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FACEBOOK USAGE IN THE YEMEN UPRISING: A STUDY ON SELF-CONSCIOUSNESS, BEHAVIOURS AND ATTITUDES OF SANA'A UNIVERSITY STUDENT

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ABSTRACT

The emergence of the social network has transformed the way people communicate and share information. The use of Facebook during the uprising to oppose government malpractices is not yet. In this study, self-consciousness, behaviour and attitude of Sana's University students towards Facebook usage during the uprising is investigated using the quantitative and qualitative method. Prior to data collection, permission to obtain data was the school authorities at Sana'a University and upon approval data reported in this study was collected. A pilot study was conducted using 50 respondents to improve the research items and structure of the research instruments. Quantitative data was collected from students between 18 and 24 years old using a questionnaire and were statistically analysed using the Statistical Package for the Social Sciences (SPSS) to address the research objectives. Multiple regression and Chi-square (x2) statistical analysis were used to address the research hypotheses. Qualitative data were collected through group discussions from 24 informants comprising researchers, political activists, lawyers, teachers, businessmen and Librarians and was transcribed and thematically analysed to specifically address one or multiple research questions of the study. The findings show that Facebook was the main communication platform used by the protesters to organise social events and share uprising information. Students spend between 1 to 4 hours daily interacting with their online friends, family members and university peers discussing the events of the uprising. The cause of the uprising was attributed to lack of transparency and accountability by the corrupt leaders. Although the Yemeni successfully used the Facebook to organise protests and post-uprising images, the uprising resulted in loss of lives and millions of dollar worth of properties and severely affected the political, economic and social situation of Yemeni.

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CHAPTER ONE
INTRODUCTION

1.1   Introduction

Innovation in information and communication technology (ICT) has transformed the way information is communicated globally. The improvements extensively enhanced different applications, giving new possibilities to the users of social networking sites (SNSs) to communicate and post images (Amichai-Hamburger & Hayat, 2017). As the sharing of information online and learning content via ICT becomes possible globally through the use of the Internet network, the use of SNSs widens in their application. This is because the Internet facilitates easier and faster transfer of information and messages between people from different parts of the world more conveniently than never before. The incorporation of Internet facilities with various types of ICT infrastructure such as computers, radios, televisions (TVs), and wireless telephones makes communication cheap (Hearns-Branaman, 2012) and the innovations continue to develop and embrace new features (Jens et al., 2018).

Improvements in social media networks have also changed the way peers communicate with each other and extended opportunities for social development. With the increasing improvements in technology, social media have been incorporated into handheld devices such as iPods, smartphones and other mobile devices for communication (Amichai-Hamburger & Hayat, 2017). Most people prefer to communicate through online networking site because it is widely connected globally and it is easy to use. Their usefulness has been recognised and exploited by the political, social, economics, education and entertainment industries (Hilbert, 2012). Thus, the social media networking site, especially Facebook, have become a crucial tool for mass communication and media services.

The Facebook social network is the most widely used social media networks and its usage has transformed media industries (Zephoria, 2018). Facebook is mostly used to socialise with other online friends, for payment notifications, as a management tool for business transactions, as well as to distribute products and services, network with trading partners, and to disseminate learning content among students (Al-Qarawi, 2011). Its usefulness stems from its service platform that allows free Internet calls and text