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Ibaa Ahmed El- Tigani OMER Awad

Assistant Professor, Sudan

E-mail: ibaa2011@hotmail.com

Role of Interactivity in the Communication among the Youth Applied study on Sudanese Online news Site 2012

This study was carried out on the interactive internet sites role in the communication among the youth during 2012. The applied study was on Sudanese Online site. This research used historical method and questionnaire for data collection. The questionnaire was distributed among Sudanese Online visitors as a sample of 140 persons.

Key words: communication, Sudanese Online site, interactive internet sites.

Ибаа Ахмед Эль-Тигани ОМЕР Авад

Роль интерактивной коммуникации среди молодежи, на примере исследования новостных Online материалов 2012 года Судана

Это исследование было проведено на примере Интернет-сайтов Судана, где показана роль интерактивной коммуникации среди молодежи в 2012 году. Исследование было проведено на основе материалов Интернет сайтов Судана. Во время исследования было опрошено 140 человек.

Ключевые слова: коммуникация, Online сайты Судана, интерактивность Интернет-сайтов.

Иба Ахмед Эль-Тигани ОМЕР Авад

Жастар арасындағы коммуникациядағы интерактивтіліктің рөлі. 2012 жылғы Судан Online жаңалықтары бойынша жүргізілген зерттеулер материалдары негізінде

Бұл зерттеу 2012 жылғы Судандағы Интернет-сайттардың интерактивтілігі мен олардың жастар арасындағы коммуникациядағы рөлін зерттеуге арналған. Зерттеу Судан Интернет-сайттарының материалдары негізінде тарихи және сауалнама әдістері арқылы жүргізілген. Зерттеуге 140 адам қытысты.

Түйін сөздер: коммуникация, Суданның онлайн сайттары, интерактивті интернет-сайттар.

Introduction

Last decade of the 20th century witnessed an active movement of communication because of the internet which provides information without boundaries of time or location. The information revolution played a great role in the human society particularly young people who are prone to be affected by new phenomena in the world.

The youth witness the development in the field of communication and its new technology, thus, they are more aware with it than the others and more affected with it. They also can affect in means of modern communication because they can interact with communication media.

This study aims at being aware of the interactivity through new media reflection on the youth besides raising their awareness of socio-economic issues by applying on the changes which Sudan is witnessing.

Necessity of the Study

The importance of the study comes from the necessity of the interactive communication by the internet because the internet is considered as efficient tool of conveying and exchange of information. This type of communication can promote the values of accuracy and quickness in news receiving beside the feedback for the communication message content. The communication message can be clearer for the audience by the interactive communication.

This study is on the interactive communication through the internet and its effect on the youth - Applied study on Sudanese Online Web Site during 2010-2012. Sudanese Online plays a prominent role in the field of communication connectivity in Sudan. Sudanese Online also connects among Sudanese at home and the ones who are in Diaspora

beside to be acquainted with what happens in their country.

Problem of The Study

The new communication has become dominant in the market of communication in the world because it is available and it can be produced, developed and updated easily. It also enjoys a sort of freedom and doesn't include pre-censorship. The internet helped in the development of the traditional media and created a new type of communication which contains traditional media.

This type of communication led to various new forms of interaction which allows the audience to participate in the communication process and promotes the feedback which can happen between the sender and receiver, thus, the receiver can play the role of the sender in a circle shape.

The new media also participates in eradicating all sorts of monopoly on the information flow because it includes freedom of information sending of receiving by the message content re-writing, specification of message towards a certain audience and types of layout.

The new media through social media sites also played a great role in the political fields in many Arab countries such as Tunisia, Egypt, Libya and Yemen and still playing the same role in Syria as part of what is known with Arab Spring Revolutions.

The new communication and its political reflection is considered as a clear phenomenon in such country like Sudan which has variety in the political, cultural and ethnicity fields which was not available before. It can activate building of national integration and completing the national state besides finding similarities among different cultures in Sudan [1].

The youth use interactive communication more than others. They represent 65% of the Sudanese population. Most of them are students and working people. This percentage decrease in the less educated people in the society most of them are unmarried because they look for marriage through the internet which contains a number of site concerned with this issue.

The sample of this study was taken from the youth who live in Khartoum, the capital of Sudan -

and the urban areas where the people use the internet more in the rural areas beside the Sudanese people who live abroad to realize communication with their relatives in the country.

Objectives of Study

This study aims at some objectives, which are as follows:

1. Measuring the youth's visits to the interactivity sites.
2. Specifying the degree of the youth concern with these sites and the degree of these site effects on the youth.
3. Testing the degree of the youth interaction with the sites in the field of current issues in Sudan.
4. Shedding light on the Cyber Society Theory role on exchange cultures and civilization.

Questions of the Study

1. What are the interactive communication and its concepts?
2. What is the role played by the internet in the interactive communication?
3. What are causes led to the increase of the youth numbers who use the internet?
4. What are the internet effects on the youth?
5. What is the number of the youth who participate on Sudanese Online Site?

Study Terms

1. The Internet: -It has been defined as a global computer network providing a variety of information and communication facilities, consisting of interconnected networks using standardized communication protocols [2].

The internet also sometimes called simply "the Net", is worldwide system of computer networks - a network of networks in which users at any one computer can, if they have permission, get information from other computer (and sometimes talk directly to users of other computer. It was conceived by the Advanced Research Projects Agency (ARPA) of U.S. government in 1969 and was first known as the ARPA Net [3].

2. Interactive Communication: It is an exchange of ideas where participants whether, machine or art forms are active and can have an effect on one another. It is a dynamic, two-way flow of information.

Many forms of communication previously thought one-way, like books and television, have become interactive, with the rise of computers, the

internet and digital mobile devices. These developing collaborative technologies or new media have rapidly increased the opportunities for interactive communication across media, disciplines, culture, social classes, locations and even time [4].

3.The Youth

The youth is generally the time of life between childhood and adulthood (maturity) [5,6]. Definitions of the specific age range that constitutes youth vary. An individual's actual maturity may not correspond to their chronological age, as immature individuals can exist at all ages. Youth is also defined as «the appearance, freshness, vigor, spirit, etc., characteristic of one who is young».

Youth is also a term used for people of both genders, male and female, of young age. The term «youth» is referred to individuals between the ages of 16-24 [7,8].

Interactive communication concept aims at interaction among people through multi media and their participation in a certain events by commenting on them, thus, receivers can be senders in the communication process [9].

Interactive communication differs from medium into another, but it realizes a great level of exchange of information between the participants and medium to make passive receivers active and effective in the communication process [10].

The internet can play a great role in realizing connectivity because it is spreads all over the world. Electronic sites carry out connectivity with their visitors through group dialogue, blogs-mail and electronic press which provides horizontal and group interaction through chat and dialogue [11].

Interactive communication Among the Youth:

The Youth are important sector in the society. According to the UNESCO definition, they are the individuals whose ages are between 15-24 .They represent 60% of the total population of the world. 85% of them are located in the developing courtiers. [12]. This definition varies from a country to another. In Sudan, they are defined as the people whose ages are between 15-35 years who represent 41. % of Sudanese population. [13]. In Sudan, youth communication through connectivity tools is playing a prominent role in discussing social and political issues such as Darfur problem and

Arab Spring which stated for democratic changes [14]. In a study carried out in Egypt university students on using connectivity tools, the result was the increase of youth using of connectivity tools with the aim of expressing their idea on the democratic changes because of the youth increase of political awareness [15].

Methodology:

In this study, two methods have been used, they are:-

1- Descriptive method which aims at describing what is existing .It is used widely because it is characterized with organized stages upon applying and helped researchers in carrying out their studies accurately

2- Annalistic method which is considered as an organized way for current facts concerning a phenomenon or stance or an individual with the aim in reaching new facts or making sure of the reality of ancient facts ,their effects , their relations with other facts and their interpretation .

Data collection tools:

In this study, the main tool of data collection was the questionnaire which was distributed to the sample of the study. The questionnaire is most popular tool in communication studies in the world. This study also used observation beside references and various information sources.

Sudanese Online site:

Sudanese Online is one of important interactivity site .It was established in Nov. 1999 . Its' visitors are 2 million per a day. The visitors are from Sudan, the United States and Saudi Arabia where a large Sudanese community is. It plays a great role in linking Sudanese who are in Diaspora with what happens in their country [16].

It is also a source of opinion, analysis and communiqués which are released by different Sudanese political power in the country and abroad, however, the most active section in Sudanese Online Site is the public forum which acts as an integrative body through which different issues can be discussed [17].

Case Study:-

1- The sample of the study was selected from Sudanese Online visitors. Their number was 140 individuals who are different in characteristics such as level of education, sex, and occupation.

Discussion:

Table 1:- explains age of the sample's number of iterations:

Group	Number of Iterations	Percentage
18 less than 25 yrs	11	0 7.9%
25 less than 30 yrs	21	12.3%
30 less than 35 yrs	32	22.9%
35 less than 40 yrs	30	21.4%
40 and more	46	32.1%
Total	140	100%

According to the table, most of the sample are the group who affect and affected on the is the youth group which means that they society.

Table 2:- explains sample's groups according to their level of education:

Group	Number of Iterations	Percentage
Under high secondary school level	03	2.1%
High secondary school education	09	06.4%
University education	72	51.4%
Post- graduate	54	01.4%
Unknown	02	32.1%
Total	140	100%

Most of the sample that use the internet are means that the sample individuals are well educated university educated and post graduates which people.

Table 3 explains the sample individuals' purposes of using the internet:

Group	Number of Iterations	Percentage
Looking for information	89	63.3%
Surfing -new-forums-blogs	77	55%
Conversations-chat-Communication-mail	39	27%
Programs' loading	31	22%
Others	19	05.7%
Total	140	100%

Most of the sample visits the internet interactive communication sites for looking for information.

Table 4 shows types of programs which are loaded by sample:

Programs	Number of Iterations	Percentage
Educational programs.	88	62.9%

Songs & music	33	05%
Games	07	05%
Films	08	05.7%
Others	22	15.7%
Total	140	100%

This table showed that people use the internet for obtaining educational programs in order to help visitors to be aware of the latest developments in all fields of knowledge.

Table 5 clarifies the sample individual's priority of visiting interactive communication sites:

Interactive internet sites	Number of Iterations	Percentage
Sudanese Online	47	33.7%
Facebook	65	46.2%
Chat	02	1.4%
Discussions	08	5.8%
Others	10	7.1%
Unspecified	06	5.8%
Total	140	100%

According to the above table, the most preferred interactive site for the visitors is Sudanese Onlines.

Table 6 shows the best service provided by Sudanese Online:

Service	Number of Iterations	Percentage
News	66	47.1%
Interviews	40	28.6%
Scientific researches	18	12.9%
Entertainment	09	06.4%
Others	05	2.9%
Total	140	100%

According to the sample's opinion, the best service which is provided by Sudanese Online the news then the interviews.

Table 7 describes the way of participation of Sudanese Online visitors

Group	Number of Iterations	Percentage
General browsing	79	56.6%
Chat	02	01.4%
Sudanese Online Forum membership	43	30.7% ³
Personal blogs	04	2.9%
Others	12	07.1%

Unknown	02	01.4%
Total	140	100%

According to the this table , most of Sudanese Online participants visit it for general browsing some of them visit it for join Sudanese Online forum membership.

Table 8 shows types of relations which are built through Sudanese Online:

Group	Number of Iterations	Percentage
Chat	41	29.1%
Mutual Understanding	78	55.6%
Love	03	02.1%
Marriage	03	02.1%
Others	18	12.8%
Total	140	100%

Sudanese Online visitors participate in it for introducing themselves to others and chat.

Table 9 explains the changes which are made on Sudanese Online visitors:

Change	Number of Iterations	Percentage
Cultural Changes	65	46.4%
Political changes.	62	44.3%
Conducts changes.	13	09.3%
Economic changes.	08	05.7%
Others	14	05.7%
Total	140	100%

Sudanese Online created cultural and political changes on its visitors.

Table 10 shows positive sides of Sudanese Online:

Group	Number of Iterations	Percentage
Adding information	65	46.6%
Cauterization-Education	36	25.7%
Marketing & Shopping	05	09.3%
Communication and interaction	21	15%
Others	13	09.3%
Total	140	100%

Sudanese Online's participants visit it for adding their information.

Findings of the study:

This study was carried out on Sudanese Online visitor's. Its findings were as follows:-

1. 83.6% of the sample were males, whereas, only 15.7% were females and 0.7% of the sample didn't specify their sex.

2. 32.1% of the sample were in age of more than 40, 22.9% were in age of (30-35) and 21.4% were in age (35-40).

3. 51.4% of the sample was universities graduates and 38.6% were post- graduates.

4. 70.6% were working staff and 603% were students.

5. 50.7% of the sample level of living was in the middle level, 32.2% their level of living was good and 11.4% of them are in very good level of living.

6. 46.5% of the sample spent between (4- 10 \$) in the internet access per a month, 17.8% spent between (10.2- 20 \$) and 17.8% of them use the internet for free.

7. 65.7% of the sample confirmed that the internet helped them in increasing their information.

8. 30.7% of the sample confirmed that the social media site can form the public opinion.

9. 52.2% of them confirmed that facebook and other social media sites played a great role in launching of Arab revolutions.

10. 21.4% confirmed on that Sudanese Online Site is considered as one of Sudanese public opinion formation tools.

11. 63.6% of the sample were most likely used the internet for looking for the information.

12. 38.6% of the sample spent between (3-4) hours in the internet roaming.

13. 46.2% of them preferred facebook because it was social and interactive internet site and helped in creating of connectivity among friends, whereas 33.7% preferred Sudanese Online because it was comprehensive political site which united Sudanese rich with information and had distinguished membership.

14. 47.1% of the sample preferred reading news which is in Sudanese Online, 28.6% preferred visiting the public forum in Sudanese Online and 12.9% visited research and science in this site.

15. 55.6% of them build up friendship and 29.1%

also built friendship through chat in Sudanese Online.

16. 46.4% of them said that Sudanese Online helped them in changing their culture , 44.3% affirmed that it helped them in changing their political attitudes on them and 9.3% announced that it affected their behavior.

17. 46.4% of the sample affirmed that some of the positive effects of Sudanese Online were that it added new information to them, 25.7% said that it made them aware of cultural affairs and 15% affirmed that it offered them an opportunity for communication and connectivity with others.

18. 20% of the sample announced that Sudanese Online's negative effects were that it wasted their money and time, 32.2% of them affirmed that it would lead to internet addiction and 12.1% said that it had negative health effects.

19. 62.9% of the sample said that they agreed on barring internet site if they violated Sudanese ethics, 65% affirmed internet site which violate religious faiths must be barred 32.9% said that they must be barred if violated social or national values and 53.6% affirmed that they must be barred if they raised racism or called for segregation among Sudanese nation.

20. 55% of the sample said that the internet helped in increasing their TV watching hours.

21. 57.9% of the sample affirmed that using the internet made them to increase book reading, whereas, 23.5% said that it didn't change their reading habits.

22. 44.3% said that the internet helped them in improving their connectivity to their relatives and neighbors.

23. 46.3% of the sample said that the internet helped them in increasing their newspapers reading, whereas, 30.7% said that the internet didn't affect their newspapers reading.

24. 46.4% of the sample suggested that offering more freedom in the internet using for more development, whereas, 32.2% thought that development of f the internet services would be realized by continuous providing of more information about culture and 20% thought that it would be fulfilled by the increase and development of Islamic windows in the internet.

Conclusion

This study aimed at being aware of the interactive communication through new media reflection on

the youth besides raising their awareness of socio-economic issues by applying on the changes which Sudan is witnessing.

The study was applied on Sudanese Online Site effect on the youth of Sudan. The most important results are that the interactive communication created changes on the youth of Sudan and they benefit from it in increasing their information and mutual understanding among the Sudanese youth

and the others who are non Sudanese. That mean that Sudanese people can also benefit from the new innovations of communication which spread all-over the world.

Interactive communication has effects on the society and political performance because it can form the public opinion as the same as the traditional media. These effects on people happen gradually.

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