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Role of Online Journalism in Interactive Communication

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.

The most important findings of this study were that most of the sample was who visit interactive internet sites were young people; they visit these sites for looking for information besides educational programs and the most preferred interactive site for the visitors was Sudanese Online.

Key words: Sudanese Online site, interactive internet sites, role in the communication, educational programs.

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Интерактивті коммуника- циядағы Интернет журналис- тиканың рөлі

Бұл зерттеу 2012 жылы жастар коммуникациясында интерактивті Интернет сайттардың рөлін анықтау мақсатында жүргізілген. Суданның онлайн сайттары пайдаланылған.

Зерттеу жұмысында тарихи әдіс және деректер жинауға арналған сауалнама қолданылады. Сауалнама алғашқы нұсқа ретінде 140 судандық онлайн сайттарды пайдаланушылар арасында жүргізілген.

Бұл зерттеудің ең басты маңыздылығы онлайн сайттардың негізгі пайдаланушылары жастар екендігін анықтауында болды. Олар сайттарға ақпарат іздеу үшін кіреді және судандық онлайн сайттардың басты қарастыратын тақырыптары білім беру бағдарламаларынан өзге ақпараттар екені анықталды.

Түйін сөздер: Судана интернет-сайты, интерактивті интернет-сайттар, коммуникацияның рөлі, білім беру бағдарламасы.

Ибаа Ахмед Эль-Тигани ОМЕР
Авад

Роль Интернет-журналистики в интерактивной коммуникации

В статье анализируются результаты исследований 2012 года роли интерактивных интернет-сайтов в коммуникации среди молодежи. Были использованы сайты Судана.

Используется исторический метод и вопросник для сбора данных. Вопросник был распространен среди 140 суданских онлайн – пользователей. Наиболее важные выводы таковы: большая часть аудитории, посещающей интерактивные интернет-сайты – молодежь; основная цель посещения сайтов – поиск информации, образовательных программ; наиболее предпочтительными интерактивными сайтами являются веб-сайты Судана.

Ключевые слова: Интернет-сайт Судана, интерактивные интернет-сайты, роль коммуникации, образовательные программы.

ROLE OF ONLINE JOURNALISM IN INTERACTIVE COMMUNICATION

The spread of the internet provides information for the people in the world, upon the great era of communication by the end of the 20th century. The internet also penetrates time, borders and location boundaries. It affected by providing information anywhere and everywhere.

The media benefit from the internet in providing interactivity and made the online accessible. The media are using the online access currently to realize the immediacy value the news and reports transmitting to the audience. They offer the audience a chance to participate in the news creation.

The Online journalism participants can also affect in means of the news reporting and contents because they can interact with online media by expressing themselves and looking for their social, psychological, economic and political needs.

This study aims at making the communication researchers aware of the importance of interactive communication through online newspapers reflection on them, besides raising their awareness of socio-economic issues by applying it on the changes which Sudan is witnessing.

Necessity of the Study

The importance of the study comes from the necessity of the interactive communication through the online media, because, the concerned bodies of the media considered them as efficient tools of conveying and exchanging of information.

The interactive communication can also promote the values of accuracy of news sending, receiving and exchange beside it support the feedback on the message content which is the media conveys. The interactive communication also helps in the clarity of the message because the chance of raising questions between the sender and the receiver has become available.

This study is on the interactive communication through the online media and its effects on the participants, applied study on Sudanese Online Web Site. This site plays a prominent role in the field of the interactive communication in Sudan. Sudanese Online also connects the Sudanese who live in the country and others who in Diaspora beside it raises the participants' awareness about what occurs in Sudan.

Problem of the Study

The online journalism becomes dominant in the market of communication in the world. The internet made the information available for all of the people in the world. The information can also be produced, developed and updated at any time. The internet also helps in the development of the traditional media.

The online journalism also led to a new form of interaction among the audience, allowed them to participate in the communication process and promote the feedback which happens, moreover, the receiver can play the role of the sender in turn.

The online journalism also participates in eradicating of all sorts of the monopoly on the information flow which is practiced by some cartels. It also provides the freedom of the information flow by sending and receiving of messages. The messages can be re-written and directed to specific audience. Types of layout also can be better than the ones which are in the traditional media.

It played a great role in the political changes in some parts of Arab world, like Tunisia, Egypt, Libya and Yemen. It is still playing the same role in Syria – as a part of «the Arab Spring Revolutions».

The new media affect the political reflection in Sudan and become a phenomenon in such country like Sudan which has varieties in the political, cultural and ethnicity fields. Moreover, it helps in the building of the national integration and unifying ranks among Sudanese. (1)

The most affected group of the society is the youth because they visit the online sites more than the other age groups do. They represent 65% of the Sudanese population. Most of them are students and working people. This percentage decreases in the uneducated people. Most of the sample is unmarried, because, they look for marriage in the internet which a number of sites are concerned with.

The sample of this study was chose from the youth who live in Khartoum, the capital of Sudan and urban areas- where people use the internet more than people who live in the rural areas- and Sudanese people who live abroad to make the communication with their relatives in the country easy.

Objectives of the Study

This study has some objectives are:

- 1-Reaching of the youth number who visit the interactive communication sites through online media.
- 2-Measuring a degree of the youth concern with the internet interactive sites.
- 3-Reaching the degree of these sites effects on the youth.
- 4-Testing the youth interaction with others by visiting these sites and Sudanese concern with current issues.

5-Shedding of light on the Cyber Society Theory role on the exchange of cultures and civilization.

Questions of the Study

The questions of the study are:

- 1-What are the online media concepts?
- 2- What is the role of the online media in the society?
- 3-What are the causes which led to the increase of the youth numbers who use the online media?
- 4-What the online media effects on users?

Terms of the Study

1-The Internet:-It can be defined as a worldwide network, or connection of computers that allows any user on the network to access information from anywhere else on the network. It is known as the network of networks.

Some bodies defined it as a global computer network which provides a variety of information and communication facilities, consisting of interconnected networks by using standardized communication protocols.(2)

They also sometimes call the internet simply «the Net», which is the worldwide system of computer networks, a network of networks in which users at any one computer can get the information from other computer. The US government established it in 1969 with the name of the Advanced Research Projects Agency (ARPA). (3)

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 the 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 have rapidly increased opportunities for the interactive communication across the media, disciplines, culture, social classes, locations and even time.(4)

Online Journalism:It is a process that has been in use for the past years by newspapers industries, journalist report facts produce and distribute through the internet. It has been noticed that people no longer buy the printed newspapers except they want to keep them for reference purposes, but the internet users see that it has a readily available and less costly network.

Methodology

In this study, the researcher used two methods, they are

- 1-Descriptive method aims at describing an idea, an issue and a phenomenon. This method is famous in the field of communication, because, it has

organized stages upon the application and it helps researchers in carrying out their studies accurately.

2-Analytic method is a systematic way for current facts concerning a phenomenon or stance or an individual an 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 the data collection was the questionnaire which the researcher distributed to the sample of the study. The questionnaire is the most popular tool in the communication studies in the world. This study also used the observation, references and various information sources.

Case Study

The sample of the study is from Sudanese Online users. Their number was 150 individuals who are different in characteristics such as level of education, sex and occupation.

The Internet and Journalism Support

The internet makes the news more interesting because of the interactivity and multimedia like videos, audios that are used. The online news organizations are increasingly gloomy about its financial future, online journalists are optimistic and reporting expanding newsroom. (5)

The Internet also offers options such as personalized news feeds and aggregators, which compile news from different websites into one site. One of the most popular news aggregators is Google News. Others include Topix.net and TheFreeLibrary.com.

But, some people see that personalization as detrimental. For example, some fear that users will have narrower exposure to news, seeking out only those commentators who already agree with them.

As of March 2005, Wikinews rewrites articles from other news organizations. Original reporting remains a challenge on the Internet as the burdens of verification and legal risks (especially from plaintiff-friendly jurisdictions like BC) remain high in the absence of any net-wide approach to defamation.

The internet has challenged traditional news industries in several ways to say that there is the fear that it might lose its contents to websites.(6)

Interactive in journalism

There are three forces shaped the development of the interactive mass media and their content. They are:

A-The importance of a shared commons.

The internet was designed structured as creative commons for a great deal of sharing are resources. Resources shared in the internet and other applications such as the Web 2.0, Yahoo and Netscape. (7)

B- Need for social networking:- It plays a great

role in building of contact and social strong and weak ties among human beings.

C-Attraction of advertising support: – Many of the interactive sites offer users free access, so they need to support themselves by selling of advertising. Thus, the advertisers shifted into in the internet sites. In US, during 2002-2006, advertisers increased the internet advertising from \$6 billion to about \$16 billion. (8)

There are several informational and educational web sites available in the internet, however, what the classifications that make some interactive and other are not.

The interactive internet sites allow the users to participate in producing the content of messages, by adding their information and changing it in regular bases.

The communication technology, which allows people to interact with each other, is known with a wiki. This site permits any user to insert material, edit and delete what the previous user has written.

The most famous site so far is *Wikipedia*. It is a free web based encyclopedia. It started its services in 2001. People who insert the information are knowledgeable and elites people in the world, thus, its content is full of information which is written 200 languages. However, the English edition contains more than 2.5 million articles.

Wikipedia faced a great challenge early which was to generate interest among the general public to volunteer to the create articles for the encyclopedia for free. It met this challenge and produced 2.3 million articles. This number is growing over years.

There are social mass media web sites, which, have been established to help the users to build friendship and keep up with already existing ties with the others. People practice that activity with creating homepage which contains information about them. (9)

There are famous social networking sites. They are:

1- MySpace stated its activated in 2003 as a social networking site. It offers the user a profile page with picture and allows him to link to friends. Many people use it as a platform for their own needs.

2- Facebook: – It was launched in 2004. It is considered as a social media site for its activity for linking people besides making money by selling the advertisements. It also created jobs for about 700 people by 2009.

3- YouTube: – It was created for video sharing. It is a dominant provider of an online shared video.

4-eBay: – It was established as an online auction web site for selling items. It allows viewers to bid on

their item in an online base and mail the item to the buyer. Its profit is increasing over short years.

5- Napster: – It was created for file-sharing purposes. It was released in 1999. It also plays a great role to facilitate the people to build their online sharing and collaboration.

6- Blogs: – They are web sites which people create to post their thoughts, ideas and attitude for people to share with and exchange information. Bloggers are creative people, but they are not considered as journalists.

The Online Journalism

The News Observer, pioneer in online journalism, was the in Raleigh North Carolina. Steve Yelvington wrote on the Poynter Institute website about Nando, which is owned by The N&O, saying that «Nando» evolved into the first serious, professional news site on the World Wide Web».

The online journalism was originated in the early 1990s as «Nando Land». Online news sources began to proliferate in the 1990s. *Salon*, which was founded in 1995, It was an early leader of online-only reporting. In 2001, the American Journalism Review called *Salon* the Internet's «preeminent independent venue for journalism.»

In 2008, for the first time, more Americans reported getting their national and international news from the internet, rather than newspapers. In 2009, audiences for online journalism continue to grow.

Young people aged 18 to 29 recently primarily get their news through the Internet, according to a PEW Research Center report. (10)

Audiences of the online journalism sites continued to grow due to the launch of new news sites, continued investment in news online by conventional news organizations, and the continued growth in internet audiences overall. (11)

Sixty-five percent of youth now primarily access the news online prior to 2008; the industry had hoped that publishing news online would prove lucrative enough to fund the costs of conventional news gathering.

In 2008, however, online advertising began to slow down, and little progress was made towards development of new business models. The Pew Project for Excellence in Journalism describes its 2008 report on the State of the News Media, its sixth, as its bleakest ever. (12)

Despite the uncertainty, online journalists report expanding newsrooms. They believe advertising is likely to be the best revenue model supporting the production of online news. (13)

Many news organizations based in other media also distribute news online, but the amount they use

of the new medium varies. Some news organizations use the Web exclusively or as a secondary outlet for their content. The Online Journalism Organization was, founded in 1999, which is the largest organization representing online journalist. It has more than 1,700 members whose principal livelihood involves gathering or producing news for digital presentation or who are known as journalists. (14)

The Internet challenges traditional news organizations in several ways. Newspapers may lose classified advertising to websites, which are often targeted by interest instead of geography. These organizations are concerned about real and perceived loss of viewers and circulation to the Internet.

Online Journalism Values

Definition of journalism:- Before looking at the online journalism, we need to remember the attributes of journalism. However, there are many types of journalism which are found in totally different locations and practiced by various people for a number of sorts of media.

There are some relations which tie all the people who practice it. These ties are known with trails. The same trails of journalism can also distinguish online journalism sites from other types of sites. These trail or sometime are known with values are:-

A-Fairness: – It is a core value of journalism. Journalists gather information without being bias to any side. If a news story has more than two sides, journalists should report all of them to realize neutrality.

Journalists should remain independent by covering facts and not insert their point of view and they may allow someone else's point of view to be even dominant, particularly in the news stories production.

The concept of fairness cannot be practiced in clear cut in covering the news story. Journalist have been directed by conservatives to fair for years, however, some of them countered that media bias to some side is for the right. The dispute between the journalists who support fairness and other who take a side with bias is still going on even the level of the online media.

The only one exception for being bias and breaking fairness in conveying opinion or point of view is for columnists and viewers. They are allowed to express their opinion freely.

The internet also has offered the possible exceptions particularly, when journalists contribute in blogs writing and production as it is known that blogs are produced in an informal way which allows free flow of information more than it is done in the traditional journalistic news stories.

B- Attribution: – It is also an important trail which is related to the fairness. It means that report-

ing of the facts which come from credible sources. Readers decide to read a story which comes from sources that they trust.

The internet offered a new dimension of attribution. It gives the current information in the online journalistic sites beside the source of the information by providing a link to the information which included in the story. The readers know the source of information and they can judge its credibility.

C- Accuracy: – it means that the facts of the news story are right. Keen journalists check the facts and confirm them by gaining them from different sources. Readers of a certain newspaper trust it because its accuracy otherwise, they may look elsewhere for the facts.

The internet played a great role in conveying of the information through journalistic sites, however, some of these sites are known by transmitting incorrect information, therefore, journalist have to check the information before giving it to the readers to realize the accuracy in news production.

D-Relevance:- it means that a certain story must mean something to the readers by providing context of information, thus, journalists are trained to have information about the world' economics, political sciences and other arts beside information about the communities where they cover news and the topics that they cover.

Journalists should be able to give relevant information to their readers because they are responsible for the readers in giving them relevant facts. Journalists also need to convey messages to the readers carrying a sort of entertainment because the entertainment is considered as one of the communication functions.

E- Newness: – It is concerned with providing new information because the readers look for the new facts in the news stories. That doesn't mean that not only breaking stories should be covered, but also old news which contain new facts should be covered. The follow up news are important in adding new details of known story.

These trails or attributes can definitely differentiate between journalism and other types of writings in respect of the medium that practice journalism. (15)

Types of online journalism sites

Most of the online journalism sites are affiliated to the previously existing media bodies, such as newspapers, magazines, radio station and television stations. These sites show what is transmitted in media containing the basic character of legacy including geographic area of coverage, area of specializations and political point of view. Some of the online sites are only established on the internet, however, they are rare.

All the sites which are associated with large media provide the most journalistic contents, although breaking news are extracted from newspapers or wire services are released in the web site with some or no modification. This type of the content doesn't have an advantage of the internet attribution, but, provides users with current information.

This type of the content is used as a starting point for more details which is called web extras that added to the web site. This activity can start with the headline of a certain story, and then it can be updated throughout the day. These journalistic web sites' aim is to be visited by their users frequently- at least once a day. Frequent updating of the sites' content is one way of making users visit the frequently.

A number of online sites is increasing successively because they provide audio and video services which branched from the services which is provided by the previously media beside the access for the interactive communication which made the communication through these sites full of life.

According to changes in the communication services, the number of backup journalists who gather the information, produce news stories for more than one medium. A backup journalist can cover one story and produce it for the media according to their nature and needs that created a new type of journalist who can be described with a comprehensive media person.

The online journalism also added a new style of a news story writing which is known with blogs which was coined from the words web and log. The information which is written in the blog can be short or long and also be supplied by pictures and other elements. The important aspect of the blog is that the blog includes links to other related information. (16)

Advantages of Online Journalism

The online journalism has a number of advantages, they are:

1-Audience control: – It means that the audience can control the information which they receive, moreover, more than one person can have an access to the same web site simultaneously. Thus, audiences have the power to select the information they need when they need and retrieve it how and where they want. This advantage was not available in the media.

The people who consume the online journalism contents are known as users since they look for the information actively. The term «users» is the same as old media audience such as readers, listeners and viewers.

2- Nonlinearity: – It means that the online journalism allows the information to be presented in the traditional media. Journalist can design stories

which do not have access to linear order. It offers the users chances to choose the part of a certain story to read or to retrieve.

3- Storage and Retrieval: – It is an important advantage that the users are able to find the information they require. It also stores and retrieves the information which is provided.

The internet provides organized information, search engine and linking by journalists and users. No one of the traditional media could provide information search for journalists and audience.

4- Unlimited Space: The internet also can solve the issue of temporal limitations of the traditional media. The internet can provide unlimited space for information by make links available for users for further information and discussion. Comments of

5- Online Immediacy: – Any online text can be available for the distribution printing because newspapers' readers have no time to wait for the next morning for hot news. It also allows the information to be published within no time.

6- Multimedia capacity:- Multiple media can be available in the internet, thus, text picture, sounds, animation and video can be provided by the online. Multimedia capacity also allows online journalists to have the best chance of gaining information in the world.

7- Interactivity and user- generated content:-The internet offers a high level of audience interactivity by providing chat rooms, bulletin boards, blogs and forums. It also allows users to participate in news stories content, debate a topic which is in a story and ask questions for clarification of unclear points beside provide additional information. (17)

The internet as an information source:-

It can be one of information sources in the world. It helps journalists in news stories reporting. The process of taking online information is not different from extracting information from any other traditional source.

The online information sources are not substitutes for other traditional information sources but they can play the role of a supplement. Journalists still need to carry out traditional coverage of news stories through phones of the face to face interviews with sources.

An online information source can also direct journalists to traditional sources such as visiting libraries or data base centers or can supply them with suitable information sources details in a traditional way.

The Associated Press International API formed a guideline for a responsible use of the electronic services, including a paragraph about using of the

internet information sources, advising journalists on approaching the online sources: (Apply the strictest standards of accuracy to anything you find on electronic services. The internet is not an authority may use it, but so do quacks. Make certain a communication is genuine before relying on it as a source for news story. More than one person may share an e- mail address and e-mail addresses and Web Page sponsorship can easily be fake. Ask yourself, «Could this be a hoax? Do not publish on the wire any electronic address without testing to see that it's a working address and satisfying yourself that it is genuine. Apply, in other words, your usual news judgment. (18)

There are some media sources which are important for journalists such as the web page based sources, General reference sources, wikis, specialized sources for journalists, search engines, searching the deep we, directory, online journalism sites and databases.(19)

Journalism practices whether traditional or online require some laws and regulations to organize them, otherwise these practices may turn in chaos instead of providing information services for readers and users.(20)

Thus, laws have been issued in most of the countries in the world whether they are developed or developing ones. They are issued according to the ruling regime in a certain country.

Journalists can face legal issues in their daily work. Indeed ethical the legal and ethical fields play a prominent role in regulating the journalistic works. Copyright law is needed for the journalists who violate the copyrights of others.

Courts in the US have applied the obscenity and indecency standard to print- based media and the indecency standard to broadcast media, such as radio and television. A wide range of prohibited material exists for mass media in the US. (21)

The Communications Decency Act CDA of 1996, sought to apply stricter indecency

This type of use is permitted under the fair use, which was written into the US Copyright Act of 1979 after developing of cases in courts for about a century. (22)

The legal concept behind prohibiting such associative linking is that people might hold a linked site in lower regard because of other links to be prohibited. A clear and close relationship must exist between the link and the offensive material.(23)

Persons reporting from those regimes or with relatives under those regimes may be intimidated, harassed, tortured or killed and the risk of their exposure generally rises if they become involved in a

private dispute and are subjected to civil discovery or if a plaintiff or police officer or government official pressures an international service provider to disclose their identity.

If print and broadcast journalists are excluded, unverifiable reports from persons on the spot (as during the Iran election crisis of 2009) may be the only way to relay news at all – each individual incident may be unverifiable though statistically a much more representative sample of events might be gathered this way if enough citizens are participating in gathering the news.

Court processes that do not explicitly respect the rights of fair comment on public issues, political expression in general, religious freedoms, the right to dissent government decisions or oppose power figures, could be imposed on persons who may. If the judgments can be enforced at a distance, this may require expensive legal responses or chill on comment while cases move through a remote court, with the proceedings possibly even being heard in a foreign language under rules the commentator never heard of before. If people from relatively free countries engage in conversations with those from oppressive countries, for instance on homosexuality, they may actually contribute to exposing and loss of human rights by their correspondents.

Online Journalism in Sudan

It has been used recently in Sudan. Some of the newspapers, radio stations and TV channels have established their web sites on the internet. There are some online media sites which have been established in Sudan are not belonged to media organizations.

They are established for the online users to realize the interactive communication through their pages and links. The most famous news sites in Sudan are Sudanese Online, Nile safari and Sudan News Agency web site which has been modified for the online communication. It is considered as a governmental news source in the country.

These web sites follow the same ethics of the traditional media in the country. However, there are no laws to regulate their activities because there are no clear laws or regulations for the traditional media themselves.

Sudanese newspapers' works were organized by the emergency law which was imposed since 1989. This law was lifted in 2011. Sudanese press draft for 2013 was approved in the National Assembly, the Parliament of Sudan, among the critics of Sudanese journalists. The other media still don't have laws to regulate their activities. (25)

Sudanese Online site

Sudanese Online was established in 1999 as a

news web site. These site participants' reached 2 million per a day. Its users' are in Sudan, the United States and Saudi Arabia where a large Sudanese community is. Sudanese Online helps in linking of Sudanese who are in Sudan and abroad. (23)

It is also a source of opinion formation, analysis and communication which the different Sudanese political powers release 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 different issues in the forum. (24)

Discussions of the study

The study findings are:-

1-Some 81.3% of the sample were males, 18% were females and 0.7% of them were unspecified sex.

2-Some 80% were in age(less than 18), 15,3% were in age(between 25 less than 30), 32% of the sample were(above 40), 22.7% were at the age of (30 less than 35) and 21.3% were at age(35 less than 40).

3-Some 50% of the sample were graduates and 37.3% of them were post graduate.

4-Some 66.7% of the sample was working staff, 11.3% of them were students and 05.3% were journalists.

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

6-Some 45.3% of the sample spent between (4-10 \$) per a month for the internet access, 18% of them spent between (10.2- 20 \$), 12.7% spend 20.2-30\$ and 16.7% of them use the internet for free.

7-Some 4.7% of the sample confirmed that the internet enriched their information.

8-Some 29.7% of the sample confirmed that the online media can form public opinion.

9-Some 52.2% of the sample individuals affirmed that facebook and other social media sites aggregated the Arab Spring Revolutions.

10-Some 21.4% confirmed that Sudanese Online is one of public opinion formation tools in Sudan.

11-Some 60.7.6% of the sample used the internet to look for the information, 52.7% of them use the internet for browsing, reading new beside blogging 27.3% of them use it for conversations and chat and 22% use it for loading programs..

facebook, 12-Some 41.3% of them preferred, facebook because, it was an interactive internet site, it also helped them to communicate with their friends and 29.3% of them preferred Sudanese Online, because, it was a comprehensive political unified Sudanese, rich with information and provided membership for the users.

13-Some 44% of the sample preferred reading news which are in Sudanese Online, 28% of them preferred visiting the public forum in Sudanese Online, 26.7% of them visit it for reading interviews, 14.7% visited research and science section in this site and 8.6% visit it for entertainment.

14-52.7% of the sample builds up mutual understanding, 27.3% also built friendship through chat and 3.3 % built up marriage and love also in Sudanese Online.

15-Some 40% of them said that, Sudanese Online helped them in changing of their culture, 38.7% of them affirmed that, it helped them to change their political attitudes ,8% of them announced that it change their conducts and 4.7% of them think that it change their economic habits.

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

17-Some 20% of the sample announced that, Sudanese Online negative effects were that it wasted their money and time, 32.2% of them affirmed that, it led them to the internet addiction and 12.1% of them said that it had negative health effects.

18-Some 62.9% of the sample said that they agreed on the idea of banning any internet site if it violated Sudanese ethics, 65% of them affirmed that any internet site which violated religious faiths should be banned, 32.9% of them said that the internet sites must be banned if they violated social and national values and 53.6% of them affirmed that Sudanese Online must be banned if it called for racism and segregation in Sudan. 19- Some 55% of the

sample said that the internet encouraged them to increased TV watching hours.

20-Some 57.9% of the sample affirmed that, usage of the internet increased their book reading through it and 23.5% of them said that, the new media had no of their book reading habits.

21-Some 44.3% of the sample said that, the internet helped them in improving of the interactivity with their relatives and neighbors.

22-Some 46.3% of the sample said that, the internet helped them in increasing of newspapers reading, whereas, 30.7% said that, the internet had no effect on reading of the newspapers.

23-Some 46.4% of the sample suggested that offering more freedom in the internet using for more development, whereas, 32.2% thought that development of 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 encouraging the concerned people to be aware of the impact of the online media on the users and the socio-economic and political changes in Sudan.

The researcher applied the study on Sudanese Online Site to find out its impact on the users of Sudan. The most prominent results of the study are that the online media have positive and negative effects on the Sudanese users. The online sites make the information available and create mutual understanding among the users and others.

The online media affected the social, political and economic performance in Sudan. It also helped in providing the formation of the public opinion and the traditional media perfect performance.

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