

The role of digital media in promoting awareness of the dangers of behavioral deviation: A field study on a sample of Bahraini university youth, in the Kingdom of Bahrain

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Abstract

This study aimed to identify the role of digital media in disseminating information about behavioral deviation in the kingdom of Bahrain and discuss the level of awareness of the risks of behavioral deviation and determine the existence of differences in the opinions of the sample members about the role of digital media in promoting awareness of the risks of behavioral deviation among young people in the kingdom of Bahrain and attributed to variables (gender - age - educational level). Where the descriptive analytical approach was used, and we were selected for a

sample represented in all university students in the kingdom of Bahrain, which is the available sample of those who use digital media tools consisting of (100) single university students in the kingdom of Bahrain, who were selected in the available way, including (47) males and (53) females by choosing (the questionnaire method) in the analysis of the study. The study found that digital media has a significant impact on the behaviors of university youth, and that young people are able to express their awareness of the importance of digital media and its roles in contemporary societies, and university students express a high level of trust in digital media. The study recommended those concerned to produce digital content that promotes positive moral and social values, such as educational videos, blogs and awareness articles that explain the dangers of behavioral deviation and its impact on the individual and society.

Keywords: Digital media, Awareness promotion, Risks, Behavioral deviation, University youth, Kingdom of Bahrain.

Introduction:

Modern societies face many challenges that threaten their existence and cultural identity, the most prominent of which is the behavioral deviation of young people, behind which many social, economic, political and cultural factors stand (Issa, 2023), and behavioral deviation is considered as a departure from the prevailing societal expectations and standards known to everyone within the limits of the social system in which the individual lives and shares it with the rest of society, and various forms of behavioral deviation are always faced with rejection within the societal system, and there are those who believe that behavioral deviation as "antisocial behavior that breaks the law and deserves some kind of punishment" (Kabbaja, 2024).

(Blank, 2020) believes that behavioral deviation can be divided into several types, including individual deviation, which is that deviation that results from the personality of the individual himself as a result of some psychological or organic imbalances, and

situational deviation that occurs as a result of certain situations faced by the individual in his societal environment in which he sees models of behavioral deviations from the group of comrades or some personalities that are supposed to be his role models, and organized deviation that occurs in the form of a pattern based on the presence of groups practicing this deviation, and accidental deviation Which the individual resorts to in order to reach a set of physical or psychological goals (Al-Otaibi, 2020), organized deviation that is implemented collectively for the purpose of reaching a set of illegal goals, and finally the collective deviation that characterizes a wide segment of society or society as a whole, so it is a distinctive feature of society, as some societies practice a type of deviations completely, such as taking drugs (Boushaib, 2022).

Digital media is the most prominent product of the technological revolution that has affected the world as a whole since the beginning of the twenty-first century (Al-Debisi, 2021), as it is a means of transmitting media messages from the sender to the public on a large scale through a wide range of communication means produced by the information and communication technology revolution, through digital media, both the sender and the receiver can express their opinions on societal, political, economic and cultural issues through read, visual or audio content, and has contributed Digital media in the establishment of an interactive media environment that has distinctive characteristics and features and theoretical foundations that contribute to achieving many benefits for the public and those with the media message, and the most prominent of these gains is confronting negative phenomena in society, foremost of which is behavioral deviation (Hossam, 2022).

Although many studies have confirmed that media in general and new digital media in particular can negatively affect young people (Walid, 2023), many other studies have shown a positive correlation between the content provided by digital media and confronting the negative phenomena faced by societies. One of the most prominent of

these phenomena that digital media can address is the behavioral deviation of the youth group (Saudi, 2023), through the content provided by digital media, it is possible to improve the levels of awareness of the family and its members of the factors that lead to the emergence of behavioral deviation and work to avoid them, and digital media can draw various institutions to means to confront deviation and provide programs that address behaviorally deviant youth (Quaish, 2017).

In light of the technical development that has enriched digital media and enhanced its role in society, society faces at the same time a wide range of challenges produced by technological development, and the most prominent of these challenges is behavioral deviation, especially for young people, where behavioral deviation is a very dangerous phenomenon that can destroy society and lead its ability to grow and progress and negatively affect its security and safety, and then it has become important to identify the most prominent mechanisms through which behavioral deviation can be confronted (Saudi, 2023), and The problem of enhancing awareness of the risks of behavioral deviation in Bahraini society is one of the challenges that society is going through, despite the presence of all forms of institutions and equipment that play a role in promoting awareness of these risks, but they seem unclear or effective so far, and digital media is among these means that previous studies have suggested the possibility of employing them in order to reduce their risks, but through reviewing previous studies and their findings, the researcher found a gap Knowledge is represented in the need to enhance the results of studies that dealt with the role of digital media in promoting awareness of the dangers of behavioral deviation among young people, especially in the Kingdom of Bahrain.

* Hence, we can crystallize the problem of our study by answering the following question:

What is the reality of the use of digital media in disseminating information about behavioral deviation in the Kingdom of Bahrain?

Theoretical Framework of the Study:

- Media: Media can be defined as "a set of means and tools used to convey information and news and communicate with the public" (Mohammed, 2018).

The researcher defines it procedurally as "the means by which information can be provided and the views of the public can be formed and its impact on their behavior and opinions."

- Digital media: Digital media can be defined as "the media environment based on communication technology, used in personal computers, electronic newspapers, and social networking sites, such as Twitter and others" (Mubarak, 2022).

The researcher defines it procedurally as "a set of measures that can be followed by educational institutions to reduce the negatives of digital media on the moral values of general secondary education students."

- Deviation: "is a violation of social expectations and norms, and a deviant act is a state of bad behavior" (Al-Harith, 2012).

The researcher defines it procedurally as "an act that completely departs from the set of standards that have been set for people in their social positions."

- Behavioral deviation: It is "the inconsistency or conformity of a person's actions and opinions with the set of ideological and cultural principles and values or established policies in society" (Badji and Khanash, 2022)

The researcher defines it procedurally as "any act or behavior that deviates from the prevailing society or its values and is rejected by reason, religion, logic and law."

Previous Studies

Arab Studies:

- Al-Zahrani's study (2024) aimed to evaluate the role of digital media in improving awareness of mental health in Saudi society, and the study relied on the descriptive approach, and employed the questionnaire that was applied to a sample of 200 Saudi citizens who use digital media, by analyzing the results The study found that websites and social media are the main means of digital media used by individuals in Saudi society, and there is a need to raise awareness of mental health services available online in the community There is also a statistically significant correlation between the interest of Saudi society after the spread of digital media in mental health issues and the increase in awareness among Saudi society about mental health.
- A study (Ghanayem and Mohamed, 2023) aimed to discuss the most important means through which the dangers of digital media and its effects on moral values among students of general secondary education in the Arab Republic of Egypt This study used the descriptive approach, and the questionnaire was relied on, to collect data on the subject of the study, and the study sample included (409) teachers in secondary schools in Egypt, the study reached the most important results that there are many means through which the risks of digital media and its effects on Moral values among general secondary school students in Egypt These mechanisms, in order, include the societal boycott of all acts contrary to values, supporting artistic works that develop authentic moral and societal values, and raising awareness of the types of cybercrime and ways to avoid them.
- A study (Zewdi and Mohammadi, 2022), which aimed to identify the role of modern information and communication technology in the spread of cyber

deviation among adolescents and young people, and the study stopped the descriptive analytical approach, and relied on analyzing the content of previous studies on the subject of research, which led to reaching a set of results, most notably that the great spread of information and communication technology has contributed to an increase in cyber deviation activities, which is digital piracy, cyberbullying, and sexual chat.

- A study (Al-Rifai, 2021), which aimed to discuss the role of digital media in confronting rumors and limiting their spread from the point of view of public relations practitioners in the Jordanian government sector, the study employed the descriptive analytical approach, the questionnaire was distributed as a research tool to 90 public relations practitioners in Jordanian government institutions, and through the analysis of the study data, the most important results were reached, the most important of which is that digital media plays a very important role in confronting rumors and contributes to reducing them through the dissemination of facts, and There were no statistically significant differences in the average responses of the respondents towards the impact of digital media on confronting rumors
- A study (Walid, 2017), which aimed to determine the extent of the impact of digital media on the ethics of adolescents from the students of the University of Tebessa After following up the contents of violence and crime that are watched, published or circulated through these means through social networking sites, which include Facebook, Twitter and YouTube, the research sample included 50 male and female students at the University of Tebessa, where a questionnaire was distributed to them, and through the analysis of the results, a statistically significant correlation was found between students' use of Social communication and the spread of deviant behaviors within the university environment, and the study also found statistically significant differences in the

negative effects of using social networking sites on students' behaviors according to the gender variable.

Foreign Studies:

- A study (Singh, 2024), which aimed to evaluate the role of digital media in enhancing university students' awareness of their social and psychological behavior in the Sultanate of Oman, and the study relied on the descriptive analytical approach, and employed the questionnaire to collect primary data, and the study sample included 55 university students in the Sultanate of Oman, and the results of this study showed that university students in the Sultanate of Oman are greatly affected by digital media due to their tendency to use various digital platforms, and the majority of university students who use digital media face pressure. The study found that the use of digital media affects the social cohesion of university students, and it was found that the use of digital media has negative effects on innovative thinking and lack of concentration among university students.
- Bunker, & Kwan, 2023).), which aimed to analyze the relationship between the use of digital media (such as time spent, frequency of use) and reduced contact between self and others and enhance self-awareness among young people, the study employed the descriptive analytical approach, and adopted the questionnaire to collect data from a sample of 133 young digital media users in the United Kingdom, the results of the study showed an association between digital media use and independence characteristics in young people (such as narcissism, envy, self-enhancement), and this association was more pronounced in cultures Collectivism compared to individual cultures.
- The study of Boulianne, & Theocharis, 2020), which aimed to reveal the impact of digital media on the ability of young people to participate in society in civil

and political life, employed the descriptive and analytical approach, and relied on the analysis of the content and results of 106 surveys on youth, the use of digital media, and participation in civic and political life. The study found that the positive effects depend on direct political uses of digital media, such as blogging, reading online news and online political discussions, and these online activities have external consequences for participation, such as contacting officials, talking about politics, volunteering, and protesting.

- Ihmeideh & Alkhaldeh (2017), which aimed to evaluate the role of digital media in enhancing the awareness of kindergarten teachers and parents about child culture and how to develop it in education in the early years in Jordan. The study employed the descriptive analytical approach, and relied on the questionnaire to collect data from (170) kindergarten teachers and (310) parents of children in kindergartens in the Kingdom of Jordan, the results revealed that teachers and parents considered that the contribution of digital media in promoting children's culture was relatively high. However, there was a difference in the level of aspects of the child's culture among the study participants. Moreover, the results showed that there were statistical differences between teachers' and parents' perceptions about the role that digital media plays in developing children's culture, as parents responded more positively to the contributions of digital media compared to teachers.
- Smahel, et al., (2015), which aimed to determine the impact of digital media on children's health, the study relied on the descriptive analytical approach, and 368 children between the ages of 9 and 16 years were interviewed in 9 European countries during groups, the researchers asked children what they considered negative or a source of problems when using digital media (Internet and technology), In this study, children reported several physical and mental health problems without reference to internet addiction or excessive use. Physical

health symptoms included eye problems, headaches, not eating, and fatigue, and mental health symptoms included cognitive urgency for online events, aggression, and sleep problems, sometimes reporting these problems within 30 minutes of using the technology, suggesting that short use of time can cause supposed health problems for some children.

Comment on Previous Studies

In terms of subject matter:

Previous studies confirm that digital media has become a reality that has many effects in contemporary society and in various educational, cultural and health fields (Al-Zahrani, 2024), while the researcher (Ghanayem and Mohamed, 2023) has concluded that digital media with its various tools has left negative effects on moral values among students of general secondary education in Egypt and these effects can also be confronted through digital media, where there can be a societal boycott of all acts contrary to values, and Supporting artistic works that develop authentic moral and societal values and raising awareness of the types of cybercrime and ways to avoid them. While the results of the study (Zewdi and Mohammadi, 2022) came to confirm the positive contributions of digital media, as it contributes to the spread of cyber deviation among adolescents and young people, and the study (Al-Rifai, 2021) proved the positive role of digital media, where digital media plays a very important role in confronting rumors and contributes to reducing them through the dissemination of facts, while a study (Walid, 2017) confirmed the existence of a statistically significant correlation between students' use of social networking sites and the spread of deviant behaviors within the university environment. A study (Singh, 2024) confirmed that the use of digital media affects the social cohesion of university students, Bunker, & Kwan, 2023) contributed to confirming the existence of a link between the use of digital media and the characteristics of independence among young people, and the study of Boulianne, & Theocharis, 2020) presented that the use of digital media has

serious negative effects on youth participation in civil and political life, while a study (Ihmeideh & Alkhawaldeh, 2017) to show that the contribution of digital media in promoting children's culture is high, and the study of Smahel, et al., (2015) confirmed the existence of several health, physical and mental problems in children who use digital media without reference to Internet addiction or excessive use.

In terms of curriculum:

All previous studies employed the analytical description method, where the descriptive analytical approach is the most appropriate for the nature of this study.

In terms of tool:

All previous studies employed the questionnaire tool to collect the study's primary data while the study (Zewdi and Mohammadi, 2022) as well as the study of Boulianne, & Theocharis, (2020).) Analyze the content of previous studies.

The extent of benefit from previous studies:

Previous studies contribute to identifying the most important theories that dealt with the employment of digital media and then choosing the most appropriate theory for the current study, and through previous studies it is possible to choose the appropriate approach for the nature of the current study, which is the descriptive analytical approach, in addition to that, the studies provide a good theoretical background for both the researcher and the reader about the variables of the study for the researcher, and finally through previous studies it is possible to determine the variables of the study and in light of this the design of the research tool, which is the

The Results of the Study

By analyzing the results of the study reached through the statistical processes carried out by the researcher in the previous part of the study, the following results can be reached:

1. University students in the Kingdom of Bahrain use digital media in a large way that expresses their awareness of the importance of digital media and its roles in contemporary societies, and university students express a high level of trust in digital media.
2. University students in the Kingdom of Bahrain believe that digital media are of great importance to the Bahraini society, as they can publish and circulate the information needed by the public quickly and with high accuracy, and through these means, opinions can be expressed freely, and thus these means are able to convey a realistic image to the public about society and its conditions.
3. University students in the Kingdom of Bahrain have a high level of awareness of the effects of behavioral deviation on youth and society as a whole, as these behavioral deviations are considered a major threat to the security and stability of society.
4. The digital media are important tools used by those in charge of digital media (sender) in order to send clear and specific messages to the public that include information that explains the reality of behavioral deviation and improves the awareness of university youth about it, and the information that is provided to raise awareness of behavioral deviation includes information related to the psychological characteristics of young people, information explaining the forms of behavioral deviation, and programs that discuss the effects of behavioral deviation of young people on society.
5. Behavioral deviation is an imminent danger that threatens society as a whole, especially university youth, and university youth in the Kingdom of Bahrain realize this danger appears through the fact that deviation may contribute to the decline in the Kingdom's ability to work on development, and may lead to family disintegration.

6. Digital media is employed with its various tools in order to promote awareness of the dangers of behavioral deviation among young people in the Kingdom of Bahrain, and the most prominent of these means is social networking sites, as they are available to everyone and can be used easily.
7. Digital media plays many roles in promoting awareness of the dangers of behavioral deviation among young people in the Kingdom of Bahrain, as some articles and videos address the family and teach them how to redirect young people who suffer from behavioral deviation, and some sites provide contents that represent attitudes to deal with behaviorally deviant youth.
8. There are no statistically significant differences in the role of digital media in promoting awareness of the dangers of behavioral deviation among young people in the Kingdom of Bahrain due to gender-age-university variables).

Recommendations

1. It is necessary to employ digital media tools to educate society about the risks and challenges it faces, most notably behavioral deviation.
2. Focusing on employing digital media and its various tools in spreading news about the extent to which some deviate from the societal system, especially from the young person.
3. Producing digital content that promotes positive moral and social values, such as educational videos, blogs, and awareness articles that explain the dangers of behavioral deviation and its impact on the individual and society.
4. Collaborating with influential figures on social media to spread social media to spread awareness messages and content that highlight the dangers of behavioral deviation and how to avoid it.

5. The need for digital media to provide the most prominent mechanisms through which to confront the factors causing behavioral deviation of young people.
6. Organizing awareness campaigns through social media platforms aimed at raising awareness of the dangers of behavioral deviation and encouraging positive behaviors, with the use of hashtags dedicated to increasing spread and participation.
7. Providing future studies dealing with the relationship between digital media and confronting electronic addiction for university youth.
8. Implementing future studies dealing with the role of digital media in strengthening the national identity of university youth.

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