
The role of digital media in promoting cultural exchange of the language of effective dialogue and supporting peaceful coexistence on the Instagram platform in the Kingdom of Bahrain

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Summary

The current study presents the role of digital media in promoting cultural exchange of the language of effective dialogue and its support for peaceful coexistence in the kingdom of Bahrain and the effectiveness of the Instagram platform in crystallizing this interaction between individuals among themselves and its impact on supporting peaceful coexistence, and aims to identify the nature of digital media and its impact on promoting cultural exchange and the ability of dialogue to enhance communication between individuals through the Instagram platform and support peaceful coexistence among individuals. Bahraini society. where the descriptive survey approach was used, and we selected the available sample represented by members of the Bahraini society consisting of (52) individuals, and they were selected (29) males and (23) females to perform the questionnaire in the analysis of the study and interviews. The study reached several results, the most important of which is that the intensity of exposure to Instagram contributes to enhancing cultural exchange and enhancing the language of dialogue between individuals. Supporting peaceful coexistence among members of bahraini society it also recommended the need to pay attention to the importance of digital media and its various means, and

to encourage more scientific research that encourages building more tolerant, open and understanding societies in Bahraini societies.

Keywords: Digital media, Cultural exchange, The Language of dialogue, Peaceful coexistence, Instagram platform, kingdom of Bahrain.

Introduction

In recent decades, cultural integration between societies has been a bomb of openness between peoples and societies, these societies are no longer closed to themselves, they are now expanding the boundaries of their culture to share with other peoples this radical development and the consolidation of communication and dialogue between peoples, the peoples who dialogue will not resort to fabricating wars and armed conflicts and will show their political maturity in the language of peaceful dialogue, which enhances the principle of world peace among them.

People show their respect for the culture, lifestyle and beliefs of other peoples to serve as the broadest comprehensive window for determining their identity as a means that allows them to identify the characteristics of different countries. This interaction is based on the principle of give and take, it is a natural manifestation of human need as a human being innately forced to communicate and interact with his surroundings.

Cultural diversity helps harmony between peoples and individuals in particular, as it enhances language skills and scientific thinking methods among individuals, thus creating respect between individuals among themselves, documenting the bonds of solidarity and tolerance and promoting complementary principles through mutual friction, peaceful coexistence and the culture of give and take, so the individual turns from a future to an effective individual who has a role in the process of cultural exchange in a positive and interactive manner, enhancing self-confidence and helping to build personality and a sense of responsibility to achieve self-satisfaction

and a sense of pride. Cultural diversity also contributes to the process of increasing productivity and generating ideas or perspectives that others have not thought of before.

Therefore, the content to which the individual is exposed has a major role in shaping his culture, principles and values to serve as an influencer and influence in the cultures of other peoples to form a language of dialogue between those exposed to social media.

Our study seeks to promote the culture of the language of dialogue between members of the bahraini society among themselves, because of its prominent role in the formation of cultures of individuals among themselves and the exchange of knowledge and moral, cultural, cognitive, educational and social values thus canceling geographical boundaries among them to acquire the greatest amount of knowledge developing cultural awareness of the language of dialogue between individuals and spreading cultural awareness in order to reach a brief scientific understanding, so we adopted a plan for the study divided into an introduction, four chapters and a conclusion.

Study Problem

The Instagram platform is one of the most famous applications of interactive digital technology between individuals, groups, companies, institutions, peoples, countries and countries and has the largest share in the spread and bifurcation in the manner of overlapping spider networks, so it has become one of the important tools in the lives of individuals, and it is difficult to abandon it because of the important information it provides permanently renewed, as it is an effective communication tool between individuals among themselves, whether employees or customers, it is to enhance mutual communication between the organization and its customers.

Many studies have tried to determine the relationship between the use of social networking sites and productivity at work, and a study conducted by the university of California in the united states of America indicated that there is a close relationship between both employee productivity and social media, as it was expected to be a negative relationship, but the surprise is that the results of the study have shown the positive relationship, employees who use social media have increased their productivity by 9% compared to their peers, and the study indicated that once the time used for those sites increased for more than two hours every day, productivity begins to decline rapidly until it is completely non-existent.

On November 15, 1995, 20 years ago, Manama connected the world via the internet, where Batelco launched the first consumer service to access the internet, Batelco provided individuals and government and private institutions in Bahrain with access to the internet, by connecting personal computers and local networks through a major service provider called (int), where the connection is done via landline phone and then navigating the space of the world wide web.

Statistics indicate that the number of social media users in Bahrain in January 2023 reached (1.45 million) users, which represents a sustainable growth with the widespread spread of smartphones and the internet, as the internet penetration rate in Bahrain reached 99.0% between 2022 and 2023.

The importance of social networking sites lies in the environment created by some groups and specialized pages for employees to keep pace with everything new in their field of specialization, and to publish and exchange information and experiences in multiple fields, which has a positive impact on the productivity of employees in particular. Social networking sites allow employees to explore their professional experiences, exchange ideas, and increase knowledge of new experiences and knowledge outside the box, it is possible to review your career path professionally, establish strong relationships in your field, and marketing. For your experiences and

skills, which attracts you a lot of offers by recruiters, so the researcher al-derazi considered that the basis for the success of any dialogue or public discussion is to move away from clinging to private thought and accept the other, emphasizing the importance of generalizing collective participatory thought and benefiting from each other's experiences to develop mutual dialogue regardless of race or religion, and trying to create an atmosphere of understanding, tolerance and engaging in collective knowledge so that they turn from passive users to consultants and innovators who contribute innovative ideas. Meet their individual and collective needs.

On the other hand, excessive use of social networking sites leads to addiction to Instagram and thus the loss of many hours, and electronic hackers may resort to accessing the pages of organs and networks of organizations for the possibility of accessing sensitive information related to your organization, affecting the efficiency of work and the performance of the organization.

Cultural differences often arise from misunderstandings and conflict between individuals or conflicting ideas and lack of awareness of the depth of relationships to create a gap that may have an impact on the ability to engage, communicate and coexist peacefully between cultures.

Hence, the problem of the study crystallized for researchers and the answer to the following question:

* The impact of the Instagram platform on promoting cultural exchange of the language of effective dialogue and its support for peaceful coexistence? Several questions remain: does the intensity of exposure to Instagram contribute to promoting cultural exchange and enhancing the language of dialogue between individuals? What is the impact of Instagram exposure on promoting cultural exchange of the language of effective dialogue and supporting peaceful coexistence? What are the most important means on which the intensity of exposure to Instagram depends in promoting cultural exchange of the language of dialogue, supporting

peaceful coexistence and spreading cultural awareness among individuals? What are the patterns of exposure of individuals to Instagram?

Study Importance

Theoretical importance:

1. The study is of great importance as it crystallizes the culture of the individual and his ideas and consolidates his habits and beliefs acquired, whether from the vicinity of his family or from the vicinity of his digital world, enhancing inclusion and cultural diversity.
2. Nourishing the human mind and providing it with knowledge and modern sciences and finding a solution to many problems facing societies and getting used to the literature of scientific, objective and systematic practice in solving many issues and finding solutions to them objectively and scientifically without neutrality.

Scientific importance:

1. To enrich the Ahlia university with modern scientific studies in the field of modern digital media on the other hand.
2. Presenting comparisons between the current study and previous studies and benefiting from them, as they serve as an influencer and influencer.
3. The extent of its contribution to solving the research problem that raised the motivations of the researcher in terms of also contributing to the advancement of knowledge and the development and development of other research for aspects not addressed by the study.

Study Objectives

- The intensity of exposure to Instagram contributes to promoting cultural exchange in promoting the language of dialogue between individuals.

- Identify the impact of heavy exposure to Instagram on promoting cultural exchange of the language of effective dialogue and supporting peaceful coexistence?
- Identify the means on which the intensity of exposure to Instagram depends in promoting cultural exchange of the language of dialogue, supporting peaceful coexistence and spreading cultural awareness among individuals?
- Indicating the intensity patterns of individuals' exposure to Instagram?

Study Assignments

- The existence of a statistically significant correlation between the motives of the intensity of exposure of individuals to Instagram and the promotion of the language of effective dialogue.
- There is a statistically significant correlation between the motives of the intensity of exposure of individuals to Instagram and support for peaceful coexistence.
- There is a statistically significant correlation between the intensity of individuals' exposure to Instagram and its impact on their daily lives.
- There is a statistically significant correlation between the intensity of individuals' exposure to Instagram and its impact on their values.

Study Terminology

1. Media:

A- idiomatically: The media has several definitions, including:

"Media is providing people with correct news, accurate information and hard facts that help them to form any right in an incident or problem and objectively expresses the mentality, attitudes and tendencies of the masses" (Al-delimit, 2002, p. 18).

B- procedurally: it is the science that deals with several tasks, in publishing news or advertisements or addressing issues and showing them in digital big data, that is, it serves as a social means between individuals among themselves.

2. Digital media:

A- idiomatically: "it is a set of new digital methods and activities that enable us to produce, disseminate and receive media content, in its various forms, through electronic devices (media) connected or offline to the internet in an interactive process between the sender and the receiver." (Quash, 2017, p. 273)

B- procedurally: A set of programs and mechanisms through which the desired media content can be published, through various electronic means.

3. Reinforcement:

A- idiomatically: "rewards result from performance, and the higher the employee's degree of performance, the greater the reward." (W. c. and Hamner, 1977, p. 98)

B- procedurally: It is one of the principles that is followed by an enhancer of what can be expected to be repeated in the future, which is to raise the motivation of employees to raise the level of productivity in the work entrusted to them.

4. Cultural exchange:

A- idiomatically: "cultural exchange is more than just moving from one culture to another; it doesn't consist just of acquiring another culture (acculturation) or losing or uprooting a culture. (Ortiz 1995, pp=v,97)

B - procedural:

It is a stage of human development through learning and obtaining experiences gained from the surroundings of employees on the one hand and through

Instagram platforms on the other. To integrate science and knowledge through the process of participatory exchange among them.

5. The Language of Effective Dialogue:

A- idiomatically: In the carter dictionary, it is defined as "a conversation between individuals or groups of different religious affiliations for the purpose of exchanging guidance and understanding" (Carter, 1995, 180).

B- procedurally: It is a participatory exchange process between two or more people, aimed at achieving a harmonious understanding of the other, through the gate of discourse and active listening to the exchange of different points of view.

6. Peaceful Coexistence:

A- idiomatically: "it is a moral, religious and legal summit, based on the basic principles and values of human rights, it is an imperative necessity to achieve stability, security and development in society" (Al-hussein, 2015, p. 136)

B- procedurally: It is an approach or policy based on the principle of pluralism in ideological doctrines, and the promotion of the principle of dialogue and mutual respect.

Previous Studies

Study (1):

A study prepared by the student "Kihal Fatiha (2011, 2012) under the title "new media and spreading research awareness" a study in the uses of social networking sites Facebook as a model, which is a complementary note to obtain a master's degree in media and communication sciences, media and modern communication technologies branch at hajj Lakhdar university - study department as a main question "how does the use of Facebook as one of the new media applications spread

environmental awareness among the Algerian user public? Under this problem fall the motives for using this site (Facebook) in particular with regard to the issue of environmental protection and the dissemination of environmental awareness.

Where the researcher relied in the study on the approach imposed by the nature of the study represented in the organization of the sample survey methodology descriptive, in addition to the use of the observation tool and the questionnaire form as a tool for collecting data the sample was the accidental sample where to choose the sample members by chance, where each time a number of respondents are selected as the first choice to infer through them the researcher on other respondents from the users of the site - under study - and this method is called the receiving ball, which is a series connected to the rings and each time the series stops the choice is made again by chance the study also found a set of results, the most important of which are: social networking sites are the most used sites for respondents, where Facebook comes at the forefront of the most accessible sites, often and regularly by 44.62%, and the hourly volume that respondents spend through this site is a lot, as it exceeds two hours in most cases, by 50%, at night and during the evening periods, which is the most preferred time to access this site, which its use is no longer limited to one place, but includes multiple places, most of which are homes. - as for gratifications, cognitive gratifications are the most types of gratifications achieved for the sample members, which mainly include increasing environmental awareness by 43.54%, followed by social gratifications, where identifying people with environmental interests is the most gratification sought by respondents in the environmental field by 61.21%. Thus, it can be said that Facebook contributes to the crystallization and dissemination of environmental awareness among the masses of users as one of the new media applications, which can be used to serve the purposes of environmental media.

Study (2):

A study (Imane Backhouse, 2013-2014) entitled "cultural uses of new media in algeria" on the network / Facebook, where the study relied on the sample survey methodology and used an analysis form as a data collection tool, and the problem falls into a set of sub-questions, the most important of which are: what are the general characteristics of Algerian users of new media through Facebook? What are the habits and patterns of cultural uses of new media according to Algerians through Facebook? What gratifications do uses achieve? Cultural of the new media according to Algerians through Facebook? The sample chose the occasional (coincidence) to collect data, and the researcher relied on a number of individuals who can find them, and casually by chance and Algerian users of Facebook in the period from June 2012, and the results were that most of the Facebook users are young people by (70% of the sample) because they have a high level of education, and they are mostly with simple income.

Study (3):

Study (Al-mandeel, 2016) study "the role of new media in shaping awareness among young people" the study aimed to know the role of new media in shaping the awareness of university youth in the city of Riyadh, and the importance of the study lies in understanding the nature of the role of new media on the awareness of university youth students, the researcher used the social survey methodology as well as the questionnaire as a study tool, and the study sample consisted of university youth in Riyadh (king saud and imam Muhammad bin Saud universities) and the random sample was chosen (200 a young university (from the universities of the fifth level and the eighth level, and the study was applied in the second semester of 2014, and the results of the study showed that the members of the research sample agree that the new media has a role in shaping their social and cultural awareness

The study also found that the new media plays an important role in shaping the awareness of young people in Riyadh, Saudi Arabia, from the social, political, economic, and cultural aspects.

Study (4):

A study by the researcher "Al-khans Tuomi (2016-2017)" under the title "the role of mass culture in shaping the identity of university youth", which is a memorandum for obtaining a Doctor of Science in Sociology, specializing in sociology of communication, chapter one: the conceptual framework of study 18 at the university of Biskara. She posed a key question: how does mass culture work in shaping the identity of university youth? Where the researcher relied in this study on the approach imposed by the nature of the study represented in the use of the descriptive approach, in addition to relying on the questionnaire as a main primary tool with the use of secondary tools such as observation and interview in order to obtain information and data, the sample was random and regular sample and a multi-stage sample as the study reached a set of results, the most important of which are: the university youth - master - are the selected sample on which this research work was completed because they are distinguished by a subculture that arises from the environment and the university environment on the one hand, and the effects of mass media on the other hand, and the faculties concerned with the study according to the stages of sample selection are as follows: college of science and technology, faculty of economic, commercial and management sciences, faculty of arts and languages. The study showed the extent to which it represents female girls (82.1%) and males (17.9%), meaning that there is a percentage of young university women similar to the presence of males or university youth, as girls prefer to study, unlike young men who prefer to go to work and its various fields. Considering that the sample of master's students ranges between the ages of (-22-24) years (76%), which is the stage of youth characterized by vitality, activity and tendency to social and cultural

changes and have future aspirations to build a future different from the stage they are experiencing.

Study (5):

A study prepared by Dr. Abdullah Al-Qahtani (2020), entitled "the role of new media in promoting information culture", an applied study on students of king Abdulaziz university in Jeddah. It aimed to identify the role of new media in promoting information culture and also aimed to determine the nature of the information that King Abdulaziz University students search for through new media, what are their motives, which new media is the most used, and what kind of information are king Abdulaziz university students interested in and obtain? How does new media influence the promotion of information literacy? How can new media be used to enhance mental image? About the kingdom globally? The study community consisted of male and female students of king Abdulaziz university in Jeddah, and used the descriptive analytical approach on two methods: theoretical method, and field method.

(Theory of uses and gratifications), and a random sample of (378) single was selected. The study concluded that: the nature of the information that students are looking for through new media includes many interests that the most important motive for using new media is to know everything new in various fields. The most used new media are in the following order: WhatsApp, twitter, YouTube. The greatest interest in obtaining information was in the following order: local, sports, cultural, scientific, technical, political. There is high approval of the influence of new media in promoting information literacy. There is a high degree of approval to enhance the mental image of the kingdom using new media. The study recommended that there should be awareness programs for students on how to deal with new media. And give more attention to universities and scientific research centers to study the potential impact of new media, especially on the formation of new cultural values.

Foreign Studies:

Study (1):

(Guo-Ming, 2012) studied the impact of new media on intercultural communication in the global context, China

Which sought to research the relationship between new media and intercultural communication and addressed by the study of this relationship through three axes: the impact of national culture on the development of the media, the impact of new media on cultural identity, and the impact of new media (especially social media) on different aspects between cultures, for example, intercultural relations and adaptation between cultures, and intercultural conflict, and the most important thing indicated by the study that the new media delivered human interaction to a complex and complex level, and led to a major transformation in all aspects of human society in terms of combining forms of functions information, media and electronic communications in order to achieve great freedom in the reproduction of the content and form of information and the ability to retrieve information through operational systems that are open and appropriate, which leads to the existence of freedom of control over information. New media does not affect how people understand each other in the process of human communication, especially for those who belong to different cultural or ethnic groups.

Study (2):

(Rukya, 2016) studied the role of media in promoting the cultural values of indigenous peoples, kotepe university, metropolitan, aimed to investigate the role and questions of the media in promoting indigenous cultural values in Ethiopia, and how the current global communication system affects the thought and practice of people through advanced forms of global media, and the study data was collected from (26) television programs, and (145) the study found that the local cultural values that the

Ethiopian people have long maintained could not overcome the continuous pressures on them through modern technology that dominated the field of information, rooting the idea that local culture is associated with backwardness and that it must be eliminated. The study stressed that the educated society in the country must confront this cultural invasion and raise people's awareness of the appreciation of local culture to face this negative impact of the external cultural invasion that came through the new media.

Study (3):

(Sept Yanto, et al.2017) studied "The importance of social media knowledge for students in the era of globalization", the third conference of political science with abundant information on the internet, especially information related to soft power diplomacy and especially information related to soft power diplomacy through online literacy. As the danger of globalization as a result of it has simply made the world smaller and more connected, which poses a risk that globalization will have negative effects when countries use it to spread their agenda through soft power diplomacy, the study indicated that the increasing trend of using the internet had an impact on the decline in the use of traditional media and thus the increase in the number of internet users and the increase in the use of social media as the new media in society and still prevention of the abundance of information social networking sites are necessary in order to protect young people, especially students, where they have tremendous curiosity about new types of information, and adult literacy can be an appropriate solution, as it will make young people realize the impact of information available on the internet and make sure that young people are able to classify information on the internet and filter this information from bad content.

Study (4):

(Azhar,2017) studied the use of social media to promote national culture, the second scientific and practical conference, Ural university, aimed to identify the patterns of students' use of new media applications and the impact of new media applications in promoting different cultural colors. The study used the descriptive approach, and the sample focused on students in particular. The study showed that new media applications enable to understand the language, way of life, professional and educational activities and interests in other countries, and that it is an influential way to promote national culture around the world, especially countries that have a negative image towards some national and international issues and thus can change misconceptions about their countries, as they achieve a better understanding of the culture of other countries, and it is a way to know and understand the facts about some countries.

Study (5):

(Hsu 2018) studied the impact of social media on the process of cultural adaptation, China, aimed to find out how social media forms the process of adaptation between cultures and a bridge to communicate with their countries of origin through a study on (15) foreign students studying in China, and the interview method was used with the descriptive approach to the study, which aimed to scoop the extent to which social media affects the students' daily lives in the new culture of the host country and maintain the relationship with their local communities, and the study showed that students who use social media become better able to adapt to new cultures in host countries, maintaining their connections with their home countries. The orientation of new media creates new social networks and activities and redefines political, cultural and other boundaries.

Comment on Previous Studies

- From digital media "Instagram", which is the most common and used among circles in general.
- All previous studies are highly consistent on the impact of digital media in promoting cultural exchange of the language of dialogue and supporting peaceful exchange.
- Within the limits of science, there is a scarcity (within the limits of researchers' knowledge) in Arab studies that dealt with the role of digital media in promoting information culture.
- While foreign studies dealt with the impact of digital media in several aspects (such as adaptation between cultures, the way to deal with information on the internet, the promotion of original cultural values, the patterns of students' use of new media in promoting different cultural colors, and how young people use methods of dialogue among themselves).
- All studies simulate the reality of young people and professors in some other studies. Where there is proportional consistency between the chosen subject of study and the selection of studies in the same subject

Study Theories

Cultural Implantation Theory:

The origins of this theory go back to the American scientist "George garner". Within the framework of its project on cultural indicators, he examined the impact of mass communication on the cultural environment on three cross-cutting issues:

1. Studying the messages, values and mental images reflected by the media.

2. Study the structures, pressures and processes that affect the production of media messages.
3. Studying the independent participation of mass messages on the public's perception of social reality and the Persian cultural theory is an applied perception of ideas for the processes of building meaning and forming social facts" (kaif, 2015, p. 220). 221)

Hypotheses of the Theory:

"The theory of the cultural Persians came to try to explain the cumulative impact of the media on individuals in the long term, after it was found that the theories of explaining the impact in the short term, were not enough to explain many of the effects practiced by the means of communication today, and the theory of the cultural Persians is an applied perception of ideas for the processes of building meaning, forming social facts and learning through observation and the roles played by the means of communication." (Forshid, 2011, p. 1)

"It also assumes that those who have little viewership of television are exposed to a variety of sources other than television, some personal and some public, while those who are watching rely more on television than others for access to information" (Ahmad Farid, Mahmoud, 2008, pp. 117, 118).

"I paid attention to the effects of television in general through the total number of hours of viewing or the intensity of viewing without caring about the quality of the programs to which the viewer is exposed" (Abu Alia Mahmoud, Rasha, 2008, p. 1)

The Most Prominent Criticisms of The Persian Cultural Theory:

1. The theory did not take into account other variables across the viewing intensity that go into the process of television influence, such as demographic factors.

2. Both (Houcter and Bengri) believe that the relationship between watching television and cultural opportunity when watching it can be due to some of the content of television materials or programs, and does not apply to other programs, as well as that relationship does not apply to watching the content of all television materials or programs in general, but has exceeded the result of specific programs.
3. The material provided through television can be exposed to the heart and counterfeiting by viewers, and the viewers' responses may be variable, and thus become the foundations on which it is built
4. The concepts of the dimensions of the relationship between viewing and influence according to the Persians' cultural perspective in inaccurate concepts and dimensions" (kaif, 2015, p. 222)

Study Procedure

Study Methodology:

In the study, we relied on the "descriptive survey method" as it describes the relationship between two variables.

Study Population and Sample:

According to the nature of our study, we were selected for a sample represented by a sample of citizens with (52) individuals in the Bahraini society, which is the available sample.

Fields of Study:

- **Human field:** The study population is represented by citizens from the Bahraini society
- **Time range:** The study was conducted chronologically in two stages:

- **The first stage:** During the month of December, during which we collected information.
- **The second stage:** Took place during the month of January, in which we distributed and collected forms, and held interviews, and this was in the current year 2025.
- **Spatial field:** The spatial boundaries of the research are the place chosen by the researcher to conduct his field study.

Questionnaire:

The study is based on questionnaire tools and individual interviews. where this form included 15 questions, and the research form included the following axes:

- **First axis:** demographic data.
- **The second axis:** data related to the cultural exchange of the language of effective dialogue.
- **Third axis:** data on peaceful coexistence.

Interview:

We used the interview during our visit to clarify the aspects of the questionnaire and the necessary information about our research study.

The Results of the Study

General Analysis:

the study was keen to interrogate and analyze both sexes (male, female) and interviews were conducted on 10 people from the Bahraini society and collected some of those opinions for the purpose of research and scientific analysis. The questionnaire was also distributed to Bahraini citizens of both sexes with a number of (52) individuals, and the results were collected for the purpose of achieving the objectives of the study and reaching studied scientific results from the reality of

Bahraini society, and the study may also aim at the role of digital media in the process of cultural exchange to reach a common, useful and mutual language of dialogue to reach peaceful coexistence at the highest and highest levels of life in the kingdom of Bahrain through the Instagram platform.

Detailed Analysis:

1- Positive impact:

some pointed out that digital media, which is Instagram one of its means used to exchange cultures and find a common language of dialogue to reach peaceful coexistence among the Bahraini public in general.

2- Negative impact:

others focused on negative aspects such as their inability to communicate directly, which prevents the public's ability to give a sound assessment of its various uses through the Instagram platform due to the difficulty of reaching joint interaction easily, in a quick and specific time between different groups of society. but the percentage is very small in this context.

Conclusions and Analysis of the Study

-The results of the first axis (demographic data):

1. Gender variable: the ratio of males and females in the study sample is (55.2%) males and (44.2%) females.
2. Age variable: the percentage of males and females in the study sample by (21.2%) (18-30 years and (71.2%) 30-50 years, and (7.7%) +50.
3. Variable marital status: the percentage of males and females in the study sample is (80.8%) married and (19.2%) unmarried.
4. Employment status variable: The percentage of males and females in the study sample was (78.7%) employed, (5.8%) retired, (9.6%) self-employed, and (5.8%) unemployed.

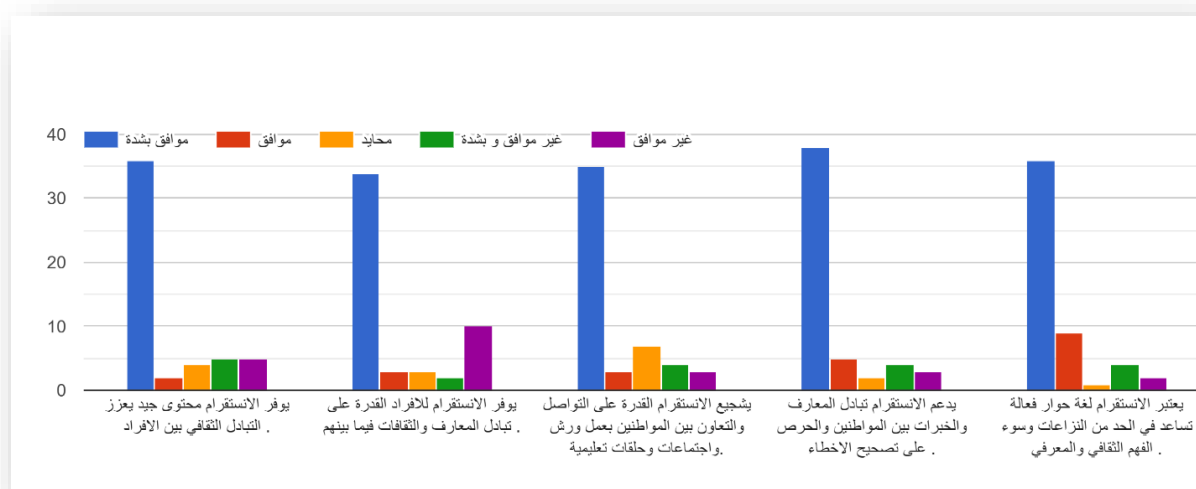
5. Educational level variable: The percentage of males and females in the study sample was (38.5%) bachelor's degree, (44.2%) master's degree, and (17.3%) doctoral degree.



Figures (1) show the results of demographic data

-The results of the second axis (promoting cultural exchange of the language of effective dialogue):

The percentage of workshops and seminars via Instagram was the highest percentage Instagram provides good content + Instagram is an effective dialogue language (38) to reduce conflicts (36) and (35) Instagram encourages the ability to communicate and cooperate by conducting workshops and educational seminars and (34) Instagram provides individuals with the ability to exchange knowledge and cultures among themselves.

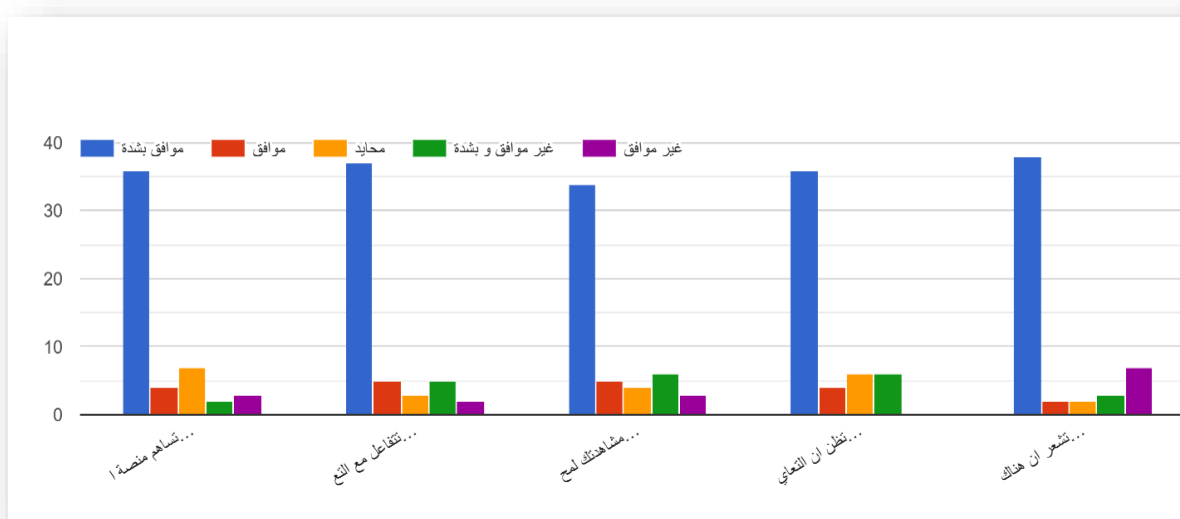


The previous figure shows the results of (promoting cultural exchange of the language of effective dialogue)

-The results of the third axis (supporting peaceful coexistence)

The percentage of peaceful coexistence in the phrase “You feel that there is harmony between the segments of society” provides a healthy environment through Instagram that encourages the collective spirit and enhances the feeling of belonging to one team, so the highest percentage was (38), and you interact with comments or posts

that contain hate speech or disrespect for others through Instagram (37). The Instagram platform contributes to enhancing the values of peaceful coexistence between individuals in Bahrain + You think peaceful coexistence is necessary for the stability of society (36). Your viewing of content on Instagram contributes to changing your point of view towards the different segments of society, so it was (34).



The previous figure shows the results of (supporting peaceful coexistence)

Study Recommendations

- choose effective content accurately and carefully as it has a significant and direct impact on the interactive audience in the kingdom of Bahrain.
- disseminating content that reflects and promotes cultural exchange through various digital media.
- encouraging the implementation of awareness campaigns on the importance of social media in spreading the culture of peaceful coexistence among the segments of Bahraini society.

- commitment to professional ethics when publishing digital content and avoiding fake and misleading news.
- encouraging more scientific research that encourages building more tolerant, open and understanding societies in Bahraini societies.
- encouraging interaction between companies and institutions and their relevant audiences concerned with cultural exchange and peaceful coexistence through digital media and its various means.

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