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The Role of Social Media Usage in Promoting Organizational Citizenship of Teachers Behavior in Private Schools in Capital Amman

Prof. Ahmed F. Abukaream¹

Faculty of Educational Sciences, Middle East University, Amman-
Jordan.

Email: abukaream@yahoo.com

Lubna Ali Ataallah Al salaymeh²

Faculty of Educational Sciences, Middle East University, Amman-
Jordan

Abstract

The study aimed at identifying the role of social media in promoting organizational citizenship behavior among teachers. In order to Achieve the objective of this study, the descriptive associative approach has been applied on as ample consisted of (254) School Mangers who works in private schools of Capital Amman, the study used A questionnaire of 3 items Altruism, civility and organizational behavior distributed on (30) questions. The validity and reliability of the study has been verified and secured. Furthermore, the findings of the study showed the degrees of practicing ethical leadership and organizational commitment was moderate, and no statistically significant differences were found due both service period and scientific qualification. The study recommended the need to increase awareness of the importance of the role of media to enhance organizational citizenship behavior, and encourage school principals to take advantage of social media and employ it positively in the educational process, which is reflected in strengthening the organizational behavior of teachers and staff.

Keywords: Social media usage, organizational citizenship.

El papel del uso de las redes sociales en la promoción de la ciudadanía organizacional del comportamiento de los docentes en las escuelas privadas en la capital Amman

Resumen

El estudio tuvo como objetivo identificar el papel de las redes sociales en la promoción del comportamiento de ciudadanía organizacional entre los docentes. Con el fin de lograr el objetivo de este estudio, el enfoque asociativo descriptivo se aplicó como un amplio grupo de (254) directores de escuela que trabajan en escuelas privadas de Capital Amman, el estudio utilizó un cuestionario de 3 ítems: altruismo, civismo y comportamiento organizacional distribuido en (30) preguntas. La validez y fiabilidad del estudio ha sido verificada y asegurada. Además, los resultados del estudio mostraron que los grados de práctica del liderazgo ético y el compromiso organizacional fueron moderados, y no se encontraron diferencias estadísticamente significativas debido tanto al período de servicio como a la calificación científica. El estudio recomendó la necesidad de aumentar la conciencia sobre la importancia del papel de los medios para mejorar el comportamiento de ciudadanía organizacional, y alentar a los directores de las escuelas a aprovechar las redes sociales y emplearlas positivamente en el proceso educativo, lo que se refleja en el fortalecimiento del comportamiento organizacional de profesores y personal.

Palabras clave: uso de redes sociales, ciudadanía organizacional.

1. INTRODUCTION

One of the most prominent features of the twenty-first century is the revolution of technology and information knowledge that stormed all fields of knowledge in all its fields, as it contributed to a state of rapprochement, communication, removal of class and ethnic differences, borders and intercultural marriage, as well as daily follow-up of events taking place on the global stage, and the name of this type of Communication between people on social media, which is one of the fruits of these developments, and has become irreplaceable means because of its artistic capabilities and many technical media, which makes the world a small cosmic village that is amazingly and rapidly interconnected.

Multiple social media play a pivotal role in promoting intellectual construction, consolidating the awareness system, conveying an enlarged image of its reality and its problems, and providing various concepts that society benefits from in building citizenship behavior by monitoring expectations (teachers from the viewpoint of managers) in addition to its work to deepen awareness opportunities and establish a culture Positive, contribute to the promotion of stereotypical behavior prevailing in society and the broad knowledge and technological revolution (Abdel Razzaq, 2015). The multiple social media lead to the enhancement of building and consolidating the awareness system of teachers in their reality, aspirations and problems, and providing various communication concepts that provide interactive alternatives in light of ongoing

discussions and an integrated qualitative approach to issues in the national work system (Al-Khalayleh and Saadeh, 2011).

With regard to the role of social media in promoting the behavior of organizational citizenship, its importance, impact and depth in this field, as social media have the ability to influence all fields of life so that they have risen to the ranks of socialization media for their role in promoting intellectual construction, consolidating the awareness system and providing various communication concepts. If properly directed to its users (Al-Juhainy, 2013). The human factor is the pillar of development and progress in any organization and society, so that many societies have reached the summit of development and prosperity in various fields, so one of the main tasks of the administration is its ability to form and develop the efficient human component, forming and modifying its behavior and managing that behavior to obtain the best results through investment. The optimal energies, capabilities, organization, and direction of human beings in a manner commensurate with the growing goals to be achieved by organization (Greenberg, 2011). Hence the interest has emerged in the behavior of individuals in organizations, given that motivating and developing them under a stable work environment is a basis for success and achieving the goals Desired.

The growing interest in organizational citizenship behavior is explained by looking at the nature of this behavior and its relationship to organizational dimensions and outputs, organizational citizenship behavior is associated with many important management concepts in the organization, such as attitudes, perception, leadership, and change

(Jahangir, 2009). The focus and interest in organizational citizenship behavior crystallizes with the positive results of the organization, From internal relations to the overall product and the overall goals, it organizes reciprocal relationships between individuals and maintains the unity and cohesion of the organization, and contributes to developing and improving performance and enhancing the efficiency of the organization, and this increases the volume of outputs It leads to achieving success and distinction, because of the flexibility of citizenship behavior and deviations from the routine role, which stimulates creativity, love of work and excellence (Raqqaad and Aboudia, 2012).

1.1. The problem of the study

Recent technological developments have contributed to a qualitative leap and a real revolution in the communication sector, as the Internet has spread across the globe, and the emergence of social media has contributed to moving the world to unprecedented horizons, and this has strengthened the change of the concept of citizenship in the era of social media, as good employment of media Social communication is what will make teachers reinforce their citizenship behavior and become more eager to serve the country (Buchlagm, 2016).

The (Karbinisiki,2016) and (Abdul Razzaq, 2015) and (Murad, 2014) study recommended the importance and necessity of studying the role of social media in promoting organizational

citizenship behavior. As they all agreed on the wide and important role of social media in promoting the behavior of organizational citizenship. It also recommended a study (Al-Raqqad and Abu Dayyeh, 2012), (Al-Sharifi, 2011) and a study (Ishaq, 2009). The necessity to study the behavior of organizational citizenship and its impact on social media.

The prevalence of social media very significantly among the teacher category, and the intensity of their use of mobile devices and its various applications can affect the organizational citizenship behaviors of teachers, whether negatively or positively, as these methods have become an important role in shaping the attitudes, opinions and methods of teachers 'thinking, which It has increased the challenges facing teachers, so it has become necessary to direct these tools the right educational destination to serve the educational sector by finding a new role to develop the use of social media in the educational process in Jordan.

The researchers see, through their experience in media and educational work, the need to study such a topic as it relates directly to the lives of the Jordanian individual in general and teachers in particular, and the reason is the widespread use of social networking sites, as well as the desire to know the role of social media in promoting organizational citizenship and social interaction with Members of the Society.

The problem of the study is determined by defining the role of social media in promoting the behavior of organizational citizenship

among teachers in private basic schools in the capital, Amman, from the viewpoint of principals.

1.2. The aim of the study

The study aimed to identify the role of social media in promoting the behavior of organizational citizenship among teachers in private basic schools in the capital, Amman, from the viewpoint of the principals .

1.3. Study questions

1. What is the role of social media in promoting organizational citizenship behavior among teachers in basic private schools in the capital Amman from the viewpoint of principals?

2. Are there statistically significant differences at the level of significance ($\alpha = 0.05$) between the averages of the response of the study members to the role of social media in promoting organizational citizenship behavior among teachers in private basic schools in the capital Amman from the point of view of the principals attributed to the variables (years Service and educational qualification)?

1.4. Importance of the study

The importance of the study comes from the strong and tangible influence of social media, or in the life of every person, especially the

class of teachers as a modern means of communication that guarantees permanent and direct communication and a contribution to the promotion of human thought. Through the optimal use of it in a way that communication has become an easy thing to happen, as it contributes to the entrenchment of the values of citizenship greatly, as well as the importance of this study stems from the nature of the subject you are dealing with, as organizational citizenship is one of the issues of administrative dimensions that express the standards of the affiliation In achieving the goals of the institution, as well as their awareness and keenness on the interest of the institution in which they work, as well as the extent of their awareness of their role in facing the challenges facing their organization.

1.5. Definition of terms

The study included the following concepts:

Social media: "They are virtual social websites whose goal is to achieve interconnection between individuals worldwide by providing social media services (free of charge), which is to exchange experiences, experiences, ideas, opinions, files, pictures and videos in all areas of political, social, economic, educational, cultural, scientific, and technological life. Athletic, Artistic, Recreational and Religious "(Hassanein, 2013).

It is procedurally defined by the degree of using social media and its role in promoting organizational citizenship, which the study proves procedurally as hypothetical social applications that are an

interactive community between teachers, administrators, and stakeholders in the school through the exchange of information, ideas, trends, skills, values, and files, written, audio and visual messages via smart devices or a computer with the aim of promoting Organizational citizenship, as identified by the study tool.

Organizational Citizenship Behavior: “It is voluntary behavior that does not fall under the organization's formal incentive system, aimed at enhancing the organization’s performance and increasing its effectiveness and efficiency” (1990, Organ)

And it is procedurally defined: the group of voluntary work that the teacher performs in the field of school work, which exceeds the functional roles required of him to perform formally, without waiting for any material or moral reward in return for performing these tasks and as determined by the study tool and will be measured through the tool prepared for that.

1.6. Limitations of the study

The study is determined by identifying the role of social media in promoting organizational citizenship behavior among teachers in private schools in the Jordanian capital governorate (Amman) from the viewpoint of principals and principals of private primary schools for the academic year 2019/2020.

2. THEORETICAL BACKGROUND AND PREVIOUS STUDIES

2.1. First: Theoretical background

2.1.1. The first axis: social media

Communication is the process by which knowledge is transferred from one person to another to become common. So that leads to people understanding each other, and communication is defined as "a process of interaction between one individual or another group or individuals and another group, with the aim of participating in an experience that leads to an amendment in the behavior of these individuals." (Al-Amoudi and Ghada, 2009). He was one of the first researchers to discuss(Hofsted, 1980). Where he explained the importance of these sites in social, cultural and educational communication, due to their ability to link learning communities and exchange experiences. (Laat and Others, 2007) defines social media as being from a network system that allows the subscriber to create his own sites, and then links him through an electronic social system with other members who have the same interests and hobbies.

Social networking is one of the most used websites in the current era, because of its features, and Azmy has defined it as websites that provide individuals with opportunities to share interests, activities, opinions, and make friends with people who have the same orientations. Alshaya and Bteishah (2013) define it as "sites that support interaction between groups such as exchanging and sharing audio and picture files, instant messages, mailing lists, communication,

chatting, managing content, viewing others' personal files, knowing their news and information available for viewing."

The importance of social media lies in its being an effective tool on the social and educational levels, and it has a great positive impact in all political, economic and social sectors and sectors, especially in the field of education, so that the use of social media has emerged in the educational process in order to improve the outputs, as these methods can be used in education As an innovative method that leads to an increase in the quality of the educational process, in addition to its contribution to reforming and developing the educational and educational fields by giving the character of innovation and creativity to the learning and teaching process by merging the communication sites only Social in the educational process (Alghamlas and Al-Qumizi, 2016).

As for the reality of the use of the internet and social media in Jordan, indicators related to users of the internet service in Jordan during the period between (2010-2015) according to the annual report of the Telecommunications Regulatory Authority for the year (2015) indicated an increase in the number of users of the Internet as it reached in (2013) 5.3 million users, while the increase appears more noticeable in (2014) to reach 5.7 million users, while the increase appears noticeable in 2015 to reach 7.9 million users, with a penetration rate of (83%) Al-Juhaini (2013). Statistics also indicate that about (93%) of Internet users in Jordan use social media, and Facebook and WhatsApp are considered, And YouTube is the most used social media and social media according to the Social Media

Report (2015), as the percentage of Facebook users (89%), WhatsApp (71%), and YouTube (66%), while Instagram has a percentage of users (34 %) The results showed that (93%) of Facebook users in Jordan access the site on a daily basis and that (89%) do (access to Facebook sites in Jordan via smartphones and tablets (Maatouk, 2013).

In light of these global, regional and local statistics for the use of social media, the extent of social media outreach appears among individuals in all societies, as well as the extent of prevalence, as the use of the Internet and social media in Jordan shows and its superiority at the global level is the weak investment of these means in the educational sector, and in In light of the many educational and potential benefits and uses of social media, those in charge of the educational and educational process, especially managers, must employ these media and means and their relationship to owning citizenship behavior.

2.2. The second axis: the behavior of organizational citizenship

Organizational citizenship behavior is defined as the optional behavior of a voluntary not directly related to incentive bonuses system and carried out by the employee in order to improve enterprise efficiency and effectiveness, that its presence is essential for any organization that aims to achieve organizational success and upgrading the overall performance levels and maintain the internal balance of the institution to work or through his contribution To provide the

flexibility needed to work in the context of emergency situations and crises in the institution. (Al-Sharifi, 2011).

It helps organizational citizenship behavior to reduce the need for the institution to allocate scarce resources to maintain unit cohesion of the institution and to benefit from these resources to increase the overall productivity Fayalmassh and contribute to improving the capabilities of managers and colleagues at work on the performance of their duties and their work, and through the allocation of sufficient time to carry out effective planning Solve problems, and Work on scheduling and other work that increases performance effectiveness and efficiency (Bowler, 2006). Lead organizational citizenship behavior to alleviate the burden of material for institutions, it represents resources to add real, whether physical or human so as to allow the guidance of resources and what was to be borne by the institutions in the recruitment of some workers, and allows them room to expand its services and excellence in performance, and allows the behavior of Organizational citizenship is an opportunity for the organization to practice democracy in terms of the individual choosing the type of activity Participate in it, or the appropriate timing for his performance, strengthen organizational citizenship behavior relationships that take place between individuals And groups, which is distinctly reflected and increases the behavior of organizational citizenship at the level of job satisfaction among workers.

Organizational citizenship behavior leads to commitment, and a solution contributes to the problems facing workers in the institution (Al-Zahrani, 2007), hence the social media relationship and

organizational citizenship values is an effective and interrelated relationship to the role of social media means of the role of the carrier in the patterns of thinking and knowledge Also, the role of the convergence based on moral, social and economic foundations, as it is the most widely used and widespread, which will have the greatest impact in promoting and consolidating the values of organizational citizenship or destabilizing it among members of society (Al Sharifi, 2011).

Organizational citizenship behavior acquires its importance through the development of management thought, because successful organizations require employees who work more than their assigned duties and perform higher than expected, and this is done by providing a safe and stable environment and good human resource planning in an attempt to develop strategies that create job security for their employees. Hawas (2003) believes that it is the set of actions that aim to provide assistance and the emergence of amniotic signs that are not required at the official level but that they are very beneficial to the organization, as it represents the degree of human behavior performed by the member of the organization in an optional or voluntary manner and makes a positive impact on the service of the organization and increase its capacity The organizational performance without publicly counting that behavior within the schedule of formal bonuses or incentives (Fahdawi, 2005).

The concept of organizational citizenship behavior is a relatively recent concept, especially in the Arab environment, which has become a lot of interest in it to improve the performance level of

the institution (school and workers alike) and the focus of this concept is represented by the employee (teacher) who is the most important organizational resource at all and in his absence from the system there is no organizational basis. Therefore, the behavior of the additional (voluntary) role became one of the reasons that lead to the success of the system (school) and its continuity, which the researchers later called the behavior of organizational citizenship (Burnes, 2010).

Citizenship behavior is divided into two types, altruism: it is an optional behavior that the individual voluntarily performs to help his colleagues in work in solving their work-related problems, to help new workers in identifying methods and methods to accomplish their tasks, to help co-workers complete their accumulated work due to absence (schnak and dumler). (2003), and Politeness: There are people called it kindness, and it reflects the extent of the individual's contribution to preventing problems that his colleagues may be exposed to by providing advice, providing the necessary information, respecting other colleagues' desires, and knowing their opinions before taking decisions or actions (Khaira, 2007) .

2.3. Previous studies

Previous studies will be reviewed in order from oldest to newest.

In(Ishaq, 2009) study that revealed the relationship between leadership and individuals on organizational justice and organizational citizenship behavior. This study aims to test the relationship between

leader and followers through supervisors and non-supervisors of employees in banking institutions in Malaysia using (339) questionnaire and the most important results of this study It contributes to the fairness of interactions in the level of altruism of the two years through the effect of the theory of reciprocity as a mediator between them as well as the presence of an important role for the fairness of interactions in understanding the behavior of organizational citizenship and its different dimensions while neither procedural and distributive justice affected making Subordinates practice organizational citizenship behavior.

With regard to the Karbinsiki study (2010), which aimed to identify the impact of the use of educational social networking sites on academic achievement among university students and the degree of their use by members of the teaching and student body, the study sample consisted of (219) students and students, and the results of the study showed that the achievement of Students who use social networking sites are much higher than their counterparts who do not use them, and the more time a university student spends browsing educational sites, the greater his educational achievement.

(Al-Sharifi, 2011) study indicated the goal of defining the behavior of organizational citizenship for secondary school teachers in Jordan in the light of gender, experience, educational qualifications, occupation, and type of school, and the study aimed to identify organizational citizenship behavior among secondary school teachers in Jordan, and the study sample consisted of (30) Director and Director of (150) male and female teachers, and the results of the study

were: Secondary school teachers in Jordan practice organizational citizenship behavior with a moderate degree, and there are statistically significant differences in the degree of organizational citizenship behavior attributable to gender and job variables, and there are no significant differences statistically Yeh in the degree of organizational citizenship behavior due to the variables of experience and academic qualification and the type of school.

The study of (2012, Tinmaz), which aimed to define and analyze the social networking Facebook educational and use it as an alternative to education. With this potential expansion of interaction, is considered a useful and multiple tools and a large number, Facebook has become useful for education. A sample of a study consisted of (289) Facebook users as a safe, social and routine tool, Facebook is a leading example of social networking. Users were satisfied with its use, especially in its research capacity and its content, and in return, participants seemed suspicious about the speed and level of interactive activities, participants focused on its advantages of relationships Social. Participants used Facebook to keep in touch with other people and share most of the information, the study showed that the participants (239) students were not sure of the potential effects of using Facebook for education. It may be the reason that the participants did not have experience for this learning activity on Facebook.

As for the study (Al-Raqqad and Abu Dayyah, 2012) that aimed to identify the emotional intelligence of academic leaders in public Jordanian universities and its relationship to the behavior of

organizational citizenship among faculty members, and to know the degree of academic leaders in the official Jordanian universities of emotional intelligence and its relationship to the behavior of organizational citizenship with them, The questionnaire was used to measure the emotional intelligence of academic leaders, and a sample consisted of all academic leaders at the University of Jordan, Yarmouk University and Mutah University, with (288) leaders and (773) faculty members at each of the University of Jordan, Yarmouk University, Mu'tah University was randomly selected, and the results of the study revealed a high degree of availability of faculty members for the behavior of organizational citizenship in the official Jordanian universities.

As for the study (Murad, 2014), which aimed to identify the extent to which teachers and teachers of the Directorate of Education know about the Al-Shobak District of basic applications and software for information and communication technology and the extent of their use and employment in the subjects they are studying, as well as identifying obstacles that prevent their use of them. The researcher designed a study tool (the questionnaire) and applied it to (101) male and female teachers, and they were chosen in a simple random way. The researcher used the descriptive analytical approach, and the results showed that the majority of the study sample individuals practice various applications and software for information and communication technology adequately, but their use and employment For her purposes of teaching was low, and there Some of the obstacles were the most important of which was the lack of necessary equipment and

infrastructure, and some were related to poor training in how to use information and communications technology in education, and some related to the lack of educational software that serves the subject matter or the lack of sufficient time to employ information and communication technology in education.

As for the study (Turban, 2016), which aimed to identify the effectiveness of social media in supporting the values of citizenship, a survey study on social networking activists from Palestinian university students during the application of the theory of disseminating new ideas in the framework of a survey study and reached to the following half using social media media no more From two years, 51%, and 71% are used with friends, while 17.7% browse them from time to time. The results show the effectiveness of communication media in supporting the values of citizenship among respondents, where 94.7% said that social media media support their citizenship values, 43.4%, categorically, while 51.3% considered sometimes support Yum Citizenship and the results show the importance and effectiveness of these media in strengthening citizenship values of community participation and democracy and national belonging.

In a study (Qenaifi, 2018) that aimed to identify the degree of "the use of social networking sites in the educational process and the extent of their effectiveness among students", the study was conducted on a sample of students of media sciences and communication, Muhammad Khudair University in Sakra, where the descriptive analytical method was used and the results showed the presence of motives and patterns Using "Facebook" for educational purposes

(77.5%) use Facebook for learning and (22.5%) do not use it for educational purposes. Likewise, learning through scientific Facebook groups, where half of the students of media sciences created a scientific group through "Facebook" at a rate of (47.3%) while (52.7%) did not do so. As for the third axis: students' opinions about the effectiveness of "Facebook" in the educational process With a rate of (69.1%), the media sciences students confirmed that they trust the scientific information provided by people through Facebook, while (30.9%).

methodology: The two researchers used the descriptive survey method to suit its nature and to achieve its objectives. The questionnaire was used as a means to collect data.

The population of the study: The study community consisted of all the principals and principals in the private basic schools in the capital Amman governorate for the academic year (2018-2019), as their number reached (433), according to the statistics issued by the Ministry of Education for the academic year (2018-2019) (Ministry of Education Hashemite Kingdom of Jordan, 2019).

The sample of the study: The random cluster sample was used, and four directorates were chosen: the university district, the district of al-Qweismeh district, the Wadi al-Sir district, and the Marca district, as the number of managers reached (320), including (1) males and (319) females. The study sample was distributed to all individuals in the four directorates, (254) questionnaires were retrieved, including (1) males and (319) females.

The instrument of the study: The researchers developed the study tool based on the previous theoretical literature survey related to measuring the role of social media in enhancing the behavior of organizational citizenship in private primary schools from the point of view of principals and benefiting from them in building the study tool, as was referred to previous relevant studies Subject of the study, such as Al-Sharifi Study (2011), Murad Study (2014) and Khadija Study (2014), the study tool was developed to know the role of social media in promoting organizational citizenship behavior among teachers in basic private schools from the viewpoint of principals.

3. VALIDITY OF THE TOOL

The apparent honesty of the study tool: The questionnaire was presented in its preliminary form to a group of arbitrators who are specialists and experienced from faculty members from the professors of educational sciences in Jordanian universities and they are (11), and the paragraphs that obtained approval of (80%) of the arbitrators or more were taken , The necessary action was taken with the paragraphs proposed to be amended, reformulated or deleted.

Structural honesty (Pearson Correlation Coefficient) was calculated for the field paragraphs in a questionnaire measuring the role of social media in promoting the behavior of organizational citizenship. The values of the coefficients of the vertebrae correlations in the altruism domain ranged between (0.66 - 0.85). All values were

statistically significant at the degree of significance ($\alpha = 0.05$), and this indicates the existence of a degree of validity of the internal consistency between the first domain paragraphs. Likewise, correlation coefficients in the cystic domain ranged (0.62 - 0.91) and they were all statistically significant for the degree of significance ($\alpha = 0.05$), and this indicates a degree of validity of the internal consistency between the paragraphs of the second domain. We note that correlation coefficients in the field of organizational behavior ranged from (0.58 - 0.86) and they were all statistically significant for the degree of significance ($\alpha = 0.05$), and this indicates the existence of a degree of validity of the internal consistency between the paragraphs of the third domain. Also, the analysis indicated the presence of high and statistically significant correlation coefficients at the degree of significance ($\alpha = 0.05$) among all study areas.

Reliability: To verify the stability of the tool, the test-retest method was used by selecting a sample of (20) from managers outside the study sample with a two-week time interval, and the internal consistency method using the Cronbach Alpha factor. For the study sample. The results of the analysis showed stability coefficients, which ranged between (0.84 - 0.91) and the highest stability coefficient was for the field of civility, and the coefficient of stability for the total degree (0.89) was high, as well as the coefficient of persistence in the way of internal consistency ranged between (0.88 - 0.95), and the highest coefficient for the field of organizational behavior .

Statistical treatments: To answer the first two questions, arithmetic averages, standard deviations, rank, and grade were used, and to answer the second question, arithmetic averages, standard deviations, and the scientific qualification were used, and one way ANOVA was used to answer the number of years of service, and the qualification Scientific.

3.1. Correcting responses

The role of social media in promoting organizational citizenship has been divided into three levels, high, medium and low, according to Likert pentacle scale. The length of the category is determined by the following equation:

$$\text{the category} = \frac{\text{High value} - \text{low value}}{\text{Number of levels}} - 1 \quad \text{---} \quad \text{---} \quad .33$$

So, the low level is from 1-2.33,

The medium level is from 2.34-3.67

The high level is from 3.68-5

4. FINDINGS AND DISCUSSION

The first question: What is the role of social media in enhancing the behavior of organizational citizenship among teachers in

private basic schools in the capital, Amman, from the viewpoint of principals?

To answer this question, arithmetic averages and standard deviations were calculated for the degree of social media's role in promoting organizational citizenship behavior among teachers in private basic schools in the capital Amman from the viewpoint of principals in general and for each field of the study tool, and this is shown in Table (1)

Table 1: Means, standard deviations , ranks, and Degree of Social Media Role in Promoting Organizational Citizenship Behavior for Teachers in Private Basic Schools Descending.

No.	domains	Mean	S.D.	Rank	Degree
2	Civility	4.09	0.56	1	High
1	Altruism	3.94	0.38	2	High
3	organizational behavior	3.91	0.57	3	High
Total marks		3.98	0.40		High

Table (1) shows that the degree of the role of social media in promoting organizational citizenship behavior among teachers was high, as the mean (3.98) and the standard deviation (0.40), and all areas of the tool came in the high degree, as the arithmetic averages ranged between (3.91 - 4.09), and in the first rank came the field of courtesy, with an arithmetic average (4.09) and a standard deviation (0.56) and with a high degree, and in the second rank came an

altruistic field with an arithmetic average (3.94) and a standard deviation (0.38) with a high degree, and in the last rank came the field of organizational behavior with an average Mathematical (3.91) and standard deviation (0.57), with a high degree. These may be traced The result is that the great advances in the modern era are characterized by tremendous advances in communication technology, and social media pages of various types and shapes, which have emerged as a civilizational achievement produced by the creative giant minds, through advanced technology, and these means of communication have great positive effects, perhaps their role in promoting the behavior of citizenship For others it is represented in the positives that it achieves in creating an open and accessible world for all, in addition to what organizational citizenship refers to from the principles, attitudes, political, social and educational concepts that have their individual and collective dimensions as well as their cognitive aspects Affective and moral. The goals and roles of social media are varied among the members of society, they are not limited to a specific scope, but they have a major role in the influence process.

This result is considered normal as private schools are keen because they are schools with high control to apply all the requirements of development and keep pace with technology in the availability of social media and employ them among workers, as they are also subject to social responsibility and oversight by all service providers.

The first rank came in the field of civility, and the researchers see that civility, which is to show appreciation to others and express

gratitude, in addition to enabling souls to infer what is most beneficial. It came with a high degree, perhaps because it is distinguished by the educational institutions to build individuals and enable them to obtain what is more beneficial, better and better for them to build a better future through community development, which falls on the educational institutions, so perhaps it has a first degree because of its direct relationship with the role it plays. Educational institutions and the use of social media in educational and teaching processes, which affected the response of the sample members. The researchers also see that civility, which is concerned with the art of making a goal without making enemies, came first because it is the main role that educational institutions play in achieving their goals while achieving satisfaction for the societies that the student and their families represent an integral part of.

The second level came in the field of altruism, and the researchers see that the concept of altruism refers to any behavior or moral act that a person does, and aims to do so to benefit and benefit others over other people and not only without waiting for any return for this act, for the person here prefers the public interest over the interest. Personality, so you find the teacher employs all possible means to get the information to the student and achieve the goal of developmental, educational, and educational presentation of public interests on his personal interest, which affected the response and was high.

The last rank came in the field of organizational behavior, and also with a high degree, which indicates the conviction of the sample

members that social media has an effective and positive role in promoting the behavior of organizational citizenship. The latter, perhaps, because it comes through adherence to instructions and procedures in light of the pressures and the need for some flexibility in work procedures to achieve the desired goals, which affected the response.

4.1. Civility domain

Table 2: Means, standard deviations , ranks, and Degree of the role of social media in promoting organizational citizenship behavior among teachers in the basic private schools for the field of civility, in descending order.

No.	Item	Mean	S.D.	Rank	Degree
12	teachers avoided hurt their co-workers' feelings.	4.41	0.76	1	High
11	It supports providing teachers with their colleagues with appropriate information to help them perform their work.	4.33	0.94	2	High
17	It helps to respect the comments of others without causing problems.	4.23	1.03	3	High
13	Teachers are more interested in their colleagues' job rights.	4.22	1.04	4	High

16	It helps teachers deal positively with the differences between teachers and school personnel.	4.17	1.05	5	High
18	It stimulates feelings of eagerness to adhere to the organization's bylaws	4.16	1.05	6	High
19	The enhanced entrepreneurial spirit activates the volunteer for additional responsibilities	4.08	1.07	7	High
14	Respect for teachers enhances the privacy of their other classmates.	4.03	1.10	8	High
15	Consultation climates do with other colleagues when making an action or decision that may affect them.	3.74	1.23	9	High
20	Encourages to seek (show adaptive behavior, endurance, and self-control) among teachers.	3.48	1.05	10	Medium
Total marks		4.09	0.56		High

It is noted in Table (2) that the degree of the role of social media in promoting the behavior of organizational citizenship among teachers in private basic schools for the field of civility was high, as

the arithmetic average (4.09) and a standard deviation (0.56), and the paragraphs in this field all came between the middle and high levels. The arithmetic averages ranged between (3.48 - 4.41), and the first rank came in paragraph (12) which states "teachers avoid avoiding the feelings of their co-workers", with an average of (4.41) and a standard deviation (0.76) with a high degree, and researchers see this. Perhaps it is due to the school environment being characterized by strong human relationships that link teachers with biting, which raises their human feeling towards some, so you see the teacher choose the word in his dealings with a female colleague, who may have a personal relationship with him and may have reached a true friendship, which affected the response, which came in a high degree and in the first rank, and in the tenth and last rank of paragraph (20), which states "Encourages to strive to (show adaptive behavior, endurance and self-control) among teachers" with an average score of (3.48). And a standard deviation (1.05) with a moderate degree, perhaps due to the teacher's reaction showing through his behaviors during the completion of the tasks required of him, he may not show it in public through social media, but it came with a medium and satisfactory degree for some teachers to display of such behaviors through the means of communication.

4.2. Altruism domain

Table 3: Means, standard deviations, ranks, and Degree of the Role of Social Media in Promoting Organizational Citizenship Behavior for

Teachers in Private Basic Schools for the Altruism Field in
 Descending Order.

No.	Item	Mean	S.D.	Rank	Degree
4	It helps to take extra time from teachers outside of official time to meet the needs of other teachers.	4.63	0.82	1	High
1	Encourages teachers to help colleagues who have a large workload.	4.29	0.91	2	High
9	It helps teachers help inform the people around them of what they intend to do so that they are not the cause of embarrassment at work.	4.20	1.22	3	High
3	The desire to work for teachers is enhanced to facilitate the task of their new colleagues, even if they are not required to do so.	4.03	1.05	4	High
2	It makes it easier for teachers to perform the work of their colleagues when needed (such as absences and permission).	4.01	1.00	5	High
8	She works more on showing	3.81	1.16	6	High

	the team’s results than on the teacher’s interest on showing her contribution to it.				
7	It encourages volunteer teachers to offer additional activities to students outside of formal work hours.	3.77	1.15	7	High
10	It works as teachers strive to avoid problems before they happen.	3.60	0.91	8	Medium
6	Encourages teachers to waive teaching a subject or class, or supervise an activity if another colleague desires it.	3.57	1.20	9	Medium
5	Contributes to setting aside most spare time during the official working hours for teachers to help others who have work-related problems.	3.46	1.12	10	Medium
Total		3.94	0.38		High

It is noted in Table (3) that the degree of the role of social media in promoting the behavior of organizational citizenship among teachers in private primary schools for the altruistic field was high, as the arithmetic average (3.94) and the standard deviation (1.12), all paragraphs of this field came between the middle and high degrees The

arithmetic averages ranged between (3.46 - 4.63), and the first rank came in paragraph (4), which states, "It helps to deduct additional time from teachers outside the official time to meet the needs of other teachers", with an average (4.63) and a standard deviation (0.82).) To a high degree, and this result may be explained by the existence of a relationship Humanitarian And friendships between the teachers, and you find them devoting time to some of them outside the formal work to practice some of their needs and desires, so it came first and with a high degree of joy. And in the tenth and last rank with an arithmetic average (3.46) and a standard deviation (1.21) and with an average degree for paragraph (5) which states "Contributes to allocating most of the free time during the official working hours for teachers to help others who have work-related problems", and this may be due to the use of means of communication Social to present the challenges and problems related to work and provide advice and assistance in solving them, and came in the last rank and middle degree for not being applied comprehensively by all teachers for social reasons, perhaps.

4.3. Domain of organizational behavior

Table 4: Means, standard deviations , ranks, and Degree of Social Media Role in Promoting Organizational Citizenship Behavior for Teachers in Private Basic Schools for Organizational Behavior in Descending Order.

No.	Item	Mean	S.D.	Rank	Degree
24	t motivates teachers to make	4.32	0.98	1	High

	an effort to improve their skills, even at their own cost.				
27	Develop the commitment of teachers to social norms and standards (such as general appearance, respect for the elderly, kindness for the young, non-smoking in school)	4.18	0.78	2	High
28	Improve your interactivity positively with all changes that occur in the organization.	4.06	0.87	3	High
23	She works to motivate teachers to make several suggestions for developing school work methods.	4.05	0.88	4	High
25	The role of teachers in defending the reputation of their schools has been reinforced when others criticize them.	4.00	1.01	5	High
29	It strengthens the role of regularly monitoring teachers and following the institution's internal instructions.	3.96	1.00	6	High

26	It helps teachers make an extra effort to improve the school's image in front of others.	3.71	1.02	7	High
22	Pay to attend (meetings, seminars and meetings) held by the school or the educational administration.	3.67	0.99	8	Medium
30	Help teachers give an apology if someone mispronounces it.	3.58	1.03	9	Medium
21	It supports teachers' eagerness to follow all school activities with interest.	3.52	1.05	10	Medium
Total marks		3.91	0.57		High

It is noted in Table (4) that the degree of the role of social media in promoting organizational citizenship behavior among teachers in private primary schools for the field of organizational behavior was high, as the arithmetic average (3.91) and a standard deviation (0.57), and all the paragraphs in this field came between the intermediate level And high, as the arithmetic averages ranged between (3.52 - 4.32), and came in the first rank in paragraph (24) which states "motivating teachers to make an effort to improve their skills, even if at their own expense", with an average of (4.32) and a standard deviation (0.98)) To a high degree, and researchers believe that this is due to the keenness of teachers to develop themselves for Access to upgrades in

their field, you will find the teacher works to employ the means of social communication to improve His skills, and this influenced the response of the sample members. The last rank came with an average arithmetic (3.52) and a standard deviation (1.05) and with a high degree to Paragraph No. (21), which states "supports the keenness of teachers to follow all school activities with interest", due to the ability of social media to Reaching everyone at any place and in record time, which helps to follow-up continuously, and you find that the teacher can follow all the school activities while he is at home and can comment or add positive messages that appear to everyone and perhaps obtaining the last rank because it requires additional time for the person so that he can browse all the activities and see Direct it At any time.

The results of this study were in agreement with the study of Abu Shaban and Sobeih (2015), whose results were that there is a high demand for using social media and differed with the study of Murad (2014) and the distinction of tinmaz (2013) and the Ishaq study (2009) that concluded that there are problems that limit the use of means Social communication due to lack of time and sufficient software. The study also agreed on the availability of organizational citizenship behavior among teachers with the study of Muhammad and Al-Raqqad (2012) and differed slightly with Al-Sharifi's study (2011).

The second question: Are there statistically significant differences at the level of significance ($0.05 = \alpha$) between the averages of the response of the study members to the role of social media in promoting the organizational citizenship behavior of teachers in

private schools in the capital Amman from the point of view of the principals attributed to the variables (Qualification, years of service)?

4.4. Qualification

Table 5: Mathematical Averages and Standard Deviations for the Role of Social Media in Promoting Organizational Citizenship Behavior, (t-test) according to the Variable Qualification.

domain	Qualification	N	Mean	S.D.	t-test	Std. Error
Altruism	Bachelor and below	126	4.19	0.35	-0.72	0.47
	Postgraduate	128	4.24	0.40		
Civility	Bachelor and below	126	4.26	0.57	1.14	0.25
	Postgraduate	128	4.16	0.56		
organizational behavior	Bachelor and below	126	4.02	0.56	0.64	0.53
	Postgraduate	128	3.96	0.58		
Total organizational justice	Bachelor and below	126	4.16	0.42	0.61	0.54
	Postgraduate	128	4.12	0.39		

The results that appear in Table (5) indicate that there are no statistically significant differences at the degree of significance ($\alpha = 0.05$) between response averages, the total score for the role of social

media in promoting organizational citizenship behavior among teachers in private basic schools from the viewpoint of principals attributed to a variable The educational qualification, based on the calculated value of (t) as it reached (0.61) and a degree of significance (0.54), as well as the absence of statistical significance in all fields. This may be due to the lack of differentiation between the educational qualification of workers using social media.

4.5. Years of service

Table 6: Mean and standard deviations for the role of social media in promoting organizational citizenship behavior, according to the variable of years of service

domain	years of service	N	Mean	S.D.
Altruism	Less than 5 years	38	4.22	0.47
	From 5 years and less than 10 years	91	4.23	0.31
	10 years and more	125	4.23	0.40
Civility	5 years and less	38	4.19	0.50
	From 5 years and less than 10	91	4.17	0.63

	years			
	10 years and over	125	4.18	0.53
organizational behavior	5 years and less	38	3.92	0.49
	From 5 years and less than 10 years	91	4.04	0.56
	10 years and more	125	3.93	0.60
Total organizational justice	Less than 5 years	38	4.11	0.41
	From 5 years and less than 10 years	91	4.15	0.37
	10 years and over	125	4.12	0.41

Table (6) shows that there are apparent differences between the mathematical averages of the role of social media in promoting organizational citizenship behavior among teachers in private basic schools from the viewpoint of principals, according to the variable number of years of service, as it happened with less experience (5) years and less than (10) Years on the highest arithmetic average reached (4.15) and second rank with experience (10) years and more, with an average arithmetic (4.12) and finally came the arithmetic average with experience less than (5) years and less at the last rank

when it reached (4.11), and to determine whether The differences were statistically significant at the degree of significance ($\alpha = 0.05$), one way ANOVA was applied, and came The results are as follows and which is shown in the table (7).

Table 7: Analysis of one way ANOVA to find the significance of differences for the role of social media in promoting the behavior of organizational citizenship, according to the variable of years of service

domain	Source of Variance	SS	D.F	MS	F	Sig
Altruism	Between groups	0.005	2	0.003	0.03	0.99
	Within groups	29.57	251	0.12		
	Total	29.58	253			
Civility	Between groups	0.02	2	0.01	0.04	0.98
	Within groups	63.52	251	0.25		
	Total	63.54	253			
organizational behavior	Between groups	0.60	2	0.30	1.11	0.41
	Within groups	66.70	251	0.27		

	Total	67.30	253			
Total	Between groups	0.06	2	0.03	0.23	0.83
	Within groups	32.15	251	0.13		
	Total	32.21	253			

The results in Table (7) show that there are no statistically significant differences at the degree of significance ($\alpha = 0.05$) of the role of social media in promoting organizational citizenship behavior for private primary school teachers from the viewpoint of principals according to the variable of years of service, based on the value of (F Calculated as it reached (0.23) and a degree of significance (0.83) for the total degree, as well as the absence of differences in all fields. This indicates that the differences in the years of service have nothing to do with the use of social media, and all individuals are keeping pace with the era of technological development, which has become essential and necessary.

5. RECOMMENDATIONS

The results of the study revealed that the study found that there is a high degree of the role of social media in promoting the behavior of organizational citizenship, and therefore the researchers recommend the need to continue to work to deepen and increase awareness of the

importance of social media and its role in promoting the behavior of organizational citizenship, and interest in providing technological means that provides use Examples of social media and their positive use in the school environment, as well as increasing interest in qualifying male and female managers through educational development programs, and training them on methods of employing social media in developing and enhancing disruption Organizational citizenship behavior comes in addition to using it positively in the educational process, encouraging school principals and principals to experiment with new work methods, highlighting creative ideas, exploiting them at work, and making important decisions, and bearing the calculated risks resulting from such methods by enhancing their use in the school environment , And conducting similar studies in government schools, and conducting studies on the role of social media with other variables related to teaching and learning.

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