THE ROLE OF SOCIAL NETWORKING SITES IN PROMOTING THE CULTURE OF IRAQI RURAL WOMEN AND EMPOWERING THEM

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ABSTRACT

Social networking sites are highly effective in serving the community and empowering it cognitively and politically because of its impact on its users and visitors through the information and ideas it provides, mostly free of it without a political, social or inappropriate agenda, Its goal was to advance the knowledge and scientific aspects of the visitors of these sites, and this in itself is a positive step, calculated for those in charge of it.

In his research entitled "The role of social networking sites in promoting the culture of Iraqi rural women and empowering them, the researcher seeks to identify the role of social networking sites in serving rural women, and how Iraqi rural women use these sites, and how it helps them

to communicate with others, and how useful it is for rural women to enhance their culture and empower them intellectually and politically.

The researcher hopes to discuss the role of social media in the effective empowerment of rural women in an academic manner through modern and considered sources, as well as asking a number of questions through the questionnaire form to Iraqi rural women and identifying the role of social networking sites in empowering them, in order to reach results that serve the objectives of the conference and scientific research.

KEYWORDS

Social networking sites, women's culture, women's empowerment, Iraqi rural women.

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INTRODUCTION

Today, social networking sites has changed the situation and reality of many societies after using it and introducing it to the surrounding developed peoples through this carrier medium, which

helped developing countries, rural women in particular, as a result of the difficult social situation that this class suffers from, represented by some customs and traditions that are practiced in Iraqi villages and countryside.

Today, social networking sites have empowered Iraqi rural women and formed their political and cognitive awareness, and they have become aware of their rights and practiced them effectively, as is the case of city women, and now we see them in schools, universities, and jobs after they were deprived of their rights for hundreds of years as a result of the clan character, in addition to the difficult financial situation that made them share with men Agriculture and farming business.

Today, websites have become important in the lives of peoples and rural women in particular at the present time because of their widespread reach, as well as their attainment of the highest level in achieving the desired goals in the educational, political, social, economic and cultural aspects of the life of rural women in particular.

The sites are turning point for many societies because of the advantages that these sites possess that made them play an effective role in the lives of individuals, in addition to that, these sites have turned the world into a small village in the hands of its users

1.   THE METHODOLOGICAL FRAMEWORK

1.1. THE RESEARCH PROBLEM.

The researcher seeks to know the role of social networking sites for rural women, and the extent to which social networking sites contribute to the promotion and development of their culture, as well as identifying their external environment.

Accordingly, the research problem can be formulated with the following main question: What is the role of social networking sites in promoting the culture of Iraqi rural women and empowering them?

From this question, several sub-questions emerge:

1. Do social networking sites contribute to the cultural and political empowerment of rural women?

2. What are the favorite social networking sites for rural women?

3. Is there an effect of social networking sites on women?

4. What are the reasons for women's use of social networking sites?

5. To what extent do rural women use social networking sites?

1.2. THE IMPORTANCE OF RESEARCH

The importance of the research lies in the importance of the topic that it deals with (the role of social networking sites in promoting the culture of Iraqi rural women and empowering them). In addition, this research is one of the pioneering modern researches in the field of digital media that deals with the issue of Iraqi rural women, conveying their suffering and highlighting them by communicating voice and to alleviate their suffering and empower them culturally and politically.

This research is one of the important sources for subsequent research, as it discusses the issue of social networking sites and its contribution to promoting the culture of Iraqi rural women, due to the scarcity in this field, according to the researcher's knowledge, in addition to the novelty of its topic, as it discusses the variable of social networking sites with rural women.

1.3. RESEARCH OBJECTIVES

The research aims at the following:

1. To reveal the contribution of social networking sites to the cultural and political empowerment of rural women.

2. Identifying the favorite social networking sites of rural women.

3. Access to the impact of social networking sites on women.

4. Investigating the reasons for women's use of social networking sites.

5. Detecting the duration of rural women's use of social networking sites.

1.4. RESEARCH HYPOTHESIS

The research hypotheses that the researcher deduced from the dependence theory are as follows:

1. Social networking sites enhance the culture of Iraqi rural women and empower them intellectually and politically.

2. Rural women use social networking sites to communicate and promote their culture.

3. The heavy use of social networking sites affects the relationship of rural women with their surroundings.

1.5. RESEARCH METHODOLOGY AND TOOLS

The scientific method is defined as "a set of general rules that define scientific procedures and mental processes that follow to reach the truth with regard to various phenomena, whether natural or human ,in the light of the method, it is possible to start

collecting information and data, classifying and tabulating them, and then analyzing them in order to formulate the results that the researcher seeks.[1]

The researcher relied on the survey method through the questionnaire form that was distributed to the respondents, and the survey method used by the researcher "is considered one of the most prominent approaches used in media curricula to obtain data and information that target the scientific phenomenon itself.[2]

As for the society, the research was represented by women from Dhi Qar Governorate who live in villages and rural areas who use social networking sites, and the researcher relied on the intentional sample to reach only women who use social networking sites in villages and rural areas closely in order to obtain realistic answers that we reach the goals of the research, the sample members reached (100) respondents, the questionnaire was distributed to them.

Among the tools used by the researcher is scientific observation in tracking social networking sites and identifying techniques that may serve the public when using the sites, and identifying the negative aspects of social networking sites in order to put questions about them in the questionnaire and obtain answers that are compatible with the nature of the use of these sites by the researched sample, as well as this was used by the researcher in order to determine the main and sub-questions in the questionnaire that is presented to the researched sample.

The researcher also used the questionnaire form, which included a number of closed and open questions to obtain information about the role of social networking sites in promoting the culture of rural women and empowering them, and this is demographic , scientific and personal information related to social networking sites and their role in empowering women, before distributing the questionnaires to the sample, they were presented to a group of experts[3], in the field of media, to ensure the integrity of the questionnaire and its questions, and the extent of their validity, and it obtained their approval and considered it valid for use and achieving the objectives of the research

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[1] Mohammed Abdul Hamid, Scientific Research in Media Studies, Cairo, World of Books, 2000, p. 65.

[2] Saad Salman Al-Mashhadani, Media Research Methods, University Book House, United Arab Emirates, 2017, p. 163.

[3] Prof. Dr. Hadi Flaih Hassan , Faculty of Media , Dhi Qar University, Prof. Dr. Abdul Razzak Al-Dulaimi _ Middle East University Jordan, Prof. Dr. Assist.-Saad Abdul Rahman Makki _ 8[t] May [h] University May Algeria, prof. Dr. Saad Ibrahim Abbas - College of Media , Dhi Qar University, Prof. Dr. Mohammed Shaker Mahmoud Al-Shammari_ College of Media, Dhi Qar University.

1.6. RESEARCH LIMITS

The research limits are as follows:

A. Time limits: The limits in which the research was completed in 2021-2022.

B. Human limits: Women of villages and rural areas in Dhi Qar Governorate.

C. Spatial limits: Iraq, Dhi Qar Governorate.

1.7. DEFINITION OF TERMS

1. **Social networking sites:** It is a set of pages that allow subscribers to subscribe to it by creating special pages via e-mail and phone number, and then linking it through an electronic social system with other members.[4]

2. **Women's culture:** It means the set of information and ideas that women obtain through their environment, whether through education and family or through their external environment, women's culture is an awareness through which they form multiple cognitive trends.[5]

3. **Empowerment:** It is the process by which women are able to gain experience in various fields in order to be able to manage their affairs in life.[6]

1.8. PREVIOUS STUDIES

1.8.1. ATHAMNA STUDY 2017[7]

The research problem is represented by the following main question: What is the impact of social networks on the social values of university students?

The objectives of the research centered on identifying the impact of social networks on the social values of university students, such as Facebook, Twitter and YouTube, and their impact on the system of social values that control individual behavior.

This study falls within the descriptive studies and relied on the descriptive and survey approach as it is in the process of studying a social phenomenon, and this

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[4] Ghazal Maryam and Shaoubi Nour Al-Huda, the impact of social networking sites on the development of political awareness among university students, an unpublished master's thesis, Kasdi Merbah University - Ouargla, Faculty of Humanities and Social Sciences, Department of Human Sciences, Division: Media and Communication Sciences, 2014. p.3

[5] Dr. Abdul Ghani Imad, Sociology of Culture, Center for Arab Unity Studies, Beirut, 2006, p. 37.

[6] Ministry of Planning, Central Statistical Agency, The Reality of Rural Women in Iraq, Central Agency Press, 2016, p. 2.

[7] Naziha Athamna: The impact of social networks on the social values of university students, a field study on a sample of students at the University of M'sila, unpublished master's thesis, Faculty of Humanities and Social Sciences, Department of Media and Communication Sciences, Mohammed Boudiaf University, M'sila, Algeria, 2017, p. 7.

requires to analyze, describe and interpret, and its sample was intentional, through the results of the research, the study showed that the majority of university students are exposed to social networking sites with a non-selective tradition, without taking into account the contents they provide that are inconsistent with their established habits, and this can be explained by their negative role on the system of social values of university students.

It presents contents that are inconsistent with their established habits, and this can be explained through its negative role on the system of social values of university students.

1.8.2. STUDY BY HALIMA LAKHAL AND RABIHA ZAIDI 2017[8]

The research problem revolved around the following question: What is the impact of the use of social networking sites on family relations, Facebook as a model? The researchers followed the survey method, and the sample studied was intentional, and through that, the researchers reached through the results of the field study and presented its results and analyzed them   and reached to the following:

1. The "Facebook" website is an unlimited field that allows its users to form relationships and friendships, and opens the way for them to communicate and interact without moving, which makes them spend most of their time in front of them without realizing it.

2. Excessive use of the "Facebook" account is an addiction that the individual neglects his responsibilities at the expense of sitting in front of Facebook.

3. Social networking sites Facebook has contributed to creating problems within the family, including the absence of dialogue between husband and wife, forgetting occasions, and not providing an appropriate family atmosphere.

1.9. COMMENTING ON PREVIOUS STUDIES

The researcher developed only two studies as previous studies for the research, due to the lack of a study linking the variable of social networking sites and its role in promoting the culture of women and rural women in particular, according to the limits of the researcher's knowledge, therefore, he was satisfied with these two studies, which he believes are the closest to his topic with the variable of social networking sites and the impact on society that includes women. definitely a part of the community.

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[8] Halima Lakhal and Rabiha Zaidi: The impact of the use of social networking sites on family relations, Facebook as a model, an unpublished master's thesis, Zayan Ashour University, Djelfa, Faculty of Humanities and Social Sciences, Department of Sociology and Demography, 2017.

2. THEORETICAL FRAMEWORK

2.1. THE ROLE OF SOCIAL NETWORKING SITES IN THE EFFECTIVE EMPOWERMENT OF RURAL WOMEN

The social networking site plays an important role in empowering people intellectually and politically because of its cultural, political, social, and economic content, this content is available permanently and renewed as a result of the increasing use of these sites by members of society of different scientific disciplines, as well as the geographical difference of users of social networking sites.[9]

The researchers indicate that the difference in the environment of users of social networking sites has a leading role in cultural intermarriage between its visitors from different countries, and informing users of publications that published by scientific pages and personal pages of experts and intellectuals in various disciplines, making the pioneers of these sites in full communication with knowledge without restrictions and barriers, watching scientific experiments in developed countries, and viewing publications makes the individual of great cultural value that serves him in his daily and scientific life, which makes him a strong empowered personality.[10]

Social networking sites today are among the main sources in empowering Iraqi rural women because of its diverse content that is able to stand against discrimination between men and women on the one hand, and rural women who live in cities on the other hand, and the sites give women a great role as we see many pages of female artists and media women have a large and distinguished presence to defend the rights of rural women and others, to stand up to violence against women, and to work to take their role naturally in all areas of life, including professional and political cases[11].

Social networking sites were characterized by the intensity of confrontation, enthusiasm, and their diverse style, and their continuing role in broadcasting ideas and information around the clock, these sites helped women take their role by providing them with effective methods to promote culture and information in greater depth, and the ability of mutual interaction between them and the surrounding and virtual community, today, social networking sites are extremely important in popular

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[9] Naziha Athamna: The Impact of Social Media Networks on the Social Values of University Students, A Field Study on a Sample of University of M'sila Students, Unpublished Master's Thesis, Faculty of Humanities and Social Sciences, Department of Media and Communication Sciences, Mohammed Boudiaf University, M'sila, Algeria, 2017.

[10] Halima Lakhal and Rabiha Zaidi, The impact of using social networking sites on family relations, Facebook as a model, an unpublished master's thesis, Zayan Ashour University, Djelfa, Faculty of Humanities and Social Sciences, Department of Sociology and Demography, 2017.

[11] Haider Faleh Zayed, The role of advertisements and news on the websites of government institutions to facilitate the procedures of auditors, "Dhi Qar University as a model", previous source, p. 399.

circles as a result of her depth and weight because of the great influence the on society.[12]

These sites are a type of digital media that presents its content in a digital and interactive form, and depends on the fusion of text, image, video and audio, and can be accessed through smart phones of all kinds, as well as the computer as its main mechanism in the production and presentation process. Social networking sites that help Women and their cognitive empowerment are as follows:[13]

1. The Internet (Online) and its applications such as Facebook, Twitter, YouTube, blogs, chat sites, and e-mail. For the media, it represents the fourth system added to the three classic systems.

2. Applications based on various portable tools, including smart phones, personal digital assistants, and others.

Rural women began to take on their role after they used social networking sites and entered the virtual world from its widest gates through these sites that have no restrictions, rural women can be defined as those who live in villages and rural areas, and who work in those areas that depend on natural resources and agriculture for their livelihood, and they constitute more than a quarter of the total world population and in developing countries, and rural women represent about %43 of the agricultural labor force.[14]

Social networking sites also help women to get to know and open up to all cultures and customs, especially rural women who live in an atmosphere of (closeness) and pressure as a result of customs and traditions that prevent them from exercising their freedom and rituals, as is the case with women in developed cities, therefore, social networking sites are the appropriate place to express her opinion and personality , It is also a suitable place to receive cultures and empower them cognitively and politically, as a result of obtaining information from others, through the various published content and through communication with scientific, political and academic personalities, elites, etc. that have accounts on these sites.[15]

In addition, the sites help the individual to enhance his culture, especially rural women, in shaping their awareness and culture in a large extent due to the diversity of published content within the corridors of these sites, and the sites help the individual by making him master of the art of speech, and arranging ideas, phrases, and sentences frequently, and that makes him able to establishing relationships with those

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[12] Abdul Amir Al-Faisal, Studies in Electronic Media, Emirates, University Book House, 2014, p. 124.

[13] Dr.. Bushra Jamil Al-Rawi, The role of social networking sites in change, previous source, pg. 97.

[14] Khalid Walid Mahmoud, Social Networks and the Dynamics of Change in the Arab World, Beirut, Dar Madrak, 2011, p. 85.

[15] Haider Faleh Zayed, The role of advertisements and news on the websites of government institutions to facilitate the procedures of auditors, "Dhi Qar University as a model", Dhi Qar Journal of Arts, 2018, p. 383

around him, in addition to that, the sites contribute to the formation of new cultures for him.[16]

In fact, social networking sites are controversial, due to the overlapping of opinions and trends in its study, reflecting this concept, and the technical development that occurred in the use of technology, and it called everything that can be used by individuals and groups on the giant web as a result of the abundance of information in it and the diversity of content.[17]

The content on social networking sites is usually characterized by a personal nature, and is transmitted between two parties, one of whom is a sender and the other a receiver, through this social medium, with the freedom of the message to the sender, and the freedom to respond by the receiver, and this is what distinguishes it in that its user obtains the freedom to receive the information he needs.[18]

These sites are among the new ways for rural women to obtain information, immunize them, and empower them cognitively and politically, the sites allow rural women to access diverse groups in which there are individuals of different races and countries, which allows for the exchange of information in a timely and immediate manner through interactions and dialogues.[19]

Social networking sites have played a role in empowering rural women because of the advantages and characteristics that distinguish them from other means, these characteristics are as follows:[20]

1. **Sharing:** It allows people to share and comment on the content they follow.

2. **Openness:** It helped openness and universality to facilitate the communication of individuals with others, overcoming all barriers, and exchanging information and opinions.

3. **Conversation:** Allowing for conversation, participation and interaction with the event, news and provided information.

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[16] Amer Ibrahim Qandilji and Hassan Reda Al-Najjar, Information Science, Systems and Technologies, Dar Al-Masirah for Publishing, Distribution and Printing, Amman, Jordan, 2015, p. 92.

[17] Osama bin Sadiq Tayeb, Knowledge of Social Networks, a series of studies, King Abdulaziz University, Saudi Arabia, 2012, p. 30.

[18] Dr. Hosni Awad, The impact of social networking sites on the development of social responsibility among young people, the experience of the Allar Youth Council as a model, Al-Quds Open University, Social and Family Development Program, 2011, p. 10.

[19] Dr.. Bushra Jamil Al-Rawi, The Role of Social Networking Sites in Change, Media Researcher Magazine, Issue 18, College of Information, University of Baghdad, 2012, p. 96

[20] Dr.. Ibrahim Ahmed Al-Dawy, Social Networks, Arab Red Crescent and Red Cross Organization, 2015, p. 7

4. **Sending messages:** It allows sending messages between users with direct or indirect relationships.[21]

5. **Community:** Allows local communities to connect with international communities on common concerns or interests.

6. **Groups:** It allows the creation of groups of interest under a name and with specific goals, in what is like a discussion forum on a very large scale.

7. **Interdependence:** It is a social network that is interconnected with each other through the connections and links that it provides

In addition, social networking sites are not without negatives and defects for their users, especially those who are addicted to them, these defects are as follows:[22]

1. Addiction and social isolation: as it is attractive and leads to addiction, which leads to isolation from society to launch into the virtual society.

2. The emergence of new habits and language among users: The language used in social networks is understandable only to network users, in addition to the emergence of slogans and the so-called trend, most of whose content contradicts societal values.

3. Absence of oversight and some users' lack of responsibility.

4. Spreading false news and inaccurate reporting of events.

5. Lack of privacy that leads to psychological damage and defamation of personalities.

3. SOCIAL NETWORKING SITES AND IRAQI RURAL WOMEN

3.1. ANALYZING THE RESULTS OF THE QUESTIONNAIRE

This topic includes analyzing the results of the questionnaire distributed to the sample chosen by the researcher, which is represented by women from villages and rural areas in Dhi Qar Governorate who use social networking sites closely, the researcher distributed the questionnaire to (100 women), after fulfilling all scientific conditions.

The questionnaire, which was distributed on two important axes, included axis one, the demographic variables of the respondents, and axis two, which included the use of social networking sites and its role in the culture and empowerment of rural women. The results showed in the following:

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[21] Ghazal Maryam and Shaoubi Nour Al-Huda, the impact of social networking sites on the development of political awareness among university students, an unpublished master's thesis, University of Kasdi Merbah - Ouargla, Faculty of Humanities and Social Sciences, Department of Human Sciences, Department of Media and Communication Sciences, 2014, p.3.

[22] Amer Ibrahim Qandilji, Electronic Media, Dar Al Masirah, Jordan, Amman, 2017, p. 68.

3.2. DEMOGRAPHIC VARIABLES

3.2.1. AGE

Table 1. shows the distribution of sample members according to age.

Question	Category	Repetition	Ratio
	From (18-27)	82	82 %
	From (28-37)	12	12 %
	From (38-47)	6	6 %
Age?	From (48 - 57)	0	0 %
	(58 - and above)	0	0 %
	Total	100	100 %

The results of the above table indicate that the percentage of the respondents differed according to age, as it was for the age group (18-27 years) with (82) repetitions, with a rate of (%82), and for the age group (28-37 years) with (12) repetitions, with a rate of (%12) and for the age group (38-47 years) with (6) repetitions at a rate of (6%), and for the age group (48-57 years) with (0) repetitions at a rate of (0%), and for the age group (58 years and over) with (0) repetitions at a rate of (0%). We conclude from this that the age group (18-28) is the highest and most uses social networking sites, being the most open and understanding of the questionnaire matters, reading and writing, and has knowledge in social networking sites, see Figure (1).

3.2.2. MARITAL STATUS

Table 2. shows the distribution of sample members according to marital status.

Question	Category	Repetition	Ratio
	Single	78	78 %
	Married	20	20 %
	Widow	0	0 %
Marital status?	Discrete	0	0 %
	Divorced	2	2 %
	Total	100	100 %

The percentage of the respondents varied according to the marital status, as it came to a single paragraph with a rate of (78) repetitions at a rate of (%78), for a married woman at a rate of (20) repetitions at a rate of (%20), a widow with a rate of (0) repetitions at a rate of (%0), and a separated woman at a rate of (0). repetitions

(%0), and divorced women (2) repetitions at a rate of (2%). We infer from this that unmarried women are the most frequent users of social networking sites as a result of the lack of family and social obligations, see Figure (2).

3.2.3. ACADEMIC ACHIEVEMENT

Table 3. shows the distribution of sample members according to academic achievement.

Question	Category	Repetition	Ratio
Academic achievem	Read and write	3	3 %
	Primary	1	1 %
	secondary school	20	20 %
	Bachelor's degree	74	74 %
	Postgraduate degree	2	2 %
	Total	100	100 %

The results of the above table show that the percentage of respondents for the reading and writing category is (3) repetitions at a rate of (%3%), for a primary category at (1) repetitions at a rate of (%1), for a secondary category at (20) repetitions at a rate of (%20), and for a bachelor's category at ((74) repetitions, at a rate of (%74), and for the category of higher degrees, at a rate of (2) repetitions, at a rate of (%2). It becomes clear that the higher percentage of the sample are educated and holders of certificates, and this is a good indication that the answers are realistic as a result of the educational level of the respondents, see Figure (3).

3.3. THE USE OF SOCIAL NETWORKING SITES AND ITS ROLE IN THE CULTURE AND EMPOWERMENT OF RURAL WOMEN

3.3.1. USE OF SOCIAL NETWORKING SITES

Table 4. shows the use of social networking sites.

Question	Category	Repetition	Ratio
Do you use social networking sites?	Often	86	86 %
	Sometimes	12	12 %
	Rarely	2	2 %
	Total	100	100 %

The results of Table (4) showed that the percentage of the sample that uses social networking sites often is (86) repetitions (%86), sometimes (12) repetitions with the

rate of (12%), and rarely (2) repetitions (2%). We conclude from this that the sample uses social networking sites at a very high rate, and this gives us a good indication that the answers of the respondents are accurate, stemming from an understanding of this communication medium and its importance and identifying its positives and negatives.

3.3.2. THE MOST USED SITES

Table 5. shows the most used sites by the sample

Question	Category	Repetition	Ratio
Which of your most used sites?	Facebook	8	8 %
	Twitter	0	0 %
	Instagram	82	82 %
	Tik Tok	3	3 %
	YouTube	7	7 %
	Others	0	0 %
	The total	100	100 %

The results of the above table show that the most used sites by the researched sample were for the Facebook category with (8) repetitions, with a rate of (%8), for Twitter, with (0) repetitions, with a rate of (%0), and for Instagram with (82) repetitions, with a rate of (%82). For TikTok, with (3) repetitions, with a rate of (%3), for YouTube, with (7) repetitions, with a rate of (%7), and for other sites with (0) repetitions, with a rate of (%0). It is clear from this that women use Instagram more than other websites as a result of its content, which abounds in pictures, short clips, and offers of cosmetics and accessories, and this is what women prefer, whether in the countryside or the city.

3.3.3. EXTENT OF USE

Table 6. shows the extent to which the respondents use social media

Question	Category	Repetition	Ratio
How much do you use social networking sites?	Once daily	1	1 %
	More than once a day	52	52 %
	Daily all week	47	47 %
	Total	100	100 %

The results of the above table indicate that the researched sample uses social networking sites once a day at (1) repetitions at a rate of (%1), more than once a day at (52) repetitions at a rate of (%52), and daily throughout the week at a rate of (47)

repetitions at a rate of (%47), and we infer from that the researched sample who use social networking sites a lot.

3.3.4. TIM AVERAGE

Table 7. shows the time average spent by the sample on the use of social networking sites

Question	Category	Repetition	Ratio
How much time do you spend using social networking sites?	Less than an hour a day	4	4 %
	From 1-3 hours per day	11	11 %
	From 4-6 hours	10	10 %
	More than 6 hours	17	17 %
	According to free time	58	58 %
	Total	100	100 %

The results of the above table show that the sample spends time using social networking sites for less than an hour a day, at a rate of (4) repetitions, at a rate of (%4), and from (1-3) hours a day at a rate of (11) repetitions, at a rate of (%11), and from (4-6) hours a day with (10) repetitions, at a rate of (10%), and more than 6 hours per day, at a rate of (17) repetitions, at a rate of (%17), according to free time, at a rate of (58) repetitions, at a rate of (%58), and we conclude from this that the sample follows social networking sites when free time without specific time .

3.3.5. THE ROLE OF SOCIAL NETWORKING SITES

Table 8. shows the sample's opinion of social networking sites in promoting women's culture

Question	Category	Repetition	Ratio
Do you think there is a role for social networking sites in promoting the culture of rural women and empowering them?	Yes	75	75 %
	No	2	2 %
	Sometimes	23	23 %
	Total	100	100 %

The results of the above table indicate that the researched sample believes that there is a role for social networking sites in promoting the culture of rural women and empowering them for the category of yes by (75) repetitions (75%), for the category of No by (2) repetitions by (%2), and for the sometimes category by (23).) repetitions and by (%23), we infer from the results of table (9) that social networking sites have a role in promoting the culture of rural women and empowering them, this result is a good indication of the importance of the research topic, and the extent to which it was chosen accurately, and these sites were defined by the researchers as a group of pages that allow subscribers to participate in it by creating special pages via email

and phone number, and then linking it through an electronic system with other members, and the researcher agrees With this definition, what he sees is identical to the use way of social networking sites.[23]

3.3.6. DEVELOPING RURAL WOMEN COGNITIVELY AND POLITICALLY

Table 9. shows the opinion of the sample on social networking sites to empower women cognitively and politically

Question	Category	Repetition	Ratio
Does social networking sites have a role in empowering rural women cognitively and politically?	Yes	70	70 %
	No	2	2 %
	Sometimes	27	27 %
	Total	100	100 %

The results of the above table indicate that social networking sites have a role in empowering rural women cognitively and politically, according to the opinion of the sample, by (70) frequency, by (70%), and those who do not see social networking sites as a role, according to the sample, by (2) repetitions, by (2%), and for the category sometimes by (27) repetitions at a rate of (70%), and we discern from that that social networking sites are of great importance in shaping knowledge and empowering women politically, and empowering women cognitively and politically means a set of information and ideas that women obtain through their environment, whether through education and the family or through her external environment, and the culture of women, is an awareness through which she forms multiple cognitive directions[24]. It is the process by which women become able to acquire experiences in various fields in order to be able to manage their affairs in life[25].

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[23] Abbas Mustafa Sadiq, New Media Concepts, Methods and Applications, Dar Al-Shorouk for Publishing and Printing, 2008, p. 218.

[24] Dr. Abdul Ghani Imad, Sociology of Culture, Center for Arab Unity Studies, Beirut, 2006, p. 37.

[25] Ministry of Planning, Central Statistical Agency, The Reality of Rural Women in Iraq, Central Agency Press, 2016, p. 2.

3.3.7. SOCIAL NETWORKING SITES AND WOMEN'S RELATIONSHIP WITH THEIR SOCIAL ENVIRONMENT

Table 10. shows the sample's opinion of social networking sites and the woman's relationship with her social environment

Question	Category	Repetition	Ratio
Is there an effect of social networking sites on rural women's social relationship with their surroundings?	Yes	47	47 %
	No	15	15 %
	Sometimes	38	38 %
	Total	100	100 %

The results of the above table of social networking sites show an impact on the relationship of rural women with their social environment for Yes category with (47) repetitions and at a rate of (%47), for the No category with (15) repetitions with a rate of (15%), and for the sometimes category with (38) repetitions with a rate of (%38) ,we conclude that social networking sites have an impact on women's relationship with their social environment as a result of addiction to these sites.

3.3.8. THE EFFECT OF SOCIAL NETWORKING SITES

Table 11. Shows the impact of social networking sites on rural women

Question	Category	Repetition	Ratio
What is the impact of social networking sites on rural women?	Positive	70	70 %
	Negative	12	12 %
	I don't know	18	18 %
	Total	100	100 %

The results of the above table show that social networking sites have a positive effect with a rate of (70) repetitions, with a rate of (70%), and a negative effect with a rate of (12) repetitions, with a rate of (12%). This result shows that social networking sites have a positive impact on rural women.

3.3.9. THE FAMILY'S FOLLOW-UP OF THE GIRLS' USE OF SOCIAL NETWORKING SITES

Table 12. shows the opinion of the sample regarding the follow-up of girls in the use of social sites or not.

Question	Category	Repetition	Ratio
Do you encourage Iraqi families to follow girls when using social networking sites?	Yes	71	%71%
	No	29	29 %
	I don't know	0	0 %
	Total	100	100 %

The results of the above table indicate that the sample encourages the Iraqi families to follow- up girls when using social networking sites for the Yes category with a rate of (71) repetitions, and a rate of (71%), and those who do not encourage the follow-up of girls and a category of No with a rate of (29) repetitions, and a rate of (29%), and for the category of I do not know (0) repetitions, and at a rate of (0%). We discern from this that there is a danger when girls use social networking sites, according to what the sample indicated that it is necessary to follow up on girls' use of social networking sites.

3.3.10. THE HELP OF SOCIAL NETWORKING SITES FOR WOMEN

Table 13. shows the help of social networking sites for rural women.

Question	Category	Repetition	Ratio
Did social networking sites help rural women to see the world around them and the outside?	Helped	86	86 %
	Didn't help	2	2 %
	I don't know	12	12 %
	Total	100	100 %

The above results showed that social networking sites help rural women to learn about the outside world and their surroundings by (86) repetitions,, with a rate of (%86), and for a category that did not help, by (2) repetitions,, by (2%), and those who do not know from the sample by (12) repetitions, at a rate of (12%), and we are guided by that social networking sites have a role in informing rural women of their external environment, as a result of the wide spread of social networking sites and its importance in all surrounding countries, which made its content diverse and its users knowledgeable.

3.3.11. THE REASON FOR USING SOCIAL NETWORKING SITES

Table 14. Shows the reasons for the sample's use of social networking sites

Question	Category	Repetition	Ratio
What are the reasons for your use of social networking sites? You can choose more than one alternative.	To communicate with friends	78	% 27.73
	For leisure and entertainment	62	% 21.91
	To get to know new people	19	% 6.17
	To get the news	44	% 15.60
	To enhance my culture and empower me politically	42	%14.84
	To view the latest cosmetics and accessories	37	% 13.12
	Total	282	100 %

The results of the above table indicate that the reasons for the researched sample's use of social networking sites are for the category of communication with friends with a rate of (78) repetitions, with a rate of (%27.73), and for the category of leisure and entertainment, with a (62) repetitions, with a rate of (%21.91), and for the category of getting to know new people with a rate of (19). repetitions with (%6.17), and for the category of obtaining news by (44) repetitions, with (%15.60), and for the category to promote the culture of the sample and its political empowerment by (42) repetitions, with (%14.84), and for the category of viewing the latest cosmetics and accessories by (37)) repetitions, at a rate of (%13.12), and we infer from that the use of social networking sites by the researched sample is multi-use, the most important of which is to communicate with friends.

3.3.12. SOCIAL NETWORKING SITES AND THEIR CONTRIBUTION TO CONVEYING THE VOICE OF WOMEN

Table 15. shows the extent to which communication sites contribute to conveying the voice of rural women and their suffering.

Question	Category	Repetition	Ratio
Did social networking sites contribute to the voice of rural women and their suffering?	Yes	79	79 %
	No	17	17 %
	sometimes	4	4 %
	Total	100	100 %

Through the above results, social networking sites contribute to conveying the voice of rural women and their suffering by (79) repetitions, at a rate of (79%), and these sites did not contribute to convey of their voice by (17) repetitions, at a rate of (17%), and for a category, the sites sometimes contribute by (4) repetitions, at a rate

of (4%), we can see from this that social networking sites contribute greatly to conveying women's voice and suffering.

3.3.13. THE NATURE OF USING THE NAME ON SOCIAL NETWORKING SITES

Table 16. shows the nature of the use of name by the sample in social networking sites

Question	Category	Repetition	Ratio
Do you use social networking sites by name?	Frank	72	72 %
	Borrowed	28	28 %
	Total	100	100 %

The above results indicate that the researched sample uses the real name on social networking sites with a rate of (72) repetitions, at a rate of (%72), and those who use a pseudonym at a rate of (28) repetitions, with (%28), and we infer from that that the largest percentage uses the real name, and this indicates on the acceptance of women's use of social networking sites in rural areas.

3.3.14. USE OF SITES AND CUSTOMS IN VILLAGES AND RURAL AREAS

Table 17. shows the sample's use of sites and the extent to which the rural community accepts it.

Question	Category	Repetition	Ratio
Does the use of social networking sites by women violate the customs and traditions in your regions and affect their reputation?	Yes	6	6 %
	No	58	58 %
	sometimes	36	36 %
	Total	100	100 %

The results of the above table show that the use of social networking sites in rural areas is considered by some to violate customs and traditions by (6) repetitions, and those who consider that the use of sites did not constitute a violation of traditions by (58) repetitions, with a rate of (%58), and for sometimes category by (36)) repetitions , with a rate of (%36), and we infer from that that the use of websites is no longer in violation of customs and traditions by rural women.

3.4. THE MOST IMPORTANT RESULTS:

1. The age group (18-28) topped the researched sample with a rate of (%82), and in the marital status, the single category topped the other categories, and its

percentage was (%78), and in academic achievement, the percentage of bachelors was (%74) of other certificates.

2. The sample uses social networking sites with (%86), and it is considered a heavy use of social sites.

3. The sample mentioned that they use Instagram with (%82), among other sites.

4. The sample confirmed that they use social networking sites more than once a day at a rate of (%52), and throughout the week daily at a rate of (%47).

5. The sample showed that the rate of using social networking sites according to free time was (%58).

6. The sample stated that social networking sites have a role in promoting the culture of rural women and empowering them by (%75).

7. The sample confirmed that social networking sites have a role in empowering rural women cognitively and politically at a rate of (%70).

8. The results revealed that there is an impact of social networking sites on rural women's social relationship with their surroundings by (47%).

9. The results showed that the impact of social networking sites on rural women was positive with (%70).

10. The results showed that the sample encourages Iraqi families to follow girls when using social networking sites with (%71).

11. The results showed that social networking sites helped rural women to learn about the surrounding and outside world with (%86).

12. The results revealed that the reasons for the sample's use of social networking sites to communicate with friends with (%27.73).

13. The sample confirmed that social networking sites contributed to conveying the voice of rural women and their suffering by (79%).

14. The sample mentioned that they use the real name in their personal accounts on social networking sites with (%72).

15. The sample indicated that the use of social networking sites by women is contrary to the customs and traditions of villages and rural areas and does not affect their reputation with (%58).

3.5. RECOMMENDATIONS:

According to the results of the research, the researcher recommends the following:

1. Developing social networking sites in terms of form and content to be in line with the aspirations of rural women.

2. Monitoring publications on social media that call for violence against women and rural women in particular.

3. Stopping the racial discrimination between men and women that is being raised on social networking sites.

4. Paying attention to the contents of social networking sites and making them more targeted and focused to serve rural women and to promote their culture and to develop and empower them intellectually and politically, since rural women follow social networking sites closely.

5. Follow-up of Iraqi families of young girls when using social networking sites because of their great influence on this class, as a result of the presence of undisciplined posts on it.

6. Do not use social networking sites all the time, as they cause addiction and social isolation.

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