The Value System of Adult Twitter Social Network Users in the Light of Some Variables

A Thesis Submitted in Partial Fulfillment of the Requirements for the Master's Degree in Psychology of Counseling

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Summary

This study aimed to identify the value system of adult twitter social network users in Saudi Arabia and how different is their the values system would be according to the differences in gender, age, educational level, the weekly spent hours, and the period of joining the service. As well as, it aimed to identify the extent to which the value system of the sample of adult twitter social network users is corresponding with the perception of Schwartz World Wide Value System.

It is to be noted that this study followed the Descriptive Comparative method. Respondents’ group number was of both genders is 518, between the ages from (18) to (45) years old. The number of males is (192), and female is (326), and the proportion of males is 37.1 %, while the proportion of women formed 62.9 %.

Worth to mention that the researcher used in this study the International Schwartz Value Survey translated by Mohammad Saied in 2009 as a study tools. This tool was used after modifying it to conform to the Saudi Society on a respondent group of 139 (mails & females). The study tool included 10 basic values and they are: power, hedonism, stimulation, benevolence, achievement, security, self-direction, conformity, tradition, and universalism. The researcher implemented the tool after calculating the psychometric determinants of these scales.

The study has reached a conclusion that there is significant differences in the value system measured with SVS- according the gender difference, and that the value system differs significantly according to the age difference.

Moreover, the value system measured with SVS- doesn't differ significantly difference to difference in the levels of education among the study sample. Also, the value system measured with SVS- doesn't differ significantly according to the difference of the weekly using hours among the study sample. Moreover, the value system measured with WSV- differs significantly according to the difference in the time spent as a twitter user of the study sample.

As well as, the study also showed that the descending distribution of values in the value system twitter social network users - measured with SVS- is the following: benevolence at the peak of the system, then security. After that, universalism, self-direction, achievement, conformity, tradition, stimulation, hedonism, and power, at bottom of the system. The value system among the adults of twitter users was corresponding to Schwartz' worldwide perception of value system in the hierarchy ranks following values: benevolence, self-direction and power. In the other hand, The value system among adults twitter users wasn't corresponding to Schwartz' worldwide perception of value system in the hierarchy ranks of the following values: stimulation, achievement, security, conformity, tradition, and universalism.