are no statistically significant differences at the level (0.05) in the behavioral effects resulting from reliance on social networking sites in watching television programs according to the gender variable (male, female): To achieve this hypothesis, the researcher used the t-test for two independent samples. See Table No. (6).

Table No. (6)

Shows the t-test for two independent samples to know the differences in the behavioral effects resulting from reliance on social networking sites in watching television programs according to the variable (sex)

indication	T-tabular	Calculated T	standard deviation	average	Repetition	sex	the sample
not significant	96.1	-1.103	2.80	24.30	191	male	400
			2.78	124.61	209	female	

Table (6) shows that there is no difference in the behavioral effects resulting from reliance on social networking sites in watching television programs according to the gender variable (male, female), because the calculated T-value is less than the tabular T-value of (1.96) at the level of (0.05) and a degree of freedom (398), so the null hypothesis is accepted and the alternative is rejected.

Q- There are statistically significant differences in the cognitive effects of the audience resulting from reliance on social networking sites in watching television programs according to the age variable. To verify the validity of this hypothesis, the following null hypothesis was formulated: Hypothesis: There is no statistically significant difference at the level (0.05) in the cognitive effects resulting from reliance on social networking sites in watching television programs according to the variable (age): To achieve this hypothesis, the researcher used the Way Anova analysis (One, see the two tables No. (7-8).

Table No. (7)

Shows the arithmetic averages and standard deviations of the cognitive effects scale resulting from reliance on social networking sites in watching television programs according to the variable (age)

Age	Repetition	SMA	standard deviation
16-20	67	26.02	2.79
25-21	82	25.97	3.41
30-26	81	25.71	3.50
35-31	64	25.60	2.93
40 -36	55	26.49	2.65
a year or more 41	51	26.01	2.88
the total	400	25.95	3.08

Table (8)

One-way variance analysis to reveal the significance of differences in the cognitive effects scale resulting from dependence on social networking sites in watching television programs according to the variable (age)

indication Sig	q value F	mean squares M.S	degree of freedom D.F	sum of squares s.of.s	Contrast s.of.v
not significant	0.598	5.736	5	28.679	between groups
		9.595	394	3780.321	within groups
		-----	399	3809.000	the total

The above result indicates that there is no statistically significant difference in the cognitive effects of relying on social networking sites in watching television programs according to the variable (age), as the calculated t value reached (0.598), which is less than the tabular maximal value of (2.21) at the level of (0.05) and the degree of freedom (394-5).

Q- There are statistically significant differences in the emotional effects of the audience resulting from the reliance on social networking sites in watching television programs according to the age variable. To verify the validity of this hypothesis, the following null hypothesis was formulated: Hypothesis: There is no statistically significant difference at the level (0.05) in the emotional effects resulting from reliance on social networking sites in watching television programs according to the variable (age): To achieve this hypothesis, the researcher used the Way Anova analysis (One, see the two tables No. (9-10).

No. (55)

Shows the arithmetic averages and standard deviations of the emotional effects scale resulting from dependence on social networking sites in watching television programs according to the variable (age)

Age	Repetition	SMA	standard deviation
16-20	67	17.37	2.04
25-21	82	17.84	2.29
30-26	81	18.16	2.62

35-31	64	17.04	1.76
40 -36	55	16.63	1.29
a year or more 41	51	17.13	2.17
the total	400	17.44	2.17

Table No. (9)

Shows the one-way analysis of variance to reveal the significance of the differences in the measure of affective effects resulting from dependence on social networking sites in watching television programs according to the variable (age)

indication Sig	q value F	mean squares M.S	degree of freedom D.F	sum of squares s.of.s	Contrast source s.of.v
not significant	4.689	21.128	5	105.640	between groups
		4.505	394	1775.150	within groups
		----	399	1880.790	the total

The above result indicates that there is a statistically significant difference in the affective effects resulting from reliance on social networking sites in watching television programs according to the variable (age), as the calculated value reached (4.689), which is higher than the tabular value of (2.21) at the level of (0.05) and a degree of freedom (394-5). Therefore, we perform Scheffe tests to compare each two averages separately. see table (10)

Table No. (10)

Shows the Scheffe tests to compare between each two averages separately for the variable (age)
(*)

indication Sig	Critical Scheffe Value	The difference between the two means	The difference between professions	Age
not significant	1.16	-0.47	25-21	16-20
not significant	1.17	-0.79	30 -26	
not significant	1.23	0.33	35-31	
not significant	1.28	0.74	40 -36	
not significant	1.31	0.24	a year or more41	
not significant	1.11	-0.32	30 -26	25-21
not significant	1.18	0.79	35-31	
not significant	1.23	1.21	40 -36	
not significant	1.26	0.70	a year or more41	
not significant	1.18	1.11	35-31	30 -26
D for26-30	1.23	1.52	40 -36	
not significant	1.26	1.02	a year or more41	
not significant	1.30	0.41	40 -36	35-31
not significant	1.32	0.09	a year or more41	
not significant	1.37	-0.50	a year or more41	40 -36

C- There are statistically significant differences in the behavioral effects of the audience resulting from reliance on social networking sites in watching television programs according to the

variable (age). To verify the validity of this hypothesis, the following null hypothesis was formulated:

Hypothesis: There is no statistically significant difference at the level (0.05) in the behavioral effects resulting from reliance on social networking sites in watching television programs according to the variable (age): To achieve this hypothesis, the researcher used the Way Anova analysis (One, see the two tables No. (11-12) explain this.

Table No. (11)

Shows the arithmetic averages and standard deviations of the behavioral effects scale resulting from reliance on social networking sites in watching television programs according to the variable (age)

Age	Repetition	SMA	standard deviation
16-20	67	24.97	2.62
25-21	82	24.62	2.85
30-26	81	24.40	2.80
35-31	64	23.82	3.11
40 -36	55	24.56	2.44
a year or more 41	51	24.33	2.79
the total	400	24.46	2.79

Table No. (12)

Shows the one-way analysis of variance to reveal the significance of the differences in the behavioral effects scale resulting from reliance on social networking sites in watching television programs according to the variable (age)

indication Sig	q value F	mean squares M.S	degree of freedom D.F	sum of squares s.of.s	Contrast source s.of.v
not significant	1.199	9.353	5	46.764	between groups
		7.799	394	3072.746	within groups
		-----	399	3119.510	the total

The above result indicates that there is no statistically significant difference in the behavioral effects resulting from reliance on social networking sites in watching television programs according to the variable (age), as the calculated value reached (1.199), which is less than the tabular value of (2.21) at the level of (0.05) and the degree of freedom (394-5).

Conclusions

1. Watching television programs on social networking sites had a positive impact on the knowledge side of the audience of the city of Baghdad.
2. Watching television programs on social networking sites did not positively affect the emotional side of the audience in Baghdad.
3. Watching television programs on social networking sites had a positive impact on the behavioral aspect of the audience in the city of Baghdad
4. There are no differences in the cognitive effects resulting from reliance on social networking sites in watching television programs according to the gender variable (male, female).
5. There is a difference in the emotional effects resulting from reliance on social networking sites in watching television programs according to the gender variable (male, female) and in favor of males.
6. There are no differences in the behavioral effects resulting from reliance on social

- networking sites in watching television programs according to the gender variable (male, female).
7. There are no statistically significant differences in the cognitive effects of relying on social networking sites in watching television programs according to the variable (age)
8. There is a statistically significant difference in the emotional effects resulting from reliance on social networking sites in watching television programs according to the variable (age).
9. There are no statistically significant differences in the behavioral effects resulting from relying on social networking sites in watching television programs according to the variable (age).

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