Role of Social Media Sites in Improving and Developing the Educational Process in Secondary Schools in Jordan

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Abstract. This study aims to learn about the role of social media sites in improving and developing the educational process in secondary schools in Jordan, the descriptive analytical method was used to suit the nature of the study, and the questionnaire was used as a tool for study, and the sample of the study consisted of (50) of teachers working in secondary schools in Jordan. The results of the study found that high degree and statistical significance for the role of social networking sites in developing and improving the educational process in secondary schools. The study recommends that Holding seminars and meetings to publicize the importance of social networking sites in the educational process, and ways to use them safely and correctly, and Provide training courses for teachers to inform them of how to use social media sites and their tools and applications in the educational process.

Keywords. Social media sites, develop and improve Educational process, secondary schools

Introduction
Social networking sites provide and increase the opportunities of communication between individuals from different countries, due to the information space that includes millions of people, and through social networking sites can expand the circle of social relations, they helped to create interactively, the reply sends, writes and shares information with others, the motives for using social media sites varied from individuals who use them for entertainment, access to information, or use it for educational purposes, due to factors that contributed to the increased spread of social networking sites such as the increased spread of the Internet and the expansion of its speed, and the lack of the costs of accessing social networking sites, their ease of dealing and the benefits and services provided by these sites (Abdul Ghaffar, 2015). Social networking sites are characterized by several advantages, including global, where social networking sites reduced the spatial and geographical barriers that hinder communication, and crashed through the international borders, where the individual in the east can communicate with the individual in the West”, easily and simply, as well as help open the doors to exchange opinions and expand opportunities for participation and expression of opinion, in addition to the interaction, diversity and versatility, these social sites have entered all areas of life, and have been used in education, politics, media and economics, and are characterized by ease of use, social sites are used Symbols and Images that make it easier for the user to interact, as they do not need complex procedures for subscription, as it is easy to learn for all categories and ages, they are certain learnings when adhering to them and knowing how to perform and work each
of them is easy for the user to practice using with ease and provide these sites time and money to sign up and subscribe to it for free, so that the user does not have any fees or tax on the use of these programs except that he uses them through his internet subscription and does not take these programs any money in exchange for downloading and using them and even when updated do not demand the user any financial compensation (Ismail, 2019).

Social networking sites have expanded and entered all areas of social, economic, political, and educational life, where these sites can be used in the educational field, and the National Research Foundation conducted in the United States of America noted that many American citizens, they found that the use of social media sites in the educational process has a positive impact on the life of the individual, contributes to increased interaction between students and their teachers, and through the sites can dispense with books and traditional methods in the educational process (Awaj and Samia, 2016).

The spread of social networking sites and the ease of use of social media sites have contributed to increased student demand for the use of these sites for multiple purposes, and this opens the way for the use of these sites and their use in the development and improvement of the educational process, because of their impact in creating a creative and innovative generation, and as they contribute to the Students have new skills, develop their scientific and practical skills, and think tanks and solve problems in a realistic way, through the applications provided by these sites that increase interaction between students and their teachers and reduce the gap between them (Abu Al-Nasr, 2016).

The use of social media sites gives students who are ashamed when confronting the teacher to express their opinions in writing, and expands the circle of learners by providing easy communication between them and the teacher, In addition to spreading the technical culture and expanding students’ knowledge by looking at all that is new in their field of study (Hantosh, 2017).

Countries such as Jordan have sought to develop and improve the educational process by shifting from focusing on content to focusing on finding the best ways and means to enable students to learn, providing them with appropriate opportunities to build new relationships, share their ideas and knowledge with others, and spread them across Social networking (Greenhow et al, 2009; Al-Zaqeba et al., 2018).

Qneifi (2018) points out that social networking sites have educational characteristics that make them an important tool in the development and improvement of the educational process, and these educational characteristics are that social networking sites are characterized by self-treatment, which is based on construction, dialogue, production and cooperation, and stimulates creativity, Students can combine more than one teaching tool, share information, discussion and commentary, and this helps to stimulate students’ skills by learning activities, in addition to the fact that social networking sites combine individual and social learning and this is a form of collaborative learning.

Social media sites have changed the traditional teaching methods, through interactive videos that make the teacher take lessons from a distance without having to stand in front of students, and students will not need to go to school, education is done remotely by a virtual teacher This saves students and teachers the trouble of going to school and using transportation, which help effort and saving the time (Veletsianos, 2012).

Social networking sites contribute to the strong impact on the basic elements of the student identity and the educational process, as the student creates a special site that is linked to a social electronic system through which to communicate with others regardless of the purpose of this communication, it is a system of networks The electronic that allows the participant to process and set up a site of his own, then is connected to a larger and larger electronic social system.
with other members of the interest, social networking sites play a big role in building the personalities and awareness of students, and have a great impact on the educational process, Due to the length of time students spend on these sites (Sarsar & Harmon, 2012).

One of the most important uses of social media sites in education is the use of e-mail that helps the teacher for using the mailing lists of one semester, allowing students to use mailing lists in information and education, dialogue, exchange messages which consist of addresses Mailing with a single mailing address that the use of mailing lists in education helps support the educational process, and one of the most important areas of application of mailing lists in education is to establish a list of students in one class as a mediator for dialogue, social networking sites can be used in the education news group system and are used to exchange opinions and ideas, suspend public announcements or search for help, which is hierarchically arranged to make it easy to find, as well as online chat rooms, a system It enables its user to talk to other users, as many teachers, students and school teachers use free chat programs among themselves (Vural, 2015).

In this section, the study shows that previous studies related to social media sites and their role in improving and developing the educational process. While, Qneifi (2018) showed that students use the social networking site Facebook to learn at a very high rate, and the results showed the importance of the social networking site in the educational process through its contribution to increasing the knowledge balance about their specialization and increasing their academic achievement and students a desire to take care of the ways of education through social networking sites and to benefit from them in the future. In addition, Nasraouii and Saada (2018) found that the degree of teacher use of social networking sites in the educational process was moderate, and the results showed statistically significant differences to the degree to which social media sites are used for female suppn.

The results of the study (Zachos and Anagnostopouliou, 2018) also showed positive effects on the use of social networking sites in university education, suggesting that the expansion of the use of online social networks in future university education is very promising. Also, the Hantoush (2017) showed that social networking sites have many benefits that can be employed in university education, and that these sites have a significant impact on academic communication between students .

Awaj and Samia (2016) showed that social networking sites, especially Youtube and Facebook contribute significantly to overcoming the difficulties caused by traditional education, and play an active role in the process of distance learning. Moreover, Hashim and Badawi (2015) found that the presence of mutual friends and followers in social networking sites has a significant positive impact on the student and the process of education, and that social networking networks positive effects on the behavior results of non-cognitive students.

The study of AbdulAziz (2014) showed that students use social networking sites, especially Facebook, in the educational process to a large extent in cooperation with classmates, and both students and teachers have shown a strong and urgent desire to integrate the use of social media sites into the educational process. The study of Abdul Razzaq (2013) also showed that social networking sites can be used to a very large extent in the educational process, and that social networking sites have a significant impact on academic communication among students .

Hew (2011) showed that Facebook is very little used in educational matters, and that the first use of Facebook by students is to stay in touch with individuals for social purposes. The results of the Nassif Study (2011) indicated the possibility of using Facebook to develop the field of sculpture and online learning. Nevertheless, Pollara and Zhu (2011) indicated that the social networking site Facebook is one of the ways that increases the interaction of students with each other and this leads to the creation of the process of learning through participation, dialogue
and exchange of ideas between students and teachers, as the study found that most students believe. They learned better because of the use of Facebook, the government's support for the government's work in the area of human security has been a source of support for the government's work. Finally, the Amasha and Alsafi Study (2010) found that social networking sites and educational blogs support the creation of collaborative knowledge, participation in an academic environment and improved the educational process.

**Methodology:** Previous studies are consistent with this study in its affiliation with descriptive studies, where the descriptive analytical method was used in both The Nasraouine and Saada Studies (2016), Hew (2011), Awaj and Samia (2016), and Abdul Razzaq Study (2013).

**The objective of the study:** The current study was distinguished from previous studies in terms of goal, where it aimed to identify the role of social networking sites in improving and developing the educational process, while the two objectives of the studies were to set the precedents to recognize the impact of social networking sites and networks on university education such as Study of the Hantosh (2017), Zachos Study, Paraskevopoulou and Anagnostopoulos, 2018).

**Sample study:** Some previous studies in its sample agreed with the sample of the current study applied to teachers such as the study Bicen & Uzunboylu (2013), and the Study of Nasrwain and Saada (2016).

**Study tool:** Most of the previous studies agreed with the current study in its tool where the questionnaire was used as a tool for collecting information such as the study of (Amasha and Al-Saif, 2010), (Hashim and Badawi, 2015) (Awaj and Samia, 2016) and (Hantosh, 2017).

**Study problem**
The education sector is one of the areas that have undergone changes and has been affected by recent technological developments and developments, Especially after the use of social media sites, which have created a flexible virtual learning environment, through which the parties to the educational process can communicate in an atmosphere of participation, interaction, inclusiveness and integration (Bolant, 2011).

Despite the educational characteristics of social networking sites, their use in developing and improving the educational process is still faltering, due to the lack of sufficient awareness of how to make use of social media sites positively, and as a result of the poor investment of these sites and their applications in the process Education, at a time when the spread of social media sites has increased and increased use by students (Nasraouin and Saada, 2018).

Given that social media sites are one of the most important and fastest growing sectors of e-learning in recent years, and that most of the previous studies have focused on the negative role of social media sites, their negative impact on the educational achievement of students and the obstacles that limit the use of these sites in The educational process, this study came to learn about the role of social networking sites in improving and developing the educational process.

**Study Questions**
This study seeks to answer:
What is the role of social media sites in improving and developing the educational process in secondary schools in Jordan?
Study Objectives
This study aims to learn about the role of social media sites in improving and developing the educational process in secondary schools in Jordan.

The Significant of the study
The importance of this study comes from the novelty of its subject, it seeks to reveal the role of social networking sites in improving and developing the educational process, where social networking sites can rebuild a new formulation of the relationship between teachers and students among them, which will be a strong motivation for learning and promoting relationship between them, thereby improving the educational process. The importance of the study is based on the scientific and theoretical aspects of the study as follows:

Theoretical importance: to provide a study that provides a model that researchers can use in scientific studies and research that examine the role of social networking sites in the development of the educational process, where this study is expected to enrich theoretical literature and provide the student with the topic of the role of communication sites. The importance of social networking sites and their role in improving and developing education in secondary schools in Jordan will be recognized in this study.

Scientific importance: This study contributes to informing teachers and students of the importance and role of social networking sites in the educational process, as well as to create an effective channel of communication between teachers and students, and through the field studies provided by the study on secondary schools, will be drawn Conclusions and recommendations that will help use social media sites to develop the educational process.

Study terms
Social networking sites are websites that provide users with the opportunity to dialogue and share information, opinions and ideas through profiles, photo albums and chat rooms, like Youtube, Twitter, MySpace, and Facebook (Dubai and Chefs, 2017).

Developing and improving the educational process: is to improve the educational process using modern strategies to provide an interactive, learner-centric, well-designed, timely and accessible environment through the use of internet properties and digital technologies in conformity with the principles. Appropriate educational design for the open education environment (Bani Doumi, 2006).

Study limits
Spatial boundaries: The application of secondary school study in Jordan.
Time limits: This study is applied for 2020.
Objective limits: To recognize the role of social media sites in developing and improving the educational process.

Study methodology
The study relied on the descriptive analytical curriculum through the design of his questionnaire to study the role of social networking sites in the development and improvement of the educational process in secondary schools in Jordan.

Study Community
The study community is made up of all teachers working in secondary schools in Jordan.
**Study sample**
The study sample consisted of (50) of teachers working in secondary schools in Jordan; table (1) shows the distribution of the sample depending on the personal and functional variables.

**Table (1): distribution of the sample according to the personal and functional variables**

| Variable          | Categories     | Frequency | percent |
|-------------------|----------------|-----------|---------|
| Gender            | Male           | 33        | 66.0    |
|                   | Female         | 17        | 34.0    |
|                   | **Total**      | **50**    | **100.0** |
| Age               | 24-33 years    | 11        | 22.0    |
|                   | From 33-42 years | 21      | 42.0    |
|                   | Over 42 years  | 18        | 36.0    |
|                   | **Total**      | **50**    | **100.0** |
| Years of experience | From 1-5       | 18        | 36.0    |
|                   | From 5-10 years | 17      | 34.0    |
|                   | Over 10 years  | 15        | 30.0    |
|                   | **Total**      | **50**    | **100.0** |

1) Based on the table (1):
- The highest percentage reached (66%) for gender variable, by frequency (33) for (male), but the lowest percentage reached (34%) by frequency (17) for (female).
- For age variable, the highest percentage reached (42%) by frequency (21) for teachers that their age range between (33-42 years), but the lowest percentage reached (22%) by frequency (11) for (female).
- For years of experience variable, the highest percentage reached (36%) by frequency (18) for teachers that their experiences range between (1-5 years), but the lowest percentage reached (30%) by frequency (15) for teachers that their experiences (over 10 years).

**Study tool**
The resolution was used as a tool for collecting data and information from study sample members.

**The stability of the study tool**
The stability equation of the tool (Kronbach Alpha) was applied to identify the role of social networking sites in the development and improvement of the educational process, and reached the Factor Kronbach Alpha for the tool as a whole (0.85), and all stability coefficients are high and acceptable for the purposes of the study, where the coefficient of stability (Kronbach Alpha) is acceptable if it exceeds (0.70).

**Sources of Information Collection**
The initial sources of the questionnaire were used to obtain preliminary data for the study developed by the researcher based on theoretical literature, and previous studies to measure the role of social media sites in the development and improvement of the educational process. Secondary sources were obtained from published sources such as books, theoretical and applied scientific studies, university letters and journals.
Procedures for the implementation of the study. To achieve the objectives of the study, the researcher followed the following procedural steps:

- Access to previous studies and research on the subject of the current study in order to prepare the theoretical material:
  - Collecting scientific materials related to the subject of the study and identifying the appropriate content for the study variables.
  - Collecting data through the study tool (questionnaire) by a study sample consisting of (50) teachers in secondary schools.
  - The data were entered into the Statistical Analysis Program (SPSS) and appropriate statistical treatments were performed.
  - The results were extracted, interpreted and discussed in the light of previous studies.
  - Recommendations were made in the light of the findings

Correct the scale
The questionnaire was made up of (20) paragraphs, the researcher used Leckert pentameter to measure the opinions of the study sample members, and was given a strong approval (5), OK (4), neutral (3), OK (2), strongly disagrees (1), by placing a sign in front of the answer which you agree, while the classification as follows:
- Less than 2.34 low.
- From 2.34 - 3.66 medium.
- From 3.67 to 5.00 high.

Statistical treatment
To answer the question of the study, the following statistical treatments were used through the Statistical Packet Program (SPSS):
- The kronbach alpha internal consistency coefficient for the study tool as a whole.
- Computational averages and standard deviations of the respondents of the study sample for all paragraphs of the study tool.
- One Sample T. test has been applied to demonstrate the role of social media sites in developing and improving the educational process in secondary schools.

Result
This part provides the result of this study to achieve the research objectives which is identify the role of social networking sites in developing and improving the educational process. Also, this chapter includes answering the research question.

The research question: What is the role of social networking sites in developing and improving the educational process in schools?
For answering this question, the standard deviations and means were calculated for each item, and for the total mean as a whole. Also, the (One Sample T. test) were used to detect the role of social networking sites in developing and improving the educational process in schools; the tables (2) (3) show that.

| No  | Item                                                                 | Mean | Standard. Deviation | Rank | Agreement Degree |
|-----|----------------------------------------------------------------------|------|---------------------|------|------------------|
| 1   | Social networking sites contribute to improving and developing the   | 4.16 | 0.77                | 2    | High             |
|     | educational process                                                 |      |                     |      |                  |
|   | Description                                                                 | Mean | SD  | Value | Agreement |
|---|------------------------------------------------------------------------------|------|-----|-------|-----------|
| 2 | Social media enables new methods to be used in the educational process       | 4.40 | 0.70| 1     | High      |
| 3 | Social media sites can ask questions and open dialogue between teachers and students | 4.12 | 0.75| 3     | High      |
| 4 | Social media helps spread the culture of technology and information technology | 3.70 | 0.97| 10    | High      |
| 5 | Social media sites encourage the use of new applications that serve materials | 3.88 | 0.96| 7     | High      |
| 6 | Social media sites activate students' skills through their role in sharing information, discussion and commenting | 3.98 | 0.91| 5     | High      |
| 7 | Social media sites transform the learning process from education to self-learning | 3.48 | 1.09| 12    | Medium    |
| 8 | Social networking sites help develop education and build an information base that keeps pace with new developments | 3.82 | 0.85| 9     | High      |
| 9 | Social media sites increase students' participation of different information in different groups to publish important topics and scientific images | 3.86 | 0.76| 8     | High      |
| 10 | Social media sites help send educational materials in the form of media that expand scaling up students' perceptions and improve the educational process | 3.68 | 0.91| 11    | High      |
| 11 | Social networking sites facilitate the process of handing over the duties and tasks assigned to students | 3.90 | 0.81| 6     | High      |
| 12 | Social media sites help provide a variety of integrated training that improves the educational process | 4.08 | 0.80| 4     | High      |
| **Total Mean** | **3.92** | **0.52** | - | **High** |

The above table shows the highest means which reached to (4.40/5) for two item which are "Social media enables new methods to be used in the educational process" by high agreement degree, then for "Social networking sites contribute to improving and developing the educational process" by high agreement degree with means 4.16, then for (3) item "Social media sites can ask questions and open dialogue between teachers and students" lowest means which is (3.48) for item (7) "social media sites transform the learning process from education to self-learning" by medium agreement degree, and the means (4.12) by high agreement degree. In addition, for the total means it was (3.92) by high agreement degree.
Table (3): the result of (One Sample T. test) of the role of social networking sites in developing and improving the educational process in schools

| Domain                                           | Mean | Standard. Deviation | df  | t. value | sig  |
|--------------------------------------------------|------|---------------------|-----|----------|------|
| The role of social networking sites in            | 3.92 | 0.52                | 49  | 12.524   | 0.00 |
| developing and improving the educational process  |      |                     |     |          |      |
| in schools                                       |      |                     |     |          |      |

Based on the table No (3):
- This table shows that the significant "t" value is (0.00), and it was (12.524) when comparative means for role of social networking sites in developing and improving the educational process in schools (3.92) with criteria value of 5 Likert scale (3). The findings show the a statistically significant and a high degree for the role of social networking sites in developing and improving the educational process in schools. This is due to the characteristics of social networking sites that open the way for teachers and students to use in the educational process and open the way for the exchange of ideas and communication at any time and without the need to commit to a specific time and place, as can be used videos to improve the process Learning, and networking sites allow all students to communicate with teachers without shame or shyness from asking questions in front of their colleagues.

This finding was in agreement with the results of the Study (Hantosh, 2017) which means the social networking sites have several benefits that can be employed in education and agreed with the result of the study of Abdul Aziz (2014) which indicated that students use social networking sites, especially Facebook, in the educational process to a degree. This finding was in agreement with the results of the Study (Hantosh, 2017) which showed that there is several benefits of social networking which can employed in the education and agreed with the result of the study (Abdul Aziz, 2014) which indicated that students use social networking sites, especially Facebook, in the educational process to a degree. Great in cooperation with classmates, as agreed with the result of a study (Abdul Razzaq, 2013) which showed that social networking sites can be employed to a very large extent in the educational process.

While I disagreed with the result of the study (Hew, 2011) which showed that Facebook sites are used very little in educational matters, and that the first use of Facebook by students is to stay in touch with individuals for social purposes.

Discussion
The study found a high degree and statistical significance for the role of social networking sites in developing and improving the educational process in secondary schools.

Recommendations
Based on previous findings, the study recommends:
1. Holding seminars and meetings to publicize the importance of social networking sites in the educational process, and ways to use them safely and correctly.
2. Provide training courses for teachers to inform them of how to use social media sites and their tools and applications in the educational process.
3. Conduct further studies that look at the role of social media sites in the development and improvement of the educational process at all levels of study.

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