



# The Effect of Using YouTube on Youth Worst and Best Case

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## Author's contribution

The sole author designed, analyzed and interpreted and prepared the manuscript.

## Article Information

DOI: 10.9734/BJAST/2015/11956

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Complete Peer review History: <http://www.sciencedomain.org/review-history.php?id=1071&id=5&aid=8743>

Original Research Article

Received 11<sup>th</sup> June 2014  
Accepted 24<sup>th</sup> December 2014  
Published 10<sup>th</sup> April 2015

## ABSTRACT

YouTube and its impact on young people of the two communities (Jordanian and Saudi Arabia) is the subject of the research. Therefore it was important to present a simplified definition and explanation of what YouTube is, the extent of its impact on the youth of both the Hashemite Kingdom of Jordan and the Kingdom of Saudi Arabia, the reasons behind the spread of its use among young people, with a focus on the rankings of frequently-visited channels and a clarification of some of the reasons for youth attachment to this program aside from others, along with comparisons between the two communities (HKJ and KSA) to see the worst and best case in terms of the duration of use, reason for use, its impact on societies, whether we reached the degree of risk to use it, explain the mechanism involved in monitoring how to access and control the Internet, whether there are confrontations between the two communities and their respective governments on the use of YouTube. The dimensions of the research were determined scientifically and practically for the two communities depending on the statistics that resulted from a detailed analysis of the results of questionnaires using Statistical Package for the Social Sciences (SPSS) software on both of the two communities with different age and academic groups with the use of graphic representation to illustrate the results better, identify the variables and data in the research, come up with recommendations and results that are useful for both communities in terms of the

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ethics of the use of YouTube and the extent of the rapid spread of crime through YouTube programs and its impact on the world of electronic and social media.

*Keywords: YouTube; internet; the ethics of Internet use; cyber crime; Hashemite Kingdom of Jordan; the Kingdom of Saudi Arabia.*

## 1. OVERVIEW

Jordan, officially the Hashemite Kingdom of Jordan, is located in southwest Asia at the heart of the Middle East lying in the southern part of the Levant area, and the northern area of the Arabian Peninsula. The kingdom's population reached 6.39 million by the end of 2012 [1]. The use of fiber optic cables began in Jordan in the late 1980s. The number of users in 2005 did not exceed 3.1 million, with a penetration rate of 57% only. The use of Internet has now jumped from 72,000 users with a penetration rate of 13.2% to 2.3 million with a penetration rate of 38% [1,2].

Saudi Arabia, officially the Kingdom of Saudi Arabia, is a country located in west Asia. It comprises the bulk of the Arabian Peninsula with an area of about 2,149,690 sq. km. and a population of approximately 28,376,355 of whom 19,405,685 are Saudi citizens according to official statistics. The year 1997 saw the introduction of Internet services into the Kingdom of Saudi Arabia under the control of King Abdulaziz City for Science and Technology.

YouTube can be defined as video sharing website that allows users to watch, upload and comment on videos. Established in 2005, YouTube was co-founded by Chad Hurley, Steve Chen and Jawed Karim. It is owned by Google Inc., which displays its ads in the website's pages. YouTube is available in 14 different languages [1,3].

YouTube is one of the world's major websites for uploading and sharing videos, creating personalized channels and providing direct broadcast service for organizations [4].

## 2. INTRODUCTION

The world of the Internet is filled with good and bad components; it has become one of the factors affecting the life and behavior of members of the community in HKJ and KSA with a very strong influence on their attitudes and thoughts. YouTube here is a modern Internet technology with noticeable impact on global, Arab and local communities with multiple forms

and methods that will be revealed in the results of the statistical analysis based on the same questionnaire directed to the youth in the two communities (HKJ and KSA) [5].

According to scientific research, it was observed that there were certain expectations based on own observations - in line with the questionnaire applied in this paper - which indicate that the Saudi youth use YouTube more often and are more influenced by the video sharing website compared with Jordanian youth. It was noted that the Saudis' to enter into this world has never ceased to grow and the reasons will be outlined later in the study.

At the beginning of this research we will learn about the two communities (HKJ and KSA) in terms of the Internet, and then we will identify some of the key concepts and some of the definitions of the general concepts pertaining to the two communities and YouTube. Further, we will introduce a number of general questions to be answered within the study, with the identification of the research problem and goals: What is the scientific and practical significance of the study? What are the hypotheses of the study? What is the quality of the study and its approach? What is the methodology of the study? Finally, what is the data collection method? Then we will come to the subject of the comparison between the two groups in terms of the data upon which the study is based (such as sex, marital status, academic qualification, age, employment status, the language used in YouTube and commentary thereto), taking into account the electronic environment for both communities and then we will analyze the results, which will depend upon the final conclusions and the research results.

## 3. RESEARCH PROBLEM

YouTube programs are of great importance, especially that such programs are not subject to local controls, and there are no means or specific ways to protect users from their negative effects. The research problem is characterized by the spread of YouTube programs among the peoples of the world, especially young people and in a

very dramatic manner, affecting the lives of the people directly and sometimes indirectly, either negatively or positively. Here in the Arab world the spread of these programs is significantly and notably increasing without adequate protection for communities, especially the youth category, and without a means of protection for them, or the existence of any form of censorship [6]. Research and studies in the field of YouTube programs are few in number so far, hence this study came to specialize, albeit briefly, in one of the modern online subjects and perhaps this will open the door specializes in this type of research in the future and in more depth.

This study is part of the ongoing focus on the Internet world and its latest programs, including YouTube, and it aims to clarify its advantages and disadvantages using a thorough search for the negative effects of this program on young people in particular, whether it is ethical behavioral or religious beliefs or habits, and find out the extent to which young people are influenced by this program and such websites, and how to utilize them positively through the results and recommendations reached through the questionnaires used, and how we can, through this study, contribute to reducing the high rate of cyber crime.

This study is somewhat new in the field of measuring the impact of YouTube on male or female youth due the lack of research and studies - so far - in this area at both communities (HKJ and KSA).

#### **4. IMPORTANCE OF THE STUDY**

The importance of this study stems from its attempt to enrich the studies and research conducted in the field of YouTube programs, which are very few to some extent until the completion of this study - both in the (HKJ and KSA).

The significance of this study lies in the fact that it addresses an important segment of the community, which is the segment of young people in Jordanian and the Saudi society, a segment that cannot be ignored for its role in both communities (HKJ and KSA). So, it could be argued that this study is one of the few studies conducted on young people, specifically in this particular area, The research is also important in finding out the motives behind the use of YouTube by applying the study on a sample of

young people in the two communities (HKJ and KSA).

#### **5. SCIENTIFIC IMPORTANCE**

- Enriching the Arab and local studies with what this study can add to previous existing studies because of the scarcity of studies conducted on the peoples of HKJ and KSA together.
- Providing scientific information on the impact of these programs on communities and young people in particular.
- Providing information and statistics about the advantages and disadvantages of common YouTube programs at the moment.
- Seeking to draw the attention of researchers about these topics and to focus on this area.
- Studying the conditions of Jordanian and Saudi Internet users and the impact of YouTube on their behavior.
- Drawing attention towards the negative aspects of some of the programs that affect cyber crime such as extortion and defamation.

#### **6. OBJECTIVES OF THE STUDY**

Our goal here is to highlight the youth segment and identify the extent of their use of YouTube programs in HKJ and KSA, either through uploading, making or watching videos, and study of the and behavioral purposeful motivations behind this use. The study also aims to identify the types of YouTube videos (entertainment, political, sports, etc.) uploaded or made by young people in HKJ and KSA.

#### **7. STUDY HYPOTHESES**

This study seeks to test the following hypotheses:

- Find the relationship between the behavioral characteristics of the community (in HKJ and KSA) that relies on logical questions based on the extent of their use of YouTube.
- Find the differences between certain data in the research and their direct or indirect impact on the youth segment of the community (in HKJ and KSA) for YouTube users.

- Test the statement that "Saudis are the world's most frequent users of YouTube". Is this hypothesis true or false?
- Test the statement that "Jordanians are less frequent users of YouTube" which did not spread in their community as expected". Is this true or false?
- To conclude with tangible convictions with recommendations for youth in both communities (Jordanian and Saudi Arabian) after verification of the hypotheses.

## 8. STUDY TYPE AND APPROACH

This study is classified under analytical studies which aim at identifying the most correct numbers of the phenomenon that the researcher is studying in terms of its nature and essence, the current relations with environmental, religious and community factors and the impact of online globalization and various other factors affecting the two communities (in HKJ and KSA).

The study relied on the social survey method by asking questions with variables in the questionnaire research. This method is considered among the most appropriate scientific methodologies for this type of study, whereby digital analysis and interpretation of the phenomenon is used - the impact of the proliferation of YouTube among young people in both communities (in HKJ and KSA) - in its current state, and the display of results in statistical and graphical representations. The study also used the online questionnaire, a very modern and quick method of scientific research that serves study better. It was implemented in order to reach the maximum number of youth groups in the two communities (HKJ and KSA). It was used to analyze the behavior of YouTube visitors, audience and makers in both the descriptive and analytical frameworks, with a focus on the maximum amount of samples per society (Jordanian and Saudi Arabian). Comparisons were made that appear in the form of tables showing the results in brief, while striving towards the provision of a database in this regard to become one of the basic foundations that may serve others in their research in this field and for later use especially online programs and their relationship to the study of the behavior of communities and others.

## 9. DATA COLLECTION METHODS

- Sorting data extracted from the questionnaires and calculating the number

of serious participants in both communities. All uncompleted questionnaires were terminated.

- Displaying results according to the nature of questions in tables showing the actual figures for both communities in a clearer and more direct manner.
- In light of the findings of the study, we will propose some recommendations that may contribute to increasing the effectiveness of the optimal and positive use of YouTube, mitigating its negative impacts and reducing its role in the world of cyber crime.

## 10. STUDY POPULATION AND SAMPLE

The study relied on the adoption of the community (in HKJ and KSA) of young people between 17-45 years old, and then some universities and schools were selected as the best sample for this topic. The total number of questionnaires was 2000, distributed among the youth and the individuals of the Saudi and Jordanian communities (both female and male), 1000 in the Jordanian community and 1000 in the Saudi community.

The study sample comprised 400 individuals, of which 70% were university students, 20% administration personnel and 10% school students.

After the questionnaire was distributed on research respondents electronically, the researcher retrieved a total of 220 questionnaires from both communities (Jordanian and Saudi Arabian). After careful examination, 13 questionnaires were excluded for the lack of seriousness of answers therein, rendering them unfit for statistical analysis, and bringing the total number of questionnaires suitable for analysis to about 200 as selected sample. Results were shown in percentages to facilitate reading and reference thereto.

## 11. STATISTICAL METHODS USED

The researcher used the statistical analysis of the data from this study using SPSS software, and the following statistical indicators were used:

- Statistical analysis in percentages
- Tables
- Graphical representation

## 12. DETAILS

YouTube provides young people with opportunities to launch into the online world, including social networking, and achieving financial gains or popularity through the use of means of modern media, as YouTube provides the space and positive content that helps in the development of the capacities of the young men and their skills in many areas through a combination such presentation, acting and shedding a light on their ideas regardless of type, strength or simplicity [7].

### 12.1 The Two Communities (HKJ and KSA) and the Internet World

It is well known that the Hashemite Kingdom of Jordan has a society characterized by higher education, a society open to all positive things, and a high percentage of the population is composed of young people, especially that its youth is educated and cultured with customs, traditions and originality and commitment to the Islamic religion, but it always seeks to catch up with progress and modernity especially with the availability of government support to achieve the State's policy of knowledge openness, which was the main factor behind the entry and spread of the Internet as a key contributor to culture among that class of young people in the Jordanian society. As for the Saudi society it is known to be a deeply conservative society. It is a country built on the foundations of Islam and the application of Islamic law in all areas of life, and at the same time, Saudi Arabia considers itself a modern country that in fact achieved a perfect balance between modernity and traditional life [8].

### 12.2 Reasons for Young People's Attraction to YouTube in the Two Communities (HKJ and KSA)

Multiple reasons; the most important are interaction and flexibility and low cost (Internet tariff) in both communities. It has helped in removing the barrier of fear while opening the door of freedom of expression more than any time in the past. YouTube has turned into a free space for them, especially with the proliferation of smart phones that provide the required software and Internet connection at any time and in any place.

Perhaps there are no obvious reasons for Jordanian youth for seeking to make record and upload videos on YouTube as in the case with Saudi youth. If we suggest, for example, that the

young Jordanian seeks to express themselves, we find that such reason is not convincing because of all means of entertainment and recreation are available in abundance for Jordanian youth, unlike the young Saudi who find in YouTube a means of fun and entertainment due to the fact that Saudi Arabia does not adopt the openness of Jordan, so we will discuss here some more ideas that more relate to young Saudis rather than young Jordanians [9].

The reasons for Saudis' attraction to YouTube depend on many factors of which we will discuss some here. YouTube channels have a difference in Saudi Arabia at the level of the government and the people, it has been observed that the freedom of expression became remarkably noticeable as the youth of the Saudis - males and females - are experiencing an online revolution in expressing their opinions, for which both institutions and the government took note. Saudi youth resorted to social criticism in resemblance to young Jordanians by appearing in YouTube programs that specialize in social criticism and political reform, which indicate the awareness of young people in both communities (HKJ and KSA) and show their rights in a rapid and rational manner. Some young Saudis even began to discuss human rights and legal issues. The final results were positive, impressive and stimulating that had some influence over the Saudi society and were adopted by officials and even adopting by traditional media in Saudi Arabia<sup>1</sup>.

YouTube programs have introduced a new culture in the Saudi society where this medium has turned into a platform to raise issues without hesitation, especially since control of this program is very weak. There are some red flags in terms of security and ethics. Despite the red flags, the Saudi society takes advantage of YouTube and its content frequently and this is what has been observed through field research and monitoring the effectiveness of YouTube in Saudi Arabia<sup>2</sup>.

### 12.3 The Impact of YouTube on Both Communities (Jordanian and Saudi Arabian) in the Light of the Questionnaire:

Like any other community, the communities of Jordan and Saudi are affected by the changes that take place around them. Videos uploaded by

<sup>1</sup> <http://www.aawsat.com>

<sup>2</sup> <http://bit.ly/KnqqjD>

users in both societies (Jordanians and the Saudis) and the quality of the comments that they add when you watch videos reflect the reality of the society (in HKJ and KSA), especially the Saudi society which began to accept the idea of openness on a website such as YouTube; where it is said that young Saudis are the most frequent users of YouTube in the world as a rate to the population. And here in our research we are trying to prove or deny the validity of this argument, where statistics showed there are 90 million hits on YouTube every day from Saudi Arabia only, unlike the Jordanian society which did not have a similar effect as opposed to the Saudi society, where their use is dispersed on communication and social networking sites such as Facebook and WhatsApp much more of the program YouTube [10].

With the availability of Internet services at good speeds and acceptable prices, Saudi Arabia occupied the first place among the Middle East communities in the use of YouTube, as for Jordan the use of the Internet in general includes (Facebook, WhatsApp, online chatting, Skype, etc.). In other words, Internet use is confined to the field of social networking over the use of YouTube. It should be noted here that both communities also use the Internet for academic research, job hunting and other serious purposes. When the topic of YouTube is discussed, the first place always goes to the Saudi society compared with any other society, not to mention the Jordanian community which occupies the bottom so far in terms of ranking and not in terms of the way YouTube is used.

The proliferation of smart phones has helped to increase the number of views for YouTube, which are made through phones, and this is another factor that makes Saudi Arabia surpass Jordan in using YouTube, where the prevalence of phones in the Saudi society is higher than their prevalence among the Jordanian people. Also the Saudi community sees that there is a need to open channels on YouTube in particular to address the whole world in matters pertaining to religion and Islamic Affairs as a way to devote the Internet to serve Islam. On the other hand, the Jordanian society sees a need to open channels on YouTube to address the Jordanian government more than any other subject to convey the media truth concerning political and social mobility (even here it represents a very small percentage), see Fig. (4.3), then from the last comparison we see that the interests and

goals differ in terms of the need to open the channels on YouTube [11].

#### **12.4 Videos Uploaded by Users on YouTube**

The segment of youth users from both communities (HKJ and KSA) is demonstrating real creativity on YouTube, which was clearly evident in the increasing number of followers on the website, especially in the Saudi society. The comparison and the following conclusions based on the results of the questionnaire are shown in the following table, Table (1):

#### **12.5 Is There Censorship on YouTube?**

All Arab communities consider imposing censorship on online content in general, for different purposes, whether for political reasons, religious or other, but our question here is: Is there a censorship on YouTube in the two communities (HKJ and KSA)? We found after a search that there are some demands from the government and the people to censor YouTube content, due to some problems caused by either embarrassing some governments or individuals, generally speaking. As for the Hashemite Kingdom of Jordan, the government has felt the pulse of the Jordanian public opinion by introducing the idea of censoring the Internet and some websites in particular (pornography websites) and was faced with a violent reaction as many of the Internet service providers refused to put limits on freedom and rejected censorship, but the Jordanian government did not succeed until this moment in the implementation of the idea of blocking some websites, or controlling content on the Internet, because contrary to the nature of freedom and the approach of democracy enjoyed by the Hashemite Kingdom of Jordan, as for the content on YouTube it is particularly not imposed so far, and perhaps from the perspective of freedom of thought and expression [12].

In Saudi Arabia, the King Abdulaziz City<sup>3</sup> for Science and Technology undertook the task of blocking websites that are offensive or abusive to the Saudi society in general, but that YouTube is available to use and only some videos are blocked upon request after guidance, advice to the owner and payment of fines and legal prosecution if the content is offensive or very apocryphal. Nevertheless, blocking is not a solution for the Saudis, where many concerned

<sup>3</sup> <http://www.kacst.edu.sa/en/Pages/default.aspx>

individuals try to develop the concept of self-censorship as a matter of upbringing, religion, fear of God and upgrading Saudi thought first, while seeking to promote the idea of awareness, control and government interference with finding clean, healthy and positive alternatives for things to continue well without falling into the abyss as a result of unlimited online openness. There were some suggestions in Saudi Arabia towards the filtration of YouTube through the formation of a committee to protect the community from the Internet materials that violate Islamic values or our traditions and our culture. Such committee can decide which sites are considered immoral,

then block them from subscribers while providing some guidance for the use of the Internet, and to refrain from any activity detrimental to the social, cultural, political, media, economic, and religious values of the Kingdom of Saudi Arabia [13].

So only few officials from both communities (HKJ and KSA) believe that some sort of censorship should be imposed over the content of YouTube, but the Ministry of Communications or the Ministry of Information and Culture in both communities concerned with digital content does not have any kind of surveillance powers over YouTube programs.

**Table 1. A comparison between the two communities (HKJ and KSA) in terms of the types of YouTube videos**

Saudis	Jordanians	Video types
Very very high percentage, but mostly do not bear any goals or trends and with no actual advantage ratio is very impressive	Very simple, often bearing goals or orientations at an insignificant rate	Comedy clips
Simple but promising rate to spread the culture of education via YouTube	Very rare	Educational videos
Too many perhaps because of the Gulf productions and their dramatic impact on society	Very few and not exceeding the personal interests of the person concerned	Video clips of songs or TV Series
Too many and very possibly due because of the nature of the culture of the Saudi people because of religious and traditional media production momentum for these programs originally	Infrequently found, but perhaps because of the lack of programs originally concerned with preaching and guidance at all	Video clips for preaching and guidance
Is a small percentage, but it exists and has been on the rise recently as a way of online extortion. The Saudi government has sought to control such behaviors through the General Presidency for the Promotion of Virtue and the Prevention of Vice and imposed stiff penalties on criminals .	A small percentage but can be found	Clips to defame a particular person
Too many, especially videos that specialize in the kinds of Quran recitations with the warmest voices and amulets as a reflection of the interests of the Saudi people in those topics.	Too few to mention	Islamic clips and Quranic recitations
Found significantly and eye-catching in all areas, not limited to a particular type, but there is a technical, cultural, and scientific and research. Every person with a certain talent has sought to upload a video, and this shows that society is filled with special talents, creations and innovations	Available but are limited to the musical and artistic creativity, not scientific, and go back to being an easy way to publish their creations and draw the spotlight on them .	Videos to spread creativity and talent
Very common among young people, especially among Saudis (men and women), using its right to express their opinions or as a way of humor and online flirting, and are also present for the defense of Islam or the Saudi state and recently found in abundance.	None	YouTube wars
Very common, considered a livelihood too	Rare	To showcase their own work
Found in abundance	Available	Other

## **12.6 The YouTube Culture among Young People in the Two Communities (HKJ and KSA)**

Internet came at the forefront of priorities for young people in both societies (HKJ and KSA), like other communities, and YouTube - like other online programs - received a big share but in different proportions between the Jordanian society and Saudi, as there were other programs dominated the young Jordanian the dominance of YouTube among young Saudis. However, both spent long hours viewing, commenting and following-up. We noted that the youth of the Jordanian society had a smaller number of viewing hours than the number of viewing hours for young Saudis [14] for programs in YouTube, but the Jordanian society came ahead of the Saudi society in following other programs, but it should be noted that they both had similar proportions in terms of their use of the Internet in general Fig. (4.1) and Fig. (4.2).

As for the culture of young Jordanians on YouTube, it was confined to dealing with the reality in a serious manner on YouTube, unlike how young Saudis addressed reality in sarcastic way that succeeded in attracting Saudis to YouTube. In conclusion, the Saudis managed to overcome the boundaries of the official and traditional media that do not offer any materials that entice young people, with a focus on the discussion of the issues and concerns of the citizens (Jordanians and Saudis) in both societies.

In regards to showcasing talent buried in children and young people alike by opening YouTube channels of their own, this category was much more associated to young Saudis than young Jordanian. What appeared recently among Saudi youth is producing Rap music or songs specialized in social affairs in Saudi Arabia, which specialize in community and aim to highlight their aspirations, achieve their goals, improve the social status and transmit communal messages such as the call to allow women to drive cars and other issues.

Uploading YouTube videos about sending messages to humanitarian and political officials, including directing a private message to U.S. President Obama about the cause of a Saudi prisoner; this resulted in a large support by the Americans who was addressed by the YouTube video for the Saudi prisoner.

The culture of short films ranging from one minute to half an hour has lately become popular and such films began participating in international forums and festivals, especially that Saudi Arabia does not have the colleges where cinematic arts are thought as opposed to what is available at a young Jordanian who do not need to look for alternatives, as the case is with the Saudi youth.

Saudi youth have also become interested in medical issues by solving many of the medical problems that have not brought any attention of officials by displaying and photographing the reality of the situation in the hospitals or the conditions of the patients, including the showcasing of cases that became public opinion issues. This is not done by young people in Jordan so far.

One of the matters worth paying attention to through the young Saudi culture was that many of the programs of foreign and international news channels followed the productions of young Saudis in their creativity in driving movements called "drifting", which reflect part of the culture of the young Saudis spread throughout the Kingdom.

## **12.7 The Conflict between YouTube Product and Conventional Media Products**

The astonishing growth of YouTube in the world in general and the Arab world in particular has led to the emergence of a clear competition between YouTube and the traditional media of the press, television or radio, as YouTube programs became the current alternative for societies, including the communities of HKJ AND KSA, and this is observed through the monthly numbers of YouTube visitors and viewers.

As for YouTube and traditional media in both communities (HKJ and KSA), it has been observed that many young people in Jordan have reached stardom in their YouTube channels and achieved a number of views not attained by many local TV shows in Jordan. Many young people chose to launch their talents across YouTube and did not resort to the media due to their conviction in quick spread and the freedom to choose the timing and viewer segments and speed of interaction with them and at the lowest cost and also away from the media restrictions that comply with those provisions in the traditional media which are not found in electronic media (YouTube), not to mention the



abundant financial yields and positive material and moral returns [15].

With regards to YouTube and the Saudi society's traditional media, it has been observed also that Saudis stars (YouTube star is a person known widely earned his fame through YouTube programs may expose his artistic talents or other sports etc. on YouTube convergence and acceptance of viewers and an increase in Continue.) are quickly made through YouTube programs and thus they secured rapid fame, permanence and freedom altogether. There is a lot of stars in the traditional media who has turned towards opening channels on YouTube for continued stardom and to achieve what youth achieved through YouTube, and this means superiority for YouTube over traditional media. Furthermore, Saudis prefer to discover talents through YouTube, and this is due to the high ceiling of boundless freedom and the absence of legal control on content in YouTube [16]. The rates seen on YouTube have surpassed those on television in Saudi Arabia, often exceeding millions, and perhaps the most important reason for this is that the clips viewed do not have advertising or promotional materials, and this attracts Saudis to continue watching without getting bored, but with rather relish and desire. YouTube programs do not require financial support; they rather provide sizable financial benefits compared with television and other traditional media, but the moral, quick and immediate yield is favored by many young Saudis. In fact, Saudi YouTube has entered into competition with traditional media and achieved in a few years what traditional media could not achieve in many years and indications are that there is a threat to traditional media and this is very evident.

### **12.8 YouTube Disadvantages for Young Users in Both Communities (HKJ and KSA)**

YouTube that is widely known to be a free space, being owned by a global company that has its own laws, and can withhold videos if requested to do so, and this issue does not get us into the idea of absolute freedom.

We did not observe that YouTube's disadvantages on the Jordanian were risky or harmful, as the viewing rate among Jordanians is less than normal and the number of follow-ups and comments is small unlike the Saudi society due to the fact that the interests of young Jordanian have shifted away from YouTube to

other programs as we mentioned earlier. As for the Saudi youth it was monitored that there is a negative characteristic of YouTube in Saudi Arabia that is time-consuming merely for fun and amusement and there may be more bad qualities in Saudi society, and this is a very dangerous indicator to this society, particularly the fact that Saudi society does not provide entertainment for young people, with an increase rate of depression and isolation due to the number viewing hours they have, and some observers emphasize the weakness of content in many of the videos Saudi Arabia which increases the randomness, confusion and harm to others, and perhaps the unreasonable viewing phenomenon will disappear with time, probably soon as we noticed when we raised the question to the Saudi society, which is: Will the success of YouTube in the Saudi society continue? The response was 26% with no, and therefore perhaps the success of YouTube in Saudi Arabia will not continue in the future. Among the most prominent disadvantages YouTube on Saudi society is the emergence (albeit simple) face of extortion (a kind of cyber crime) i.e. demanding money in exchange for not publishing videos filmed or leaked. In short, the aforementioned is only a small sample of disadvantages, but those are seen, not written.

### **12.9 YouTube Advantages for Young Users in Both Communities (HKJ and KSA)**

Competition has pushed a lot of satellite channels to attract YouTube stars and give them space across their screens in the same content, but under surveillance as opposed to the freedom available on YouTube, and this is somewhat a good thing especially in terms of providing financial returns and career stability. Among the advantages observed of YouTube is the interaction of young people in the two communities (HKJ and KSA) with a lot of events and seasons such as (religious seasons and holidays), and their interaction with global issues also (such as improving the image of Islam after the September. 11 attacks) and some of the local qualities of the two communities (HKJ and KSA) (such as generosity and chivalry), and both communities sought to seriously serve their communities through YouTube, but the young people of the Jordanian society had their efforts floundering sometimes and the personal efforts are attention-grabbing, as opposed to the segment of young Saudis who have reflected the advantages of YouTube on the Saudi society in

many respects, including: - the programs of criticism on the rise, Saudis comedies are spreading heavily, Saudi sports flourished in the media, Saudi art and criticism of art at the top of this revolution, private Saudi channels on YouTube, the Saudi opposition found the strength and the means to fight the state, messages and replies and comments are displayed freely to the extent that verbal wars became on the rise, criticism messages in social, ethical, and unethical issues prompt for all, electronic warfare between the media, the authority and the young people, beautiful stories, aid charity, commitment to national ceremonies and shedding lights on many foreigners embracing the Islamic religion of their calls and their morals that highly represent the Islamic religion, tolerance, and showing the mistakes of officials in the workplace, ministries and change many local decisions of the social, environmental and economical levels etc.

This has greatly impacted the style adopted by the Government's policies and became very popular including shows appearing on YouTube and responding to them with explanatory statements, all of the above has been monitored, archived and recorded by YouTube freely and boldly [16].

### **12.10 Is YouTube a Daily Habit or a Life Behavior?**

We cannot deny the size of the spread of the Internet in the two communities (HKJ and KSA) alike, and we will not deny the volume of use and the need for such a network in both societies - this is a normal situation and positive indicator. As for YouTube in the two communities and the size of viewing, can we ignore or deny the impact of the spread of YouTube on the Saudi community in this time? Yes, through the questionnaire, we can say yes, Saudis are now used to YouTube which has become their intimate friend and their way to express themselves. Every day each individual watches dozens of videos including comedy, lectures, seminars, programs, cynical clips, or series. The number of hits on YouTube in Saudi Arabia has reached more than 90 million views per day, and this is confirmed by Alexa, which specialized in this area [17]. The number of views per user in Saudi Arabia reached more than three times the number of views for users in other communities, especially the United States which has a high population. Currently, more than 60 hours of videos are uploaded to YouTube per minute [18].

The above does not take place in the Jordanian society. Yes, there are followers and those who saw YouTube become a part of their life, but the ratio is too small to mention, maybe because the Jordanian society is interested in social networking sites more than following and watching YouTube, or maybe because the Jordanian society is characterized by hard work and exhausting life that its members cannot afford to find time for those things, except out of necessity, taking into consideration that the Jordanian community is among the more advanced communities which follow the latest science and technology programs [19,20].

### **12.11 Why Saudis are Successful on YouTube**

To the large number of young talented people capable of becoming advertising and media personalities with the ability to provide mentoring and be funny at the same time with their success in delivering beautifully sophisticated content that is simple and easy which attracted millions of viewers, observers and commentators and succeeded after they relied on simplicity and spoken language far from commissioning and overdoing it and used the language of their own youth and discussed their concerns with the adoption of the spirit of comedy. This has all led to drawing attention to their talent. The presence of large support for the content that is located in the Saudi YouTube was a key supporter of their success see Fig. (4.8). [21,22].

### **12.12 Legal Perspectives on the Internet and YouTube**

There is a law to protect Internet users including YouTube in both societies (HKJ and KSA). Jordan issued a law in 2002 specializing in electronic transactions and subsequent prosecutions for any criminal act that occurs on the cyberspace in Jordan. Detailed laws were issued concerned with the confidentiality of information, safety of information, hardware and people, defamation, identity theft, regardless of the software used (YouTube, Facebook, WhatsApp, etc.). In Saudi Arabia, the Council of Ministers promulgated a decision on the Internet in 2001 which required all Internet users (including YouTube) in the Kingdom of Saudi Arabia to refrain from publishing or accessing information that includes some of the following: all that would be incompatible with the principles of the law of Islam, or violate public morals, anything that breaches the rules of the state or

the institutions of government and the military, the publication of laws or international agreements, confidential and non-confidential without the approval of the concerned authorities, any false information attributed to state officials that lead to public and private damage, and many other issues affecting the Saudi society in particular [19].

### 13. RESULTS BASED ON THE QUESTIONNAIRE

In light of the findings of a researcher in this study, the most important highlights were as follows:

- More than 90% of the study sample in the Saudi society are viewers and interested in the content of YouTube, whether related to Saudi affairs others, and nearly 12% of the study sample in the Jordanian society are only followers of YouTube programs related to different matters and not necessarily related to Jordanian affairs. Those who do not follow YouTube programs attributed their stance to the belief that it is a waste of time and unhelpful, this is illustrated by the questions and answers between the third questions until ten.
- The number of hours spent by young people with YouTube turned out to be less than an hour a day, a utilization rate that is low for the Jordanian society, whereas the Saudi society spends three or four hours or more, and frequent visitors to YouTube on a daily basis. Therefore, it turned out that the rate of use among the Saudi society is very high compared to other users, flows graphs in Table 4.
- Entertainment and comedy clips were the most preferred on YouTube with 96% of the total responses in both communities with a significant difference in the proportions for the benefit of the Saudi society, and the reason for making comedy videos is the potential to attain financial benefits and fame which are the most common reasons in both societies [23].
- Looking at the results of the questionnaires it is clear that the vast majority of Saudi societies are users, viewers and makers of YouTube videos as opposed to the Jordanian society, which is only pursuing the videos at very simple proportions, as shown in Table (3) [24]. This may be attributed to the lack of means of leisure with Saudi society compared to the community of Jordan which has the most means of entertainment available, including the open nature of the country, which also led to the proliferation of YouTube across the Saudi society by more than expected as opposed to the proliferation of other media among the Jordanian society which affected the proportion of programs viewed on YouTube, see Table (3) and Graphs (4).
- With respect to competition between the contents of YouTube programs with other TV and traditional media programs, the two communities (HKJ and KSA) have agreed to answer yes at high rates because they are varied and exciting. This may be due to the fact that the two communities agreed that the quality of programs they follow is of the entertainment type, and this naturally attracts the youth in both societies [25,26]. The main parameters of the study have been described in Table 2.
- It is strange that the two communities also agreed with differing ratios clearly among them that the content available in YouTube programs is not renewed and similar as usual, taking into consideration that the Saudi society agreed that the content of Saudi YouTube is influential, albeit simple, unlike the content in the Jordanian YouTube which is completely ineffective never. The two communities did not agree with different rates on whether YouTube is worth all this success, whereby the Jordanian society rejected the entitlement of YouTube of this success, predicting that it will fail and disappear - taking into consideration that their use at this time represents a small percentage - the opposite of what the Saudi society sees that the Saudi YouTube deserves all this success and expected it to continue to have influence over them and the Saudi society in general and in the future as well as now. Ratios show that the Saudi society uses YouTube in showcasing issues of serious concern to the Saudi citizens and society as opposed to the Jordanian community where the youth believes that YouTube does not showcase serious issues and is not useful for the young people and the community of Jordan, see Fig. (4.11) [27-29].
- The majority of the Saudi society supported the notion of the impact of YouTube on their lives and their

community as opposed to the Jordanian society, which did not exceed the ratio of

0.5% which is very weak compared to 56% of the Saudi society, see Table (3).

**Table 2. The main parameters**

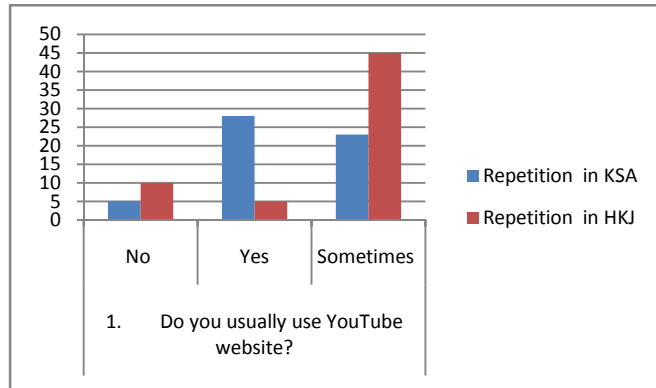
Parameters		Repetition KSA	Repetition HKJ
Gender	Male	60	40
	Female	22	35
Marital status	Single	80	77
	Married	10	25
Academic qualification	General education	12	10
	University	80	65
	Higher education	10	20
Age	Less than 20 years	12	0
	21-30 years	87	76
	31-40 years	34	10
	More than 41 years old	3	2
Status	student Secondary	1	1
	Student university	79	82
	Employed	12	9
	Unemployed	20	31
	Retired	0	0
The language that you used in YouTube and in the comments?	Arabic	91	67
	English	4	12
	Others language	2	3

**Table 3. The results of questionnaire**

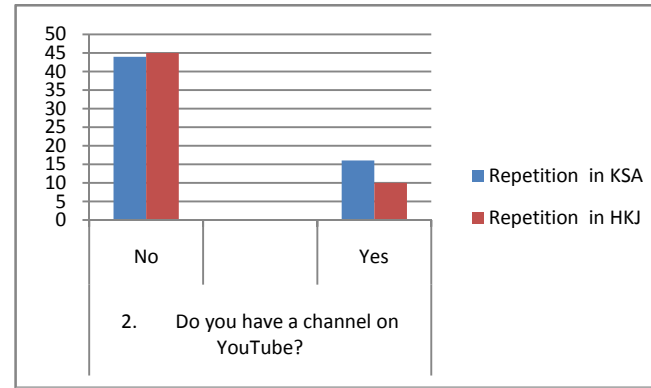
Question	Answers	Repetition in percentage % KSA	Repetition in percentage % HKJ
1. Do you usually use YouTube website?	No	5	10
	Yes	28	5
	Sometimes	23	45
2. Do you have a channel on YouTube?	No	44	45
	Yes	16	10
3. The time you spend in surfing YouTube?	One hour	23	40
	Two hours	13	4
	Three hours	7	2
	Four hours and more	17	3
4. Your interests in YouTube are limited to?	Entertainment (Sports- Art)	53	35
	Knowledge (training- education- culture)	5	8
	News (political- social)	3	3
5. You use YouTube as a?	Video watcher	52	50
	Video maker	8	8
6. You watch YouTube videos?	On a daily basis	27	49
	Intermittently	33	10
7. Are you interested in publishing videos that are specialized only in Saudi affairs?	No	43	50
	Yes	8	6
	Sometimes	7	10
8. Are you interested in making and uploading videos that are specialized only in Saudi affairs?	No	44	55
	Yes	5	3
	Sometimes	10	5
9. In your opinion, what is the main motivation for the establishment of a channel on YouTube by Saudis?	Fame and money	38	44
	To publish the personal content	18	10
	To interact with others	3	10
	To Keep up-to-date with the development through the modern electronic mean	3	5

Question	Answers	Repetition in percentage % KSA	Repetition in percentage % HKJ
10. Can you see the impact of YouTube in changing the Public Opinion?	No	12	50
	Yes	20	5
	Sometimes	26	10
11. In your opinion, what is the reason for the wide spread of YouTube among the various categories of the Saudi youth?	there is no alternative means of Entertainment	49	6
	The failure of TV and its contents	2	40
	Lack of media channels and the difficulty of accessing them	4	12
	Lack of freedom in the traditional Saudi media (Press- Radio- TV	10	5
12. (Do you think that the YouTube programs -with their content- compete the TV programs; whether it is Arab TV or Saudi TV)?	No	8	55
	Yes	37	8
	Sometimes	8	4
13. Are you a follower of a particular type of the Saudi YouTube programs?	Always	33	2
	Often	11	5
	Sometimes	10	45
	Never	5	3
14. What is the type of your favorite programs that you follow via the Saudi YouTube?	Political	5	5
	Social	0	19
	Comedy	41	24
	Sports	16	6
15. Do you support the contents of the Saudi YouTube?	No	0	40
	Yes	35	11
	Somewhat	26	9
16. Do you support the spreading of the YouTube programs that target the youth?	No	7	44
	Yes	44	5
	Somewhat	16	7
17. Do you feel that the contents of the Saudi YouTube affect you?	No	20	50
	Yes	8	4
	Slightly	26	5
	Strongly	16	0
18. Do you see that the Saudi YouTube programs deserve all this success?	No	7	44
	Yes	48	10
19. Do you expect the continuing spread of the Saudi YouTube in the future in the same current way?	No	26	51
	Yes	25	8
20. Do you see that the issues addressed by the serious Saudi YouTube programs are important to you as a Saudi?	No	10	38
	Yes	37	12
	Not Interested	17	8
21. Do you feel that the content available in the Saudi YouTube program has a renewable style? Or does it have a usual traditional style?	Renewable	38	5
22.	Non-renewable	5	17
	The same	21	38

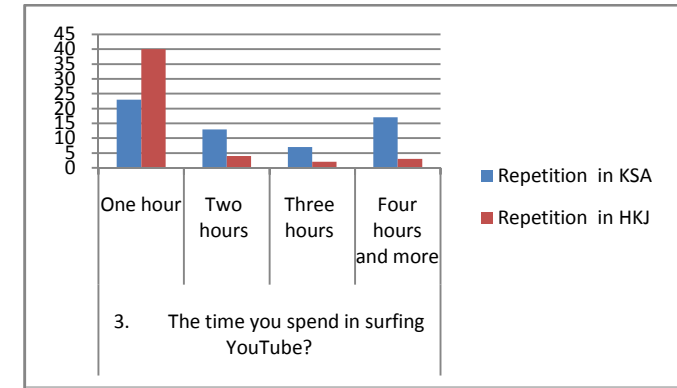
**Table 4. The main result represent in graphs**



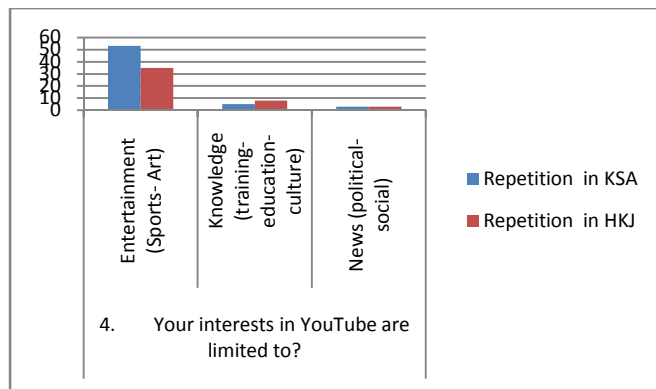
**Fig. 4.1. Do you usually use YouTube website**



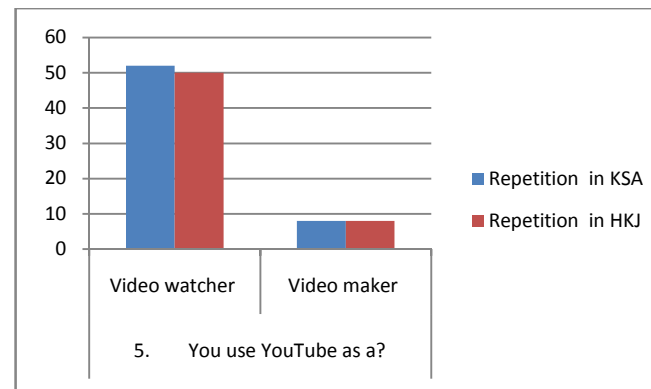
**Fig. 4.2. Do you have a channel on YouTube?**



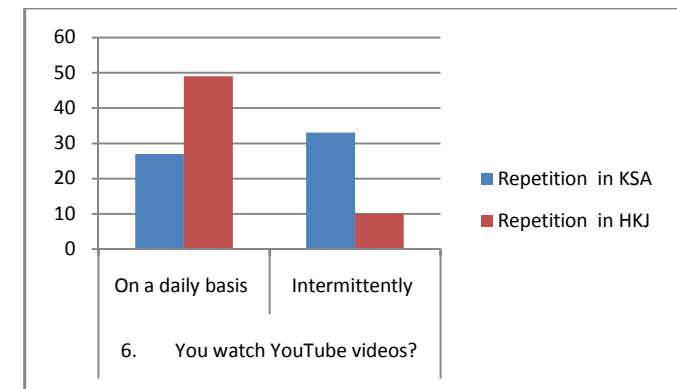
**Fig. 4.3. The time you spend in surfing YouTube?**



**Fig. 4.4 Your interests in YouTube are limited to?**



**Fig. 4.5. You use YouTube as a?**



**Fig. 4.6 You watch YouTube videos?**

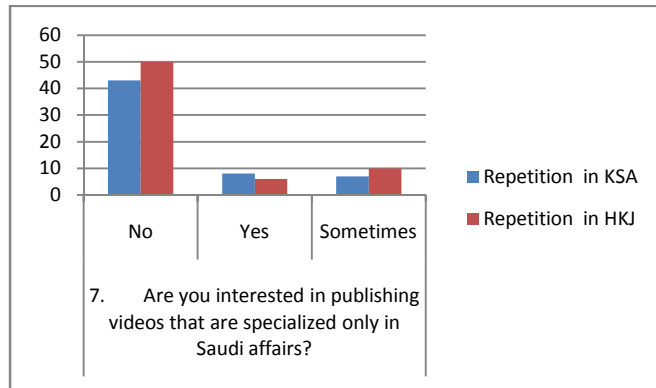


Fig. 4.7 Are you interested in publishing videos that are specialized only in Saudi affairs?

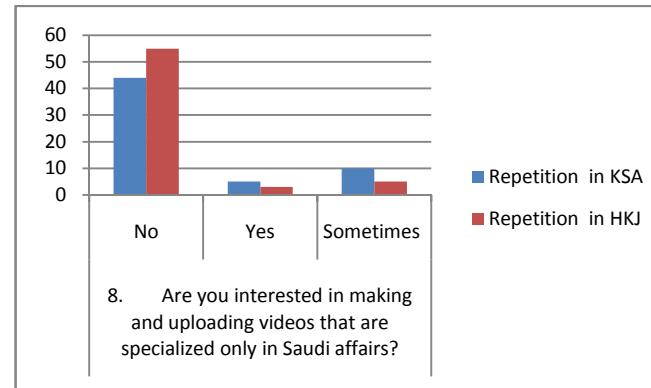


Fig. 4.8 Are you interested in making and uploading videos that are specialized only in Saudi affairs?

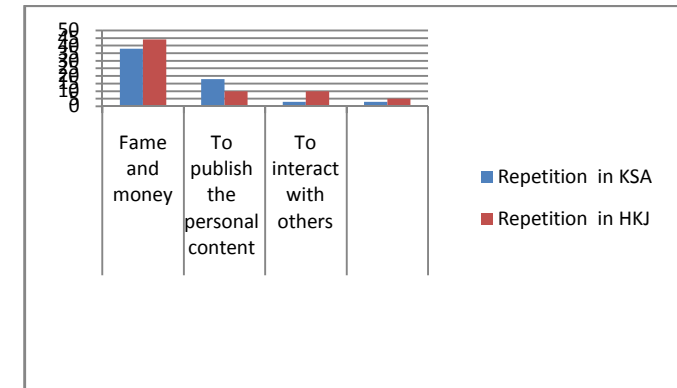


Fig. 4.9 In your opinion, what is the main motivation for the establishment of a channel on YouTube by Saudis?

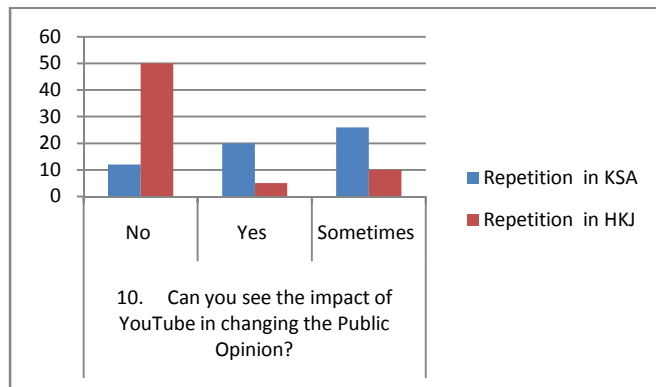


Fig. 4.10 Can you see the impact of YouTube in changing the Public Opinion?

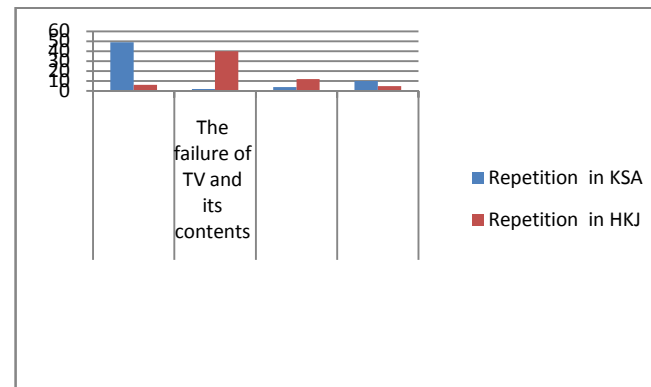


Fig. 4.11 In your opinion, what is the reason for the wide spread of YouTube among the various categories of the Saudi youth?

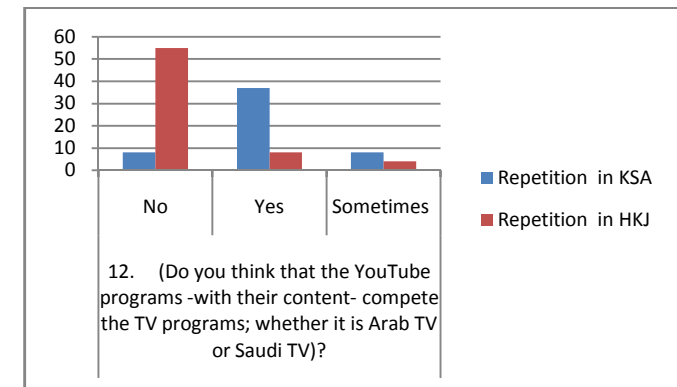


Fig. 4.12 (Do you think that the YouTube programs -with their content- compete the TV programs; whether it is Arab TV or Saudi TV)?

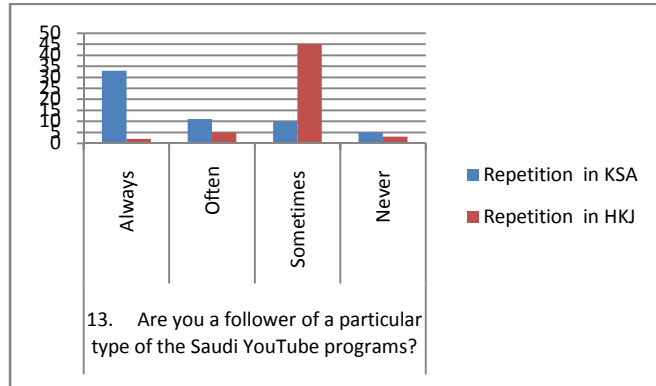


Fig. 4.13. Are you a follower of a particular type of the Saudi YouTube programs?

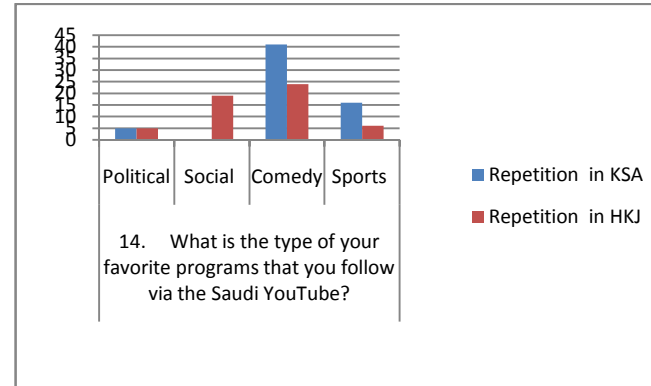


Fig. 4.14. What is the type of your favorite programs that you follow via the Saudi YouTube?

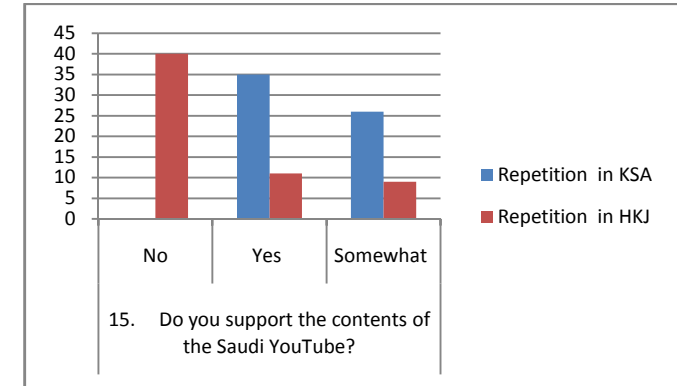


Fig. 4.15. Do you support the contents of the Saudi YouTube?

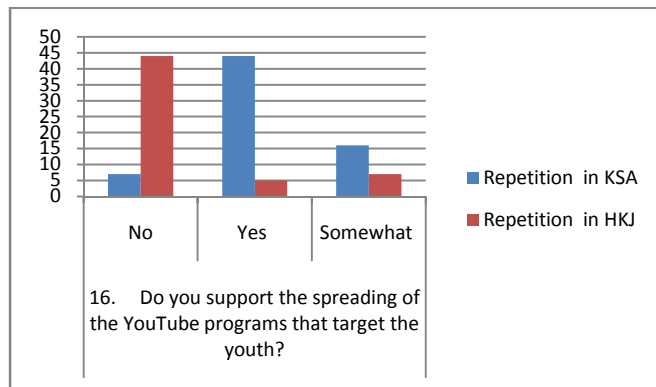


Fig. 4.16. Do you support the spreading of the YouTube programs that target the youth?

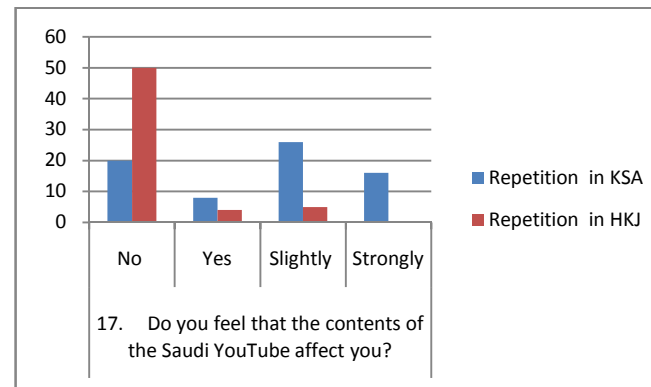


Fig. 4.17. Do you feel that the contents of the Saudi YouTube affect you?

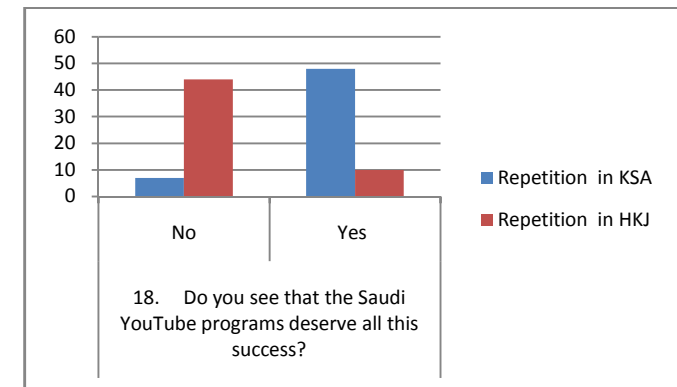


Fig. 4.18. Do you see that the Saudi YouTube programs deserve all this success?



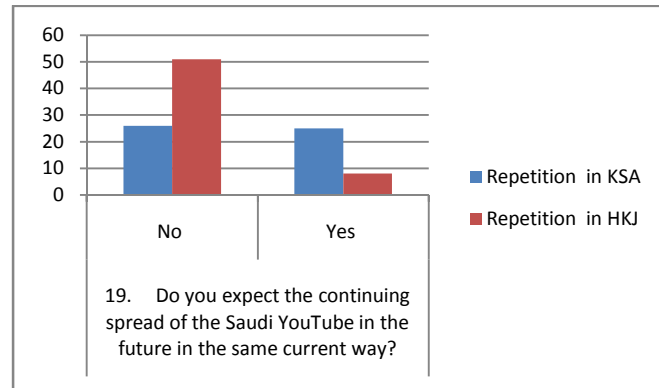


Fig. 4.19 Do you expect the continuing spread of the Saudi YouTube in the future in the same current way?

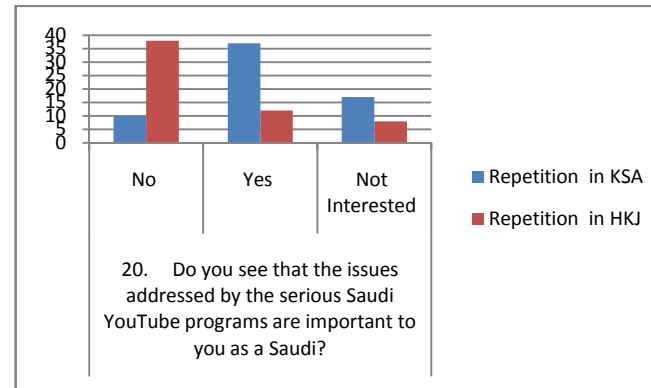


Fig. 4.20. Do you see that the issues addressed by the serious Saudi YouTube programs are important to you as a Saudi?

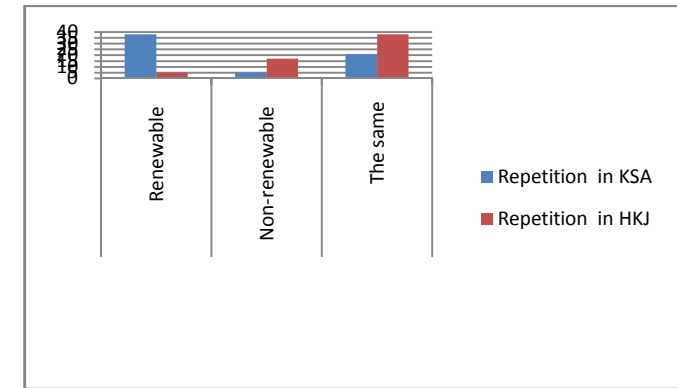


Fig. 4.21. Do you feel that the content available in the Saudi YouTube program has a renewable style? Or does it have a usual traditional style?

#### 14. GENERAL RECOMMENDATIONS AND CONCLUSION

- The results of the study indicated that most of the young people in the two communities (HKJ and KSA), particularly young males and females, prefer to watch YouTube at all times as a result of the spread of smart phones and portable devices, and therefore it is recommended to provide awareness, guidance and control of content and devices together, see Fig. (4.3).
- The need to raise awareness of YouTube, through sessions for users in the state institutions that offer online service, and inform them in ways that optimize the use of the program YouTube and how and when to use, and the benefits of this use, so as not to keep the idea of Saudi society, and among the Jordanian society in general, to view the use of YouTube as a waste of time, and entertainment, see Fig. (4.10).
- Conduct prospective studies on YouTube, and its different influences and frequent use by communities.
- The need to conduct studies similar to this study, on all age groups across all segments of society (HKJ and KSA), especially children and adolescents, see Fig. (4.17).
- State the positive and negative effects arising from the use of YouTube content by these segments.
- Disseminate the results of any study concerned with YouTube on those in charge of state institutions involved in this matter, to know the advantages and disadvantages of the uses of YouTube, in order to avoid the negatives and reduce cyber crimes caused by YouTube.
- The development of a sense of belonging to the religion and the homeland and the increase in the level of ethics while dealing with YouTube.
- Dealing with YouTube with more awareness, we have to apply the conservative values of both communities (HKJ and KSA) at any time and place, even if it was on an online medium [20].
- The trends of using YouTube in both communities (HKJ and KSA) are, unfortunately, for the purposes of amusement and to waste time, which can rather be used to display information from science and higher learning [21,28].

- Enhancing YouTube programs in light of the great freedom of expression capable of producing a large number of good programs and may have to be competitive with other traditional media organizations.
- States are interested in trying to find a compromise at the global level in terms of the communication control in general, including YouTube or creating divisions in the government departments which are competent to supervise the content of the Internet and YouTube together by perhaps treaties or agreements that satisfy all parties [29].
- Not to block anyone who undertakes criticism from the opposition and even allowing them to express themselves freely, provided that they apply terms of public morality.
- A special appeal to the Saudi society about paying more attention to their children and youth from the influence of YouTube on them which may cause addiction and social isolation for them, [9,29,30].

#### COMPETING INTERESTS

Author has declared that no competing interests exist.

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