The Role Of Social Media In Forming Islamic Values

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Abstract

This article aims to identify the role of social media websites in forming the Islamic values for the community, as it seeks to review the concept of social media, its types and characteristics, as well as define the nature of Islamic values, their importance and characteristics, and the role that these means play in forming the Islamic values. Finally, we argue that social media has a significant role in forming the Islamic values within society, and has become an important factor in providing the conditions for intellectual change and community awareness.

Keywords:

Role – Social Media – Forming - Islamic Values

Introduction:

Due to its ability to change and develop, social media is considered the most prominent media phenomenon in our contemporary world as it attracts a large portion of the audience as the most influential, and these networks first appeared in 1995.

Social media can influence Islamic values and religious concepts, as the information conveyed by social media about religion and values is weak, false, fast, and fabricated. The rapid spread of information and the excitement and enthusiasm of the communicators overcame their rational side. It also affects the nature of their religiosity, as they have a kind of literal fanatic religiosity because of promoting a special perception of religion.

With the increase in the number of these means' users and the widening of the range of their influence, the websites of these networks turned, in a short period, into a talk for experts, specialists, and researchers in all fields due to their awareness of their importance and their ability to influence values and beliefs.

Hence, the research question that this research paper centers around and aims to answer is: What is the role of social media in forming values within the Islamic community?

The Topic Significance:

The significance of this topic lies in the fact that it studies one of the most important and most prevalent media nowadays, namely social media networks, and its role in forming Islamic values, as it is a basic pillar within Islamic societies, and one of the components of nations' progress and prosperity. This study is also of great importance in that it represents a new addition to the research that has been carried out on social media networks.

The Concept of Social Media and Its Types:

It is a system of electronic networks that allow the subscriber to create his own website, and then link it through an electronic social system with other members who have the same interests and hobbies. (Margaret Rouse, 2017.)

Social Media Characteristics:

Social media networks are characterized by a set of characteristics, as follows: (Al-Ali, 2015)

1. **Global:** Social media have eliminated spatial and geographical barriers so that individuals can communicate with each other simply and easily.
2. **Interactivity:** Social media eliminate the negativity of individuals, and make them interactive individuals and participants among themselves.
3. **Ease of Use:** Social media use, in addition to letters and simplicity of language, symbols and images that facilitate user interaction.
4. **Spontaneity**: Communication through social media is spontaneous and informal with others.
5. **Low Cost:** Registration and use of social media are free of charge.
6. **Supporting Gatherings:** There is a service available on social media that allows people to create groups that share in terms of specialization or religious and value affiliation.
7. **Flexibility:** Flexibility and the collapse of the idea of the reference group in its traditional sense, as the virtual community is not determined by location and geography, but by common interests.
8. **Global or Universal:** It means the possibility of transferring information between beneficiaries on a global level, due to the provision of technologies that allow this.

Types of Social Media:

Social media has increased and spread widely in the past years, and every day the sites increase more and more. The matter went beyond being a way to communicate with others in free time and turned into an addiction, as the explosive growth in the computing system stimulated the spread of digital sites, and the most famous of these types are: (https://m7et.com/types-of-social-networking-sites/)

- **Social Media:** These are sites specialized in communicating with others, whether they are friends, relatives, or anyone in the world, with the ability to form relationships and share events. An example of this type is Facebook and Twitter.

- **Discussion Sites:** They are electronic networks that only allow expressing opinions and commenting on them as well, and maybe distinctively used in marketing by offering a discussion about a product and then commenting on it. It is considered one of the most popular types of social networking sites in 2022.
- **Forums and Blogs:** These are electronic networks that allow the creation of content with the ability to view and follow it by others.
- **Media Sharing:** This type is based on photos and videos where the application allows sharing with others by capturing your special moments. One of the most famous of this type of site is Instagram.
- **Review Sites:** They are sites used to know the public's impression of a particular product, by commenting after use, as they allow everyone to know the extent of others' satisfaction with the product and thus help in the purchase decision.

Among the Most Famous of These Means: Facebook, Twitter, YouTube, LinkedIn, Pinterest, Instagram, WhatsApp, TikTok, Skype, Snapchat, Viber and Telegram.

The Nature of Islamic Values:

Values in general, and Islamic values in particular, play a major role in human life, as they are the basis for human understanding of the attitudes, motives and behaviors of others within the same society. They also preserve customs and traditions, and connect individuals to each other.

Hence, Islamic Values Are Defined as: "A set of rulings and standards resulting from Islam's perceptions of the universe, Allah, man and life, which result from the interaction of the individual and society with different life experiences and situations. They also enable the individual to define his/her goals and attitudes which are represented directly or indirectly in his/her practical behavior" (Jayyusi, 2021).

Significance of Islamic Values and Their Characteristics:

Individuals can adopt Islamic values from several sources, the first of which is the Holy Quran and the Noble Sunnah, then what scholars have agreed upon, then what is based on the general interest of society, then what individuals are accustomed to. In the event that there is a difference between these sources, then the Holy Quran must be the main source to legislate and deliver. In general, these values necessitate the possession of certain qualities or the abandonment of others. **Islamic Values have great importance for the individual and community, including the following:** (Suha, 2019)

- They help the individual to improve his/her behavior and making critical decisions.
- They refine the morals of a Muslim and makes him/her possess good qualities, and keep him/her away from reprehensible ones. This would enhance the general behavior of the community members.

- They increase self-confidence and the individual's sense of security, as he/she always needs to return to these values whenever he/she makes a mistake, gets lost, or loses his way.
- They set controls and limits to prevent him/her from drifting into lusts and sins.
- They enhance the cohesion and interdependence of society. As if all Muslims adhered to Islamic values and followed them, the society would be united together.
- They are considered as a constitution and an approach for all society members to learn from, which creates intellectual, cultural and educational coordination among them.

Islamic Values are also characterized by a set of characteristics, which are as follows: (Al-Haq, 2012)

1. Divineness: One of the characteristics of Islamic values is that they are divine, because they are derived from the Quran and Sunnah. The Quran is Allah's Book and the Sunnah is an explanation of it, and both are full of divine guidance.

2. Compliance with Sharia: Islamic values are fully compatible with Sharia, as they cannot deviate from the limits of Allah and His Sharia.

3. Comprehensiveness: Islamic values are characterized by comprehensiveness as they include all aspects of humanity. They also take into account the human world and what it contains, the society where he/she lives, and the goals of human life according to the Islamic conception. (Saleh, 2010)

4. Moderation: Islamic values are characterized by moderation. There is no exaggeration or negligence, in compliance with the saying of the Messenger, may Allah's blessings and peace be upon him: "Following the middle path is a virtue".

5. Eternity: One of the characteristics of Islamic values is that they are valid for every time and place, and that they do not change with the change of environment and times.

The Role of Social Media in Forming Islamic Values:

Those who follow developments in the field of social media since the beginning will find that they have changed greatly. They are no longer just social platforms in the circle of friends and acquaintances, but rather they have become means for spreading values and instilling Islamic concepts in the public. Hence, social media plays the following roles: (Shahra, Kellati, 2015).

1. Contributing to form attitudes and opinions towards the various issues facing the nation.

2. Consolidating religious values in the hearts of individuals by calling for adherence to religion and Islamic principles.

3. Social media stands in the face of deviations within society, and works to provide meaningful media content.

4. Helping in spreading the good Islamic behaviors and customs.

5. Contributing to consolidate Islamic values, combating any deviant behavior within society, and not covering up corruption and corrupts.

6. Working to enrich thought, encourage thinkers, and combat myths and superstitions that harm community.

7. Social media tries to clarify the religious rights, duties and obligations that an individual must fulfill.

Conclusion and Results:

The tremendous development in modern communication technology has led to the emergence of a new type of communication, which is communication through technology. This is what social media has provided since its emergence, so we sought, through this study, to identify the role that these means play in spreading and forming Islamic values. Social media is a double-edged sword, as it provides great services to individuals and groups by allowing them to communicate, expand their culture and preserve their values, while also contributing to the spread of some negative ideas and values. **Hence, this study has concluded the following results:**

1. Everyone can access to social media, which allows them to publish news and opinions in written, audio, or visual form.

2. The public's use of social media has shifted from chatting to exchanging cultural and religious views, and it has played an important role in forming religious and social values.

3. Social media has become an important factor in forming the requirements for change by raising awareness.

Recommendations:

1. The necessity of making the most of social media in raising awareness and forming Islamic values.

2. Not to overuse social media for useless things.

3. The good use of social media and their capabilities in marketing the values and tolerant principles of Islam.

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