

The Impact of Social Media Influencers on BA students: A Study Targeting a Sample Chosen from the Students Enrolled at the University of Jordan: Snapchat as a Model

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Abstracts: The present study aimed to explore the impact of social media influencers on the BA students enrolled at the University of Jordan from the perspective of those students. It targets Snapchat as a model. It targets the behavioral and language-related areas. The researcher of the present study adopted a descriptive approach. She developed a questionnaire for meeting the study's goal. This questionnaire consists from twenty two (22) items. It targets two areas. The first area is represented in the impact of social media influencers on students in language-related aspects. The second area is represented in the impact of social media influencers on students in behavioral aspects. The study's population is represented in all the female and male BA students who were enrolled at the humanities and scientific faculties at the University of Jordan during the second semester of the academic year 2023 / 2024. It consists from 46114 students. Data was collected online from a random sample consisting from 269 students. It was found that the extent of impact of social media influencers on the BA students in language-related aspects is moderate. It was found that the extent of impact of social media influencers on the BA students in behavioral aspects is low. There isn't any significant difference between the respondents 'attitudes which can be attributed to (gender, faculty, academic year, or number of hours spent on using Snapchat) in the language-related aspects. There isn't any significant difference between the respondents 'attitudes which can be attributed to (gender, faculty, or academic year) in the behavioral aspects. There is a statistically significant difference – at the statistical significance level of ($\alpha = 0.05$)- between the respondents 'attitudes which can be attributed to the number of hours spent on using Snapchat in the behavioral aspects. The latter difference is for the favor of the ones who spent three hours or more. The researcher of the present study offered several recommendations. For instance, she recommends conducting studies to explore the impact of social media on the behavior of adolescents and youth. She recommends using the results of such studies to set strategic plans and developing programs targeting youth.

Keywords: Social Media Influencers, BA Students, Snapchat, University, Impact.

1. INTRODUCTION

Many technological developments emerged. They affected various aspects of people's lives. Such aspects include: social and cultural aspects. Such developments include: the emergence of social media. Due to technological developments, the role of the family has been negatively affected. That applies to the role of the family in developing people's personalities and socialization. In addition, technological developments today affect people's daily lives and the way of raising up children (1).

Today, people are highly interested in using social media. In fact, using social media became an essential part of our daily lives. That is because social media is very easy to use. However, people must use it with being cautious, because using it has cons and pros. Social media can be used for building relationships and communicating with others. On social media, each person has his / her own profile. Social media provide people with services. They allow people to engage in activities and identify others' interests (2).

Today, one can notice that social media influencers have impacts on people's daily lives. That applies to the influencers on all the social media platforms (e.g. Snapchat, TikTok, and Instagram). Such influencers affect social and language-related aspects of people's lives. Unfortunately, some young individuals perceive some social media influencers as role models without questioning their values and behaviors. They seek imitating social media influencers in the way they act and dress. They seek buying every product advertised by those influencers. Such products may include: clothes, cars, or perfumes. In fact, the interest in following the pages of such influencers and tracking their behaviors led to the emergence of the expression (trend) (1).

The emergence of social media contributed to changing people's lifestyles. It led to eliminating some cultural and social norms (3). Zaki et al. (4) add that information and communication technologies (ICTs) are amongst the most important means for communication and delivering information. That is attributed to the speed of ICTs. Due to such speed, ICTs today are used in all departments and institutions.

Internet - as a mean of social communication – affected people's lives in language-related aspects. For instance, it affected the language used by people in daily life. It also led to the emergence of the expression (hybrid language). It also led to the prevalence of the use of slang. It led to having an increase in the extent of using foreign words. It led to having a confusion in distinguishing between the words that belong to Arabic language and the words that belong to English language. It led to having an increase in the extent of using abbreviation while texting people. It led to using numbers to denote certain letters while texting people.

Language aims at carrying out many functions. The most important function of those is the communicative function. Through language, people can communicate with each other and express their thoughts, feelings, attitudes, and demands. They can use written or verbal language (5). Due to the emergence of the Internet, social media platforms emerged and became popular. They became as important as the conventional media channels (e.g. TV and radio channels). They made the world turn into a small village. They provide people with information in various fields. They allow people to meet in any time. They allow people to communicate with others through the use of audio, and visual features (6).

In the light of the aforementioned information, the present study aimed to explore the impact of social media influencers on the BA students enrolled at the University of Jordan from the perspective of those students. It targets Snapchat as a model.

2. MATERIEL AND METHODS

2.1. Methodology

The present study aimed to explore the impact of social media influencers on the BA students enrolled at the University of Jordan from the perspective of those students in behavioral and language-related aspects. To meet this goal, the researcher of the present study adopted the descriptive approach. This approach allows researchers to gain a better understanding for phenomenon and make generalizations.

2.2. Study`s population and sample

The study's population is represented in all the female and male BA students who were enrolled at the humanities and scientific faculties at the University of Jordan during the second semester of the academic year 2023 / 2024. It consists from 46114 students based on the statistical data registered at the Admission and Registration Department at the University of Jordan.

The sample was chosen from the study's population through the use of the random sampling method. Through using the website (www.raosoft.com), the researcher of the present study determined the required sample size. She found that the sample mustn't be less than 269 students at a confidence factor of 90. After passing the survey forms, 304 forms were retrieved and analyzed.

2.3. Study tool

To meet the objectives of the study and answer the study's questions, a questionnaire was used. It aims to identify the impact of social media influencers on the BA students enrolled at the University of Jordan from the perspective of those students in behavioral and language-related aspects. It targets Snapchat. It was designed based on the studies of Al-Otaibi (2022) (1), Zaghari (2019) (7) and Al-Basaisi et al. (2020).(8)

The questionnaire consisted of three pages. The first page presents information about the goals of the study and the significance of the cooperation of the members of the sample with the researcher through filling the

questionnaire forms. It suggests the questionnaire form must be filled with showing honesty and objectivity. The second page was devoted collects the primary data about the sample. The following pages collect data about the study's areas (i.e. the impact of social media in language-related and behavioral aspects).

To save time, effort and cost, the researcher of the present study collected data from the sample through the use of an online questionnaire that is designed through Google Form. The link of the questionnaire was uploaded to various pages on social media platforms. The data was collected on February, 2023 AD. Through the questionnaire, the researcher of the present study suggests that the student shouldn't fill the survey more than one time. The collected data was saved through using Microsoft Excel and processed through SPSS

2.4. Analytical Methods

The researcher of the present study used the five point Likert scale to classify the means. This scale consists from five rating categories. Those rating categories are: (Strongly agree, agree, neutral, disagree and strongly disagree). Those rating categories stand for the following scores respectively: 5, 4, 3, 2 and 1. The following statistical criteria were adopted by the researcher of the present study to classify means:

1.00-2.33: Low

2.34-3.67: Moderate

3.68 – 5.00: High

The aforementioned criteria were set based on the equation shown below

Interval = (the maximum score in the scale – the minimum score in the scale) / the number of the required categories

$$\text{Interval} = (5 - 1) / 3$$

$$\text{Interval} = 1.33$$

Thus, the value (1.33) must be added to each criterion to get three criteria

2.5 Content validity of the instrument

To measure the content validity of the instrument, the coefficient value of the correlation between each item and the overall score was calculated. That was done through passing the questionnaire forms to an exploratory sample consisting from 30 students. Those students weren't chosen from the actual sample. The coefficient value of the correlation between the items and the overall score range between 0.48 – 0.88 in the language-related aspects. The coefficient values of the correlation between the items and the overall score range between 0.61 – 0.87 in the behavioral aspects. Table (1) presents those coefficient values.

Table (1): The coefficient values of the correlation between the items and the overall score

The impact of social media influencers on the BA students in language –related aspects		The impact of social media influencers on the BA students in behavioral –related aspects	
Item No.	The coefficient value	Item No.	The coefficient value
1	.66**	7	.80**

2	.52**	8	.81**
3	.88**	9	.80**
4	.80**	10	.84**
5	.74**	11	.79**
6	.48**	12	.87**
		13	.61**

(*): This sign means that the value is statistically significant at the statistical significance value of 0.05

(**): This sign means that the value is statistically significant at the statistical significance value of 0.01

It should be noted that all the coefficient values are accepted and statistically significant. The researcher of the present study didn't delete any item

2.6 The reliability of the study's instrument

To measure the reliability of the study's instrument, the researcher of the present study used the test-re-test method. That was done through passing the questionnaire forms to exploratory sample consisting from 30 students. Those students weren't chosen from the actual sample. The questionnaire forms were passed again to the same members of the exploratory sample. Then, the researcher of the present study calculated the Pearson correlation coefficient values

To measure the reliability of the study's instrument, the researcher of the present study also calculated the Cronbach alpha coefficient values. The latter values are accepted. They are presented below:

Table (2): The Pearson correlation coefficient values and the Cronbach alpha coefficient values of the study's areas:

Area	The Pearson correlation coefficient value	The Cronbach alpha coefficient value
The impact of social media influencers on the BA students in language –related aspects	0.85	0.81
The impact of social media influencers on the BA students in behavioural aspects	0.88	0.83

2.7 Description of the characterises of the study's sample

Table (3): Frequencies and percentages representing the characterises of the study's sample

Variable	Category	Frequency	Percentage (%)
Gender	Male	40	13.2
	Female	264	86.8
Faculty	Humanities faculties	228	75.0
	Scientific faculties	76	25.0
Academic year	First year	84	27.6

	Second year	120	39.5
	Third year	32	10.5
	Fourth year or above	68	22.4
The number of hours spent on using Snapchat	Less than three hours	264	86.8
	Three hours or more	40	13.2
	Total	304	100.0

3. RESULTS AND DISCUSSIONS

3.1 Results related to the first question: What is the impact of social media influencers on the BA students enrolled at the University of Jordan from the perspective of those students in terms of language-related aspects?

To answer this question, the researcher of the present study calculated means and standard deviations. Those means and standard deviations represent the severity of the impact of social media influencers on the BA students in terms of language-related aspects. They are presented in the table below:

Table (4): means and standard deviations representing the severity of the impact of social media influencers on the BA students in terms of language-related aspects

Rank	Number	Item	Mean	Standard deviation	Level
1	5	My admiration for the social media influencers makes me track their responses and the way they express their ideas	2.78	1.133	Moderate
2	2	I seek learning the language spoken by the social media influencers I follow	2.55	.953	Moderate
3	4	I seek imitating the way of pronouncing words by the social media influencers I follow	2.39	1.029	Moderate
4	1	I seek using the terms used by the social media influencers I follow	2.34	1.097	Moderate
5	3	I seek imitating the way in which the social media influencers talk (e.g. the way they raise their voice while talking)	2.18	1.062	Low
5	6	I seek expressing my ideas through the method used by the social media influencers I follow	2.18	.985	Low
		Overall	2.41	.770	Moderate

Based On Table (4), The Means Range Between 2.18 – 2.78. Item No. (5) States The Following: (My Admiration For The Social Media Influencers Makes Me Track Their Responses And The Way They Express Their Ideas). The Mean Of The Latter Statement Is 2.78. It Is Ranked First. Item No. (3) States The Following: (I Seek Imitating The Way In Which The Social Media Influencers Talk (E.G. The Way They Raise Their Voice While Talking)). Item No. (6) States The Following: (I Seek Expressing My Ideas Through The Method Used By The Social Media Influencers I Follow). The Means Of Item (3) And Item (6) Are: 2.18 And 2.18 Repsecitvely. They Are Ranked Last. As For Teh Ovreall Mean Representing The Severity Of The Impact Of Social Media Influencers On The Ba Students In Terms Of Language-Related Aspects, It Is 2.41

3.2 Results related to the second question: What is the impact of social media influencers on the BA students enrolled at the University of Jordan from the perspective of those students in behavioral aspects?

To answer this question, the researcher of the present study calculated means and standard deviations. Those means and standard deviations represent the severity of the impact of social media influencers on the BA students in behavioral aspects. They are presented in the table below:

Table (5): means and standard deviations representing severity of the impact of social media influencers on the BA students in terms of language-related aspects.

Rank	Number	Item	Mean	Standard deviation	Level
1	13	I seek imitating the social media influencers I follow through purchasing their possessions (e.g. mobile phone, videos games and cars)	2.55	1.231	Moderate
2	8	I seek imitating the social media influencers in the way they dress	2.12	.947	Low
3	7	I seek imitating the social media influencers in the way they cut their hair	1.91	.878	Low
4	12	I seek imitating the social media influencers in the way they dance	1.63	.826	Low
5	9	I seek imitating the social media influencers in the they dye their hair	1.54	.770	Low
6	11	I wear the tight clothes that have photos and symbols without understanding the meaning of those photos and symbols, because such clothes are worn by the social media influencers I follow	1.32	.693	Low
7	10	I made a tattoo that is just like the tattoos made by the social media influencers I follow	1.30	.630	Low
		Overall	1.77	.610	Low

Based on table (5), the means range between (1.30 – 2.55). Statement No. (13) states the following: (I seek imitating the social media influencers I follow through purchasing their possessions (e.g. mobile phone, videos games and cars). The mean of the latter statement is 2.55. It is ranked first. Statement No. (10) states the following: (I made a tattoo that is just like the tattoos made by the social media influencers I follow). The mean of the latter statement is 1.30. It is ranked last. As for the overall mean representing the severity of the impact of social media influencers on the BA students in terms of behavioral aspects, it is 1.77

3.3 Results related to the third question: Is there any statistically significant difference – at the statistical significance level of (α = 0.05)- between the respondents’ attitudes which can be attributed to (gender, faculty, academic year, or number of hours spent on using Snapchat)?

To offer an answer to this question, means and standard deviations were calculated. They represent the respondents’ attitudes in accordance with gender, faculty, academic year, or number of hours spent on using Snapchat.

First: The severity of the impact of social media influencers on the BA students in language –related aspects

Table (6): Means and standard deviations representing the respondents’ attitudes in accordance with gender, faculty, academic year, or number of hours spent on using Snapchat in language-related aspects

Variable	Category	Mean	Std.	Frequency
Gender	Male	2.47	.699	40
	Female	2.40	.781	264
Faculty	Humanities faculties	2.44	.771	228
	Scientific faculties	2.31	.763	76
Academic year	First year	2.39	.721	84
	Second year	2.32	.650	120
	Third year	2.38	.833	32
	Fourth year or above	2.60	.955	68
The number of hours spent on using Snapchat	Less than three hours	2.37	.777	264
	Three hours or more			

Based on table (6), it appears that there are differences between the means representing the respondents’ attitudes which can be attributed to gender, faculty, academic year, or number of hours spent on using Snapchat in the language-related aspects. To identify whether those differences are statistically significant or not, the four-way analysis of variance was conducted. The results of the latter analysis are presented in the table below:

Table (7): The results of the four-way analysis of variance for identifying whether there is any statistically significant between the respondents’ attitudes in accordance with gender, faculty, academic year, or number of hours spent on using Snapchat in the language-related aspects.

Source of variance	Sum of squares	Degree of freedom	Mean square	F value	Sig.
Gender	.051	1	.051	.087	.768
Faculty	.916	1	.916	1.567	.212

Academic year	2.376	3	.792	1.355	.257
The number of hours spent on using Snapchat	1.281	1	1.281	2.192	.140
Error	173.605	297	.585		
Overall	179.630	303			

Based on table (7), the researcher of the present study concluded the following results:

- There isn't any statistically significant difference – at the statistical significance level of ($\alpha = 0.05$)- between the respondents' attitudes which can be attributed to gender in the language-related aspects. That is because the f value is 0.087 and the significance value is 0.768
- There isn't any statistically significant difference – at the statistical significance level of ($\alpha = 0.05$)- between the respondents' attitudes which can be attributed to faculty in the language-related aspects. That is because the f value is 1.567 and the significance value is 0.212
- There isn't any statistically significant difference – at the statistical significance level of ($\alpha = 0.05$)- between the respondents' attitudes which can be attributed to the academic year in the language-related aspects. That is because the f value is 1.355 and the significance value is 0.257
- There isn't any statistically significant difference – at the statistical significance level of ($\alpha = 0.05$)- between the respondents' attitudes which can be attributed to the number of hours spent on using Snapchat in the language-related aspects. That is because the f value is 2.192 and the significance value is 0.140.

Second: The severity of the impact of social media influencers on the BA students in behavioral aspects

Table (8): Means and standard deviations representing the respondents' attitudes in accordance with gender, faculty, academic year, or number of hours spent on using Snapchat in the behavioral aspects

Variable	Category	Mean	Std.	Frequency
Gender	Male	1.97	.746	40
	Female	1.74	.582	264
Faculty	Humanities faculties	1.79	.638	228
	Scientific faculties	1.71	.518	76
Academic year	First year	1.69	.493	84
	Second year	1.77	.540	120
	Third year	1.61	.474	32
	Fourth year or above	1.94	.842	68
Number of hours spent on using Snapchat	Less than three hours	1.67	.531	264
	Three hours or more	2.39	.732	40

Based on table (6), it appears that there are differences between the means representing the respondents' attitudes which can be attributed to gender, faculty, academic year, or number of hours spent on using Snapchat in the behavioral aspects. To identify whether those differences are statistically significant or not, the four-way analysis of variance was conducted. The results of the latter analysis are presented in the table below

3.4 Table (9): The results of the four-way analysis of variance for identifying whether there is any statistically significant between the respondents' attitudes in accordance with gender, faculty, academic year, or number of hours spent on using Snapchat in the behavioral aspects

Source of variance	Sum of squares	Degree of freedom	Mean square	F value	Sig.
Gender	.700	1	.700	2.221	.137
Faculty	.256	1	.256	.812	.368
Academic year	.959	3	.320	1.014	.387
The number of hours spent on using Snapchat	12.580	1	12.580	39.921	.000
Error	93.595	297	.315		
Overall	112.791	303			

Based on table (9), the researcher of the present study concluded the following results:

- There isn't any statistically significant difference – at the statistical significance level of ($\alpha = 0.05$)- between the respondents' attitudes which can be attributed to gender in the behavioral aspects. That is because the f value is 2.221 and the significance value is 0.137
- There isn't any statistically significant difference – at the statistical significance level of ($\alpha = 0.05$)- between the respondents' attitudes which can be attributed to faculty in the behavioral aspects. That is because the f value is 0.812 and the significance value is 0.368
- There isn't any statistically significant difference – at the statistical significance level of ($\alpha = 0.05$)- between the respondents' attitudes which can be attributed to academic year in the behavioral aspects. That is because the f value is 1.014 and the significance value is 0.387
- There is a statistically significant difference – at the statistical significance level of ($\alpha = 0.05$)- between the respondents' attitudes which can be attributed to the number of hours spent on using Snapchat in the behavioral aspects. That is because the f value is 39.921 and the significance value is 0.000. The latter difference is for the favor of the ones who spent three hours or more using Snapchat

CONCLUSION

Based on the aforementioned analysis of data, it was found that the extent of impact of social media influencers on the BA students in language-related aspects is moderate. It was found that the extent of impact of social media influencers on the BA students in behavioral aspects is low. It was found that there isn't any statistically significant difference – at the statistical significance level of ($\alpha = 0.05$)- between the respondents' attitudes which can be attributed to (gender, faculty, academic year, or number of hours spent on using Snapchat) in the language-related aspects. It was found that there isn't any statistically significant difference – at the statistical significance level of ($\alpha = 0.05$)- between the respondents' attitudes which can be attributed to (gender, faculty, or academic year) in the behavioral aspects. It was found that there is a statistically significant difference – at the statistical significance level of ($\alpha = 0.05$)- between the respondents' attitudes which can be attributed to the number of hours spent on using Snapchat in the behavioral aspects. The latter difference is for the favor of the ones who spent three hours or more.

The aforementioned results are consistent with Castles' opinion. The latter researcher added that people in networked societies may show resistance to changes. According to him, when people interact with others on social media, they resist getting influenced by others. According to him, people on social media seek preserving their personal, social and cultural identities.

The aforementioned results are not consistent with the result reached by Al-Otaibi (2022) (1). That is because Al-Otaibi (2022) found that the time spent on social media affect the respondents' attitudes towards the psychological and social effects of social media influencers. The aforementioned results are not consistent with the result reached by Zaghari (2022) (5). The latter researcher found that the number of hours spent on the use of social media affect the respondents' attitudes. The aforementioned results aren't consistent with the result reached by Khadija (2022)(9). The latter researcher found that 76.66% of the respondents purchased the product after the social media influencer declared that he purchased it.

RECOMMENDATIONS

In light of the results of the study, the researcher recommends the following:

1. Conducting studies to explore the impact of social media on the behavior of adolescents and youth. The researcher of the present study recommends using the results of such studies to set strategic plans and developing programs targeting youth.
2. Conducting studies to explore the type of content that is viewed the most by the students enrolled at Jordanian universities. The researcher of the present study recommends exploring the impact of the type of the content viewed on those students in cultural aspects and aspects related to the formation of identity.
3. Conducting studies to explore the impact of social media on the process of raising up children and adolescents.
4. Using the results of students related to the influence of social media to develop tools that facilitate the communication and interaction between the students enrolled at Jordanian universities

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