المجلة الأردنية في القانون والعلوم السياسية

اسم المقال: دور شبكات التواصل الاجتماعي لتوجيه الناخبين في انتخاب الإناث في الانتخابات البلدية في المملكة العربية السعودية
اسم الكاتب: د. حسن عبدالله الدعجة، د. مصطفى عوده جويفل
رابط ثابت: https://political-encyclopedia.org/index.php/library/8157
تاريخ الاسترداد: 2026/11/02 08:05 +03

الموسوعة السياسيّة هي مبادرة أكاديمية غير هادفة للربح، تساعد الباحثين والطلاب على الوصول واستخدام وبناء مجموعات أوسع من المحتوى العلمي العربي في مجال علم السياسة واستخدامها في الأرشيف الرقمي الموثوق به لإغناء المحتوى العربي على الإنترنت.
لمزيد من المعلومات حول الموسوعة السياسيّة - Encyclopedia Political، يرجى التواصل على info@political-encyclopedia.org

استخدامكم لأرشيف مكتبة الموسوعة السياسيّة - Encyclopedia Political يعني موافقتك على شروط وأحكام الاستخدام المتاحة على الموقع https://political-encyclopedia.org/terms-of-use

تم الحصول على هذا المقال من موقع المجلة الأردنية في القانون والعلوم السياسية جامعة مؤتة ورفده في مكتبة الموسوعة السياسيّة مستوفياً شروط حقوق الملكية الفكريّة ومتطلبات رخصة المشاع الإبداعي التي ينضوي المقال تحتها.

Social Media Networks to Guide Voters in Electing Females in the Saudi Municipal Elections

Dr. Hassan Abdallah Al-Dajah*

Dr. Mustafa Juwafil

Received: 30/8/2020. **Accepted: 15/12/2020.**

Abstract

The study aimed to explore which social networks are most influential in guiding the voters to elect female candidates in the Saudi municipal elections. The study used the descriptive analytical approach, and the male and female voters' attitudes about the election of Saudi women were explored through a questionnaire. The study sample consisted of 421 voters across The Kingdom of Saudi Arabia in the city of Riyadh. The results showed that: Tweeter is the most SNS used among the study sample and social media has an impact in directing voters to elect Saudi women in municipal elections and this can be attributed to the importance of these sites in spreading access to small groups. At the same time, by creating groups to communicate among individuals of a certain relationship regardless of the difference in the educational qualification or the work sector, the main reason may not necessarily be the type of social networking site chosen, but using it as a major means to spread ideas and share them on the site and the groups. The study indicates that social media has a great impact on societies' decisions, ideas and beliefs; therefore it can be used in disseminating an idea or influencing their decisions; as a medium through which one can publish what stimulates or clarifies the benefits of making a specific decision, and in the case of this election study.

Keywords: Saudi women, municipal elections, social media.

* جامعة الحسين بن طلال.

حقوق النشر محفوظة لجامعة مؤتة، الكرك، الأردن.

دور شبكات التواصل الاجتماعي لتوجيه الناخبين في انتخاب الإناث في الانتخابات البلدية في المملكة العربية السعودية

د. حسن عبدالله الدعجة

د. مصطفى عوده جويفل

ملخص

هدفت الدراسة معرفة أي شبكات التواصل الاجتماعي الأكثر تأثيراً في توجيه الناخب لاختيار المرشحات في الانتخابات البلدية السعودية، وقد استخدمت الدراسة المنهج الوصفي التحليلي، وتم استطلاع توجهات الناخبين الذكور والإناث حول انتخاب المرأة السعودية من خلال استبانة، تكونت عينة الدراسة من (٤٢١) ناخبا من مواطني المملكة العربية السعودية في مدينة الرياض، تم استخدام (كاي تربيع) لمقارنة القيم المتوقعة بالقيم المشاهدة. أشارت نتائج الدراسة إلى: إن تويتر من أكثر مواقع التواص الاجتماعي استخداما، وإن لمواقع التواصل الاجتماعي أثر في توجيه الناخبين لانتخاب المرأة السعودية في الانتخابات البلدية، ويمكن أن يعزى ذلك لأهمية هذه المواقع في سرعة الوصول إلى المجموعات صغيرة كانت أم كبيرة، وذلك بإنشاء مجموعات (Groups) للتواصل بين الأفراد التي تربطهم صلات معينة، ولعل الاختلاف في المؤهل العلمي أو قطاع العمل، ليس من الضرورة أن يكون السبب الرئيس في اختيار نوع محدد من مواقع التواصل الاجتماعي، ولكنه بالضرورة مساهم بشكل كبير في نشر فكرة المجموعات والعمل بها. وتوصي الدراسة بإيلاء مواقع التواصل الاجتماعي الأهمية البالغة لما لها من تأثير على قرارات المجتمعات وأفكارهم ومعتقداتهم، وبالتالي يمكن استغلالها في نشرة فكرة ما أو التأثير على قراراتهم كوسيط يمكن من خلاله نشر ما يحفز أو يبين فوائد اتخاذ قرار محدد، وفي حالة هذه الدراسة الانتخاب.

الكلمات المفتاحية: المرأة السعودية، الانتخابات البلدية، وسائل التواصل الاجتماعي.

A. Introduction

The winning of approximately 20 Saudi women in the municipal elections was a sign worthy of study. In the Kingdom of Saudi Arabia, Saudi women struggled to obtain their rights to participate in the first municipal elections in 2004. A women's group was established under the leadership of Fawzia Al-Hani and Dr. Htun Al-Fassi in the name of “Baladi”, which is an initiative that sought to include Saudi women in the municipal elections, and by doing so, they benefited from a blog on websites that facilitated access to Saudi women and decision-makers at the same time.

It is worthy to note that the first round of municipal elections in Saudi Arabia was held in 2005, but Saudi women did not participate; neither as voters nor as candidates. In fact, women began to participate in elections in 2011 only as voters. During the reign of the late King Abdullah bin Abdul Aziz, women were appointed in the Saudi Arabia Shura Council and municipal councils with full membership. The municipal elections held in 2015 came as the first elections in which women were nominated and elected. More than 900 Saudi women nominated for the elections and about 130,000 female voters participated in it, compared to 1.36 million voters (Al-Baiti, 2016), after allowing them to participate in the elections by nomination and voting according to a system. The new municipal councils issued on 8/8/2014 were in correspondence to raise the percentage of elected municipal councils from one half to two thirds and reduce the voter registration age from 21 to 18 yearsold. This was all meant to pave the way for women to participate as voters and candidates according to Sharia regulations (National Portal, 2014). These elections came in light of the internet and information revolution and the spread of social media, which provided a strong catalyst to male and female candidates to use it, so that their ideas and programs would reach the target audience of the election campaigns.

Social networks play an important role in our lives;they help users express their needs and interests and share ideas and feelings with others. They are more particularly helpful to those who do not have the opportunity to communicate directly, either because of place and time, or because of conventions and traditions in conservative societies that prevent exchange interactions and turn a blind eye to online and electronic communicationSocial Networks allow people to share their own ideas and attitudes towards political, social and electoral issues that both were difficult to discuss and share in the past. However, the availability of smartphones and other media devices has allowed all types of society members to access the internet and communicate online.

In 2016, approximately 20,813,695 internet users were reported in Saudi Arabia, about 64% of the total population (64%) of Saudi Arabia population (http://www.internetlivestats.com). In 2018, YouTube strengthened its website to become one of the most popular social networking sites in the Saudi Arabia by 71% with 23.62 million active users, whereas Facebook comes second with 21.95 million users (66%). Instagram is the third with 17.96 million users (54%), and Twitter comes fourth with 17.29 million (52%). Saudi Arabia leads the Middle East with 10.64 millions (https: //www.globalmediainsight). The use of messaging tools and platforms in the Kingdom of Saudi Arabia is as follows: WhatsApp is the most used with 24.27 million users after the expansion of WhatsApp in Saudi Arabia by 73%; Facebook Messenger comes second among chat applications;it reached 13.30 million users in Saudi Arabia,around 40%; Snapchat comes third with 12.97 million users or 39%; and Skype is the fourth on the list with less than 8 million users. (https://www.globalmediainsight.com).

This indicates the importance of social media platforms in the Saudi municipal elections because of the opportunity to enter homes without any official permission from governments. Social media tools have helped candidates to reach voters and have an active role in determining the views and trends of public opinion in general. In particular, they have helped in determining voters' attitudes towards the election of male and female candidates. The main question is: what social media networks were most effective in guiding voters to choose women candidates in the municipal elections?

The process of participation in voter orientation is largely influenced by social, economic, cultural and psychological factors, which may stem from social media networks. Customs, traditions, values and political culture all affect the nature of political participation and, consequently, the nature of political development in society. There is also a disparity in the nature and degree of political participation and its channels.

B. Research objectives

The study aimed to find out which social media networks have the most influence in directing voters to choose female candidates in the Saudi municipal elections. By addressing these primary research areas in the questionnaire, this study—according to the researchers' knowledge—is the first in its field to address the process that allows Saudi women the opportunity to run for municipal or parliamentary elections in the future, and to benefit from these platforms that are available to everyone—including women—at no financial cost, and are simple to use.

C. Research Questions

1) Do social networks differ in directing voters to choose female candidates in the Saudi municipal elections?
2) Does the distribution of male voters differ from female voters according to the type of social networks that influence their guidance in selecting female candidates in the Saudi municipal elections?
3) Does the distribution of voters' educational qualifications differ according to the type of social networks that influence their guidance in selecting female candidates in the Saudi municipal elections?
4) Does the distribution of voters' type of work differ with the type of social networks that influence their guidance in selecting female candidates in the Saudi municipal elections?

The study relies on the hypothesis that the more Saudi women realize the importance of using social media for the elections, the more they will enhance their chances of winning municipal and parliamentary elections in the future.

The study adopted the descriptive analytical approach by describing the phenomenon as it is on the ground, and then studying the relationships between its variables. The study also used the questionnaire to find out the trends of male and female voters for any networks that most affect their attitudes towards choosing women as candidates for the previous municipal elections.

D. Limitations of the study

The study was limited to research on the subject of the most influential networks on the attitudes towards the selection of women candidates for the previous municipal elections during 2016. The study takes into account the use of social networks, and the emergence of its role in the Saudi municipal elections as a scope for the thematic study, and considering the application of the study in Saudi Arabia as a geographical determinant, and Saudi society as a human determinant.

E. Terms of the study

Social Networking: A collection of websites, created with the second generation of the web, to help individuals communicate and interact in a virtual community environment that brings them together by interest, affiliation, or participation in a particular issue (Khalaf, 2014). Also known as websites that provide users with a range of services based on web technologies that give individuals the opportunity to create their own personal page content, and link multiple social relations together by sharing and interacting with others and communicate with them remotely without supervision.

The procedural definition of social networks and social media tools are: Facebook Messenger, Facebook, WhatsApp, chat sites, forums, Snapchat, Twitter and Instagram.

F. Previous research

Al-Madani (2016): discuss the role of social networks in building public opinion among Saudi university students, sought to define the role of social networks in building public opinion among students in Saudi universities, which is descriptive in nature and used a survey method. The survey consisted of 200 male and female students from Umm Al-Qura University's practical and theoretical colleges. The study tools included a questionnaire with a scale that examined building public opinion for students in the universities of the Kingdom of Saudi Arabia. The study results indicated that a high percentage in building public opinion came from students who used social networks reached 41.86%, and the average level was 55.23%, while the low level was 2.91%. There are statistically significant differences between the average score of the study sample in the scale of the role of social networks in building public opinion among students according to levels in the use of different social networks, and as well as statistically significant differences between the average score of the study sample in the scale of social media networks in using social media via the Internet according to the different level of experience in using the internet among the participants.

Civil (2016): “The Role of Social Networks in Building Public Opinion Among Saudi University Students” (Umm Al-Qura University as the model), sought to define the role of social networks in building public opinion among students in Saudi universities, which is descriptive in nature and used a survey method. The survey consisted of 200 male and female students from Umm Al-Qura University's practical and theoretical colleges. The study tools included a questionnaire with a scale that examined building public opinion for students in the universities of the Kingdom of Saudi Arabia. The study results indicated that a high percentage, about 41.86%, in building public opinion came from students who used social networks, and the average level was 55.23%, while the low level was 2.91%. There are statistically significant differences between the average score of the study sample in the scale of the role of social networks in building public opinion among students according to the use levels of different social networks, as well as statistically significant differences between the average score of the study sample in the scale of social media networks in using social media via the Internet according to the different levels of experience in using the internet among the participants.

Al-Dubaisi and Al-Tahat (2013): "The Role of Social Networks in Shaping Public Opinion among Jordanian University Students." The study sought to explore the rates of Jordanian university students using digital social networks to reveal the factors affecting the formation of public opinion trends among students, and to indicate the level of competition between new media and the traditional media. The results concluded that social media has become a source of obtaining news and information that shapes students' public opinion.

Abed (2012): "The Role of Social Networks in Mobilizing Palestinian Public Opinion Towards Social and Political Change - An Analytical and Descriptive Study." This study aimed to reveal the mostly used social media, which concluded that email was the mostly used method.

Murad (2011): "The Role of the Media in Stimulating the Arab Political Movement, Social Networks as a Model." This study examined social media and how it stimulated the Arab Spring revolutions, and perpetuated their push and mobilization of their youth to work on their continuation as a new weapon. The study concluded that the extent of the impact of social networks is directly proportional with the advancement of the technical and knowledge community, and it provides its participants with the freedom to coordinate, communicate and participate in making events.

Hafez (2011): "University Youth Communication Through Social Networks is a Social Phenomenon or a Technical Necessity." The study shows the real motivations of university youthsfor using social networks and their social and psychological effects on university youths. The study indicated a presence of youths' addiction to the excessive use of communicational networks versus hypothetical communication via social networks. It also concluded that these methods lead to young people's tendency towards social alienation.

Bani Salama and Al-Ananzah (2018): "The Role of Social Networking Sites in the Elections of the Eighteenth Jordanian Parliament in 2016." This field study aimed to examine the role of social networking sites in the elections of the eighteenth Jordanian parliament in 2016. The researchers distributed a questionnaire using a random sampling method consisting of (437) individuals from the community. The results indicated that most of the paragraphs related to the role of social media in the 2016 parliamentary elections were medium, and showed that social media contributed to the mobilizationand organization of elections with an average arithmetic value of (2.66).It also indicated its prominent role in the success of the candidate with an average score of 2.39, and the general result is that social networks play a significant role in the parliamentary elections.

Jocelyn Nader, A. Tony Mikhael (2018): "Women in the Legislative Elections in Lebanon in 2018." The study monitored the media during the campaign period from a gender perspective. Dr. George Sadaqa's "Women Participating in Political Action, Beirut" is a similar aided study. The study aimed to answer the question: Did the media play the role that is supposed to play in a democratic system through being the link between the candidate and the voter, and working to build a conscious public opinion from which the political authorities emerge?"This was monitored through social networking sites for the accounts of male and female candidates on Facebook and Twitter from the period from April 6th to May 6, 2018, and posts by female candidates on the occasion of Women's Day on March 8th and Mother's Day on March 21st. The study showed that women,as well as candidates, are active on Facebook andTwitter. The percentage of posts was divided by a simple difference equaling 4 points between (Facebook =52%, Twitter = 48%) among the candidates, and a higher difference at the female candidates (67.18%), where the percentage of female candidates used (Facebook =33.59%, and Twitter =40.66%). Candidates are more active in terms of using Facebook and Twitter, and the overall average of posts and tweets reached 7.79 for them compared to 4.54 for female candidates. Posts and content related to political situations reached 27.8% forming the forefront for candidates, while the electoral announcement was second at 18.1%. This reflects the candidate's need to use social media as platforms to announce their presence in the campaign in the first stage of the election in preparation for their potential role later. While the candidates were able to complete their role by commenting on the events, the numbers also reflected the males' experience in the political field in terms of issues they commentedon. However, it is surprising and ironic, that the posts regarding women's political participation were 3% higher compared to 7.1% for female candidates.

There are approximately 1,960,000 studies on this issue available on Google Scholar. It is difficult to review each available study, but below are continued summaries.

Gueorguieva (2008): "The Impact of Alternative YouTube Channels and YouTube and MySpace on the 2006 Electoral Cycle." The study found that there is an impact of both YouTube channels and MySpace. These impacts were simple, yet greatly influential. It is also used by a large portion of those who are of the voting age in the United States, as these two sites facilitate the candidates' means of communication at low or no cost, and give the less-known candidates the opportunity to deliver their message, work to increase donations and increase the number of volunteers online.

Strandberg (2013) analyzed the use of social media by candidates and citizens in the 2011 Finnish Parliamentary election campaign. The article reveals that social media importance in general is modest in these election campaigns, and the results of the study showed that although candidates use social media on a large scale, electoral patterns on the Internet were mostly normal. Citizens' use of social networks in the campaign was very low, and its impact on the voting decision was less.

Allcot& Gentzkow (2017) study revealed what happened in the 2016 US presidential elections in terms of false news and stories that were widely circulated across social networks. The study showed that social media networks were an important source but not in control of election news. Those who preferred Trump as a candidate shared posts in total of 30 million times on Facebook. At the same time those who preferred Clinton shared 8 million times, and people were likely to believe the stories that were in favor of their preferred candidate, especially for those who own ideologically independent social networks.

Bess & Ferrara (2016) study aimed to examine the role of social networks in increasing democratic debate on social policy issues on a large scale andanswering the question of what happens when powerful communication tools are manipulated in online debates. The study showed how the use of social networks affected the political debate in the 2016 US presidential elections by taking advantage of automated reports, as it contributed to the publication of a large portion of the content created by one fifth of the data collected. The results of the study indicate that there is a negative impact of social media on the democratic political debate rather than improving it, which in turn can change public opinion and jeopardize the integrity of the presidential election.

The study significant: The previous studies dealt with SNS role in electing debates, one study (Al-Madani, 2016) discussed the role of social networks in building public opinion among Saudi university students. While this study main concerned in finding out which social media networks have the most influence in directing voters to choose female candidates in the Saudi municipal elections, which can be considered as the first study of its kind as the literature reviewed showed.

G. Methodology

This study used the descriptive analytical methodrelying on David Easton of Policy System Analyses (Eastin, 1957), to explore the voter orientation in choosing female candidates in the municipal elections. The randomly chosen study sample consisted study sample consisted of 421 citizens of the Kingdom of Saudi Arabia in the city of Riyadh, distributed demographically according to the following variables:

Classified variables: gender and has two levels (male and female); type of work and has three levels (government, private, self-employed); educational level and has four levels (secondary and less, diploma, master's, doctorate).

The variable affecting the selection of women candidates for municipal elections: the type of social networks and it has five levels: Facebook, Twitter, Instagram, Snapchat, and WhatsApp.

Study tool:

The main question asked to respondents: Which social networks are the most influential in directing the selection of women candidates in the municipal elections?

Statistical treatments:

In this study, chi-squared tests were used to compare the expected values with the values observed for the distribution of the type of social networks affecting the selection of women candidates for the municipal elections.

Table (1) Distributions of variables based on demographics

Level of education	Female				Male				**Total**
	Employment sector			Total	Employment sector			Total	
	Self-employed	Private	Government		Self-employed	Private	Government		
Secondary education (or lower	٤	١١	٤	١٩	٨	١١	٢٤	٤٣	٦٢
Diploma	٥	٦	٨	١٩	٢	٧	١٣	٢٢	٤١
Bachelors	١٤١	٣٤	٣٣	٧٨	١٨	٢٤	٤٦	٨٨	١٦٦
Masters	–	٣	١٤	١٧	١٥	١٠	٧٤	٩٩	١١٦
Doctorate	٢	٢	٩	١٣	–	٤	١٩	٢٣	٢٦
Total	٢٢	٥٦	٦٨	١٤٦	٤٣	١٥٦	١٧٦	٢٧٥	٤٢١

It is noted from the table that males represent 65% of the sample, while females represent 35%. The study sample members were classified under government jobs, private enterprises and self-employment. It was not clear from the male participants that there was any female who obtained a master’s degree

from who were also self-employed. Also, there isn't any Ph. D. male holder under the same job category. The following figure shows an intermediate drawing for the distribution of the study personnel according to their demographic variables.

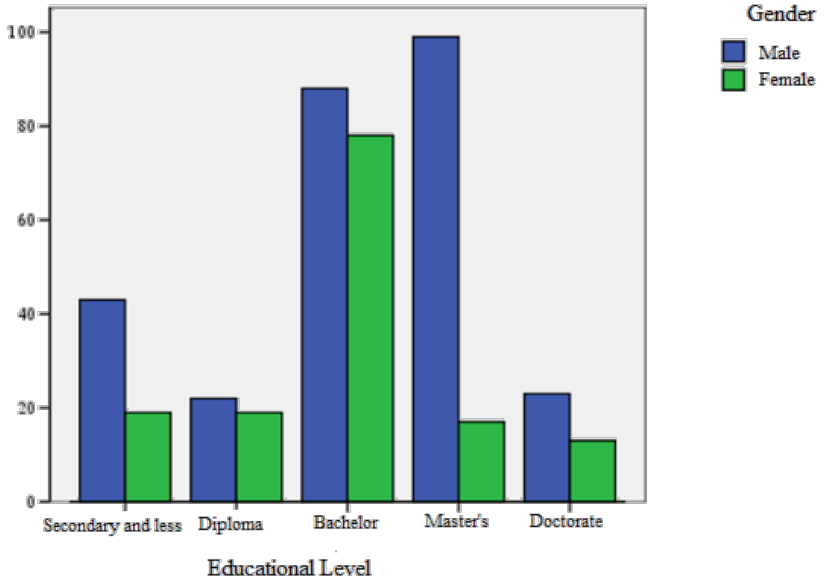


Figure (1): Males and females according to the level of education

The research question addressed in this figure: Do social networks differ in directing voters to choose female candidates in municipal elections?

The repetitions of the impact of social networking sites were distributed as shown in the following figure:

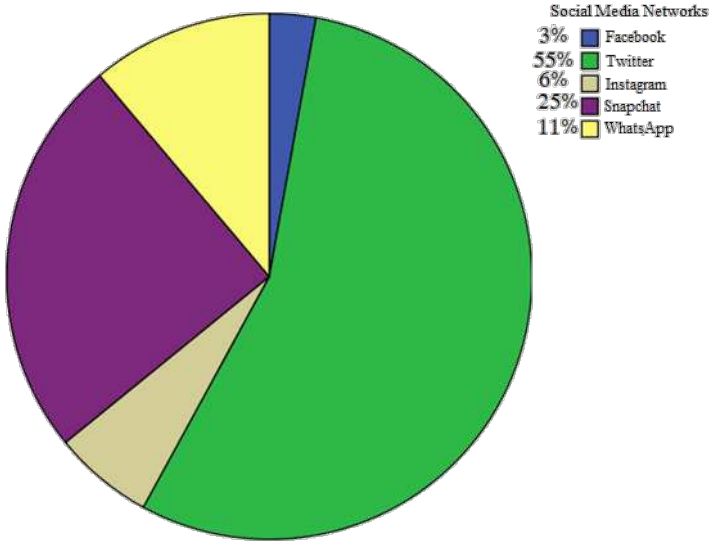


Figure (2): Frequency distribution of the influence of social networking sites

It appears from the above figure that the most frequent social networking site used for selecting female candidates is Twitter, while Facebook is the least, and all social media sites are expected to have the same effect (equal repetition). The expected value in this study is 421/5 = 84.2, based on the assumption in this study that all social media sites have the same effect (repetition), and then check the difference between the observed repetition and the expected repetition through the non-parametric test calculation (chi-squared). It is evident that the value of Chi-squared calculated from the sample and with a freedom degree of 4 at 382.68, which is greater than the value of chi-squared on the level ($p\leq = 0.05$), then social networks differ in directing the voter to choose female candidates in the municipal elections, as follows:

1) Most of the social media sites directing the voter to choose the female candidates in the municipal elections is Twitter (147.85), followed by Snapchat with a difference of 19.8.

2) The least affective social media sites are Facebook, Instagram, and WhatsApp, respectively.

Through analyzing the results above, we find that Twitter is mostly preferred for use by the Saudis, as the number of Twitter users in Saudi Arabia in 2016 reached approximately 17.29 million users, or 52% of Internet users in Saudi Arabia. This enhances the results of this study. As the percentage of users on Twitter reached 55%, which is the highest compared to other social media networks, the statistics indicated from the Ministry of Communication and Information Technology that 41% of Internet users in Saudi Arabia use Twitter, which is the highest percentage of all users in the world (Almalki, 2016). The Saudis prefer Twitter because it is considered an elite medium and relies on brevity and shortness in publishing tweets and share short messages at the same time (Saudi Ministry of Communication and Technology, 2019).

Snapchat is a photo app that was launched in 2011. Through this application, images and videos are sent as clips. As for Snapchat, one of the chatting channels of communication, its users reached 12.97 million, with 39% of users utilizing chatting in Saudi Arabia because of its easyand simple use. The application provides its users with the ability to permanently communicate with each other, and see the diaries of others through “My Story” feature. There is a feature thatallows users to know who has viewed the photos or videos published on their story. The means of communication were distributed as shown in the graph above (Ahmed, 2019). This indicates that social media has an influential role in selecting women candidates for municipal elections, in that

it used as an advertising tool for female candidates that helps them reach all social groups of women and men.

Results related to the second research question: Does the distribution of male voters differ from female voters according to the type of social networks that affect their guidance for selecting women candidates in the municipal elections?

To answer the second research question, the response frequency of the respondents was classified according to the gender variable. The distribution of these iterations on social networking sites that affect their orientation to choose the female candidates for the municipal elections is shown in the following table:

Table (2) Observed values and expected values for the frequency of distribution of respondents according to gender

Gender	Frequency	WhatsApp	Snapchat	Instagram	Twitter	Facebook	Total
Male	Viewed	٢٢	٨٦	١٥	١٤٢	١٠	٢٧٥
	Expected	٣٠.٧	٦٧.٩	١٧	١٥١.٥	٧.٨	٢٧٥
Female	Viewed	٢٥	١٨	١١	٩٠	٢	١٤٦
	Expected	٣٦.١	٣٦.١	٩	٨٠.٥	٤.٢	١٤٦
Total		٤٧	١٠٤	٢٦	٢٣٢	١٢	٤٢١

It is evident from the table that there are differences between the observed frequencies and the expected frequencies that were calculated from the observed values (observed frequency = (sum of the occurrences in column * sum of the frequencies of the row) / 421). To examine the significance of these differences, a chi-squared testwas used, where the value of the calculated chi from the sample was 25.085 with a freedom degree of 4, statistically significant at the level ($p \leq 0.05$). Consequently, the distribution of male voters differs from female voters, depending on the type of social networks that influence their guidance in selecting female candidates in municipal elections. This is shown by the following:

1) Facebook and Snapchat direct males more than females, where the frequency seen among males exceeds the expected frequency, while the observed frequency among females is less than the expected frequency among them.

2) Instagram and Twitter direct females more than males, where the frequency seen among females exceeds the expected frequency, while the observed frequency among males is less than the expected frequency among them.

3) WhatsApp does not direct any male or female to choose the filters, since the expected frequency under WhatsApp is greater than the observed frequency.

In 2015, Facebook recorded that 70% of the users are males, while 30% females. The most frequent users age between 25 and 34 years, followed by users of the age 18 to 24 years old.[1] Facebook is in the lead, followed by Instagram, and then Snapchat, as evident from statistics provided in 2018.[2]Overall, it can be concluded that the percentage of social media use and users in Saudi Arabia is similar to what is prevalent in the world.

On the other hand, females resort to Instagram and Twitter more because Twitter is more focused and non-prolonged, less public and more private in terms of communication. Also, the Saudi citizen tends to use poetry and wisdom to deliver thoughts in few words, which is more common for Twitter and as a result it is suitable for females in Saudi Arabia. Perhaps the issue of using social media, not between males and females, as we explain the results above, is that Instagram and Twitter are more used than others in choosing a female candidate for municipal elections, and these two methods blame women more by assuring personal privacy.

Results related to the third study question: Does the distribution of voters according to their educational qualifications differ in terms of the type of social networks that affect their orientation to choose female candidates in the municipal elections?

To answer the third research question, the frequency of the members' responses of the study sample was calculated according to the variable of educational qualifications and the distribution of these iterations on social networking sites that affect their guidance to choose female candidates for the municipal elections. This can be seen in the table below:

(1) See http://www.lahaonline.com/articles/view/48283.htm
(2) See https://alkhaleejonline.net/

Table (3) Observed values and expected values for the frequency of distribution of the sample according educational qualifications

Education level	Frequency	WhatsApp	Snapchat	Instagram	Twitter	Facebook	Total
Secondary or lower education	Viewed	٨	٢١	٥	٢٦	٢	٦٢
	Expected	٦.٩	١٥.٣	٣.٨	٣٤.٢	١٨	٦٢
Diploma	Viewed	٥	١٢	٨	١٦	٠	٤١
	Expected	٤.٦	١٠.١	٢.٥	٢٢.٦	١.٢	٤١
Bachelors	Viewed	٢٢	٣٢	٥	١٠٥	٢	١٦٦
	Expected	١٨.٥	٤.١٠	١٠.٣	٩١.٥	٤.٧	١٦٦
Masters	Viewed	١١	٣٠	٥	٧٠	٠	١١٦
	Expected	١٣	٢٨.٧	٧.٢	٦٣.٩	٣.٣	١١٦
Doctorate	Viewed	١	٩	٣	١٥	٨	٣٦
	Expected	٤	٨.٩	٢.٢	١٩.٨	١٠	٣٦
Total		47	104	26	232	12	421

The table shows that there are differences between the observed frequencies and the expected frequencies calculated from the observed values. To examine the significance of these differences, a chi-squared test was used, where the value of the calculated chi-squared from the sample was 84.809 with a freedom degree of 16 statistically significant at the level ($p \leq 0.05$). Consequently, the distribution of voters according to the educational qualification varies according to the type of social networks that influence their orientation to choose female candidates in the municipal elections.

H. Conclusion

The study results showed that the Facebook variable sample does not differ according to the variable of the academic qualification, as all the frequencies seen are less than the expected frequencies. Twitter does not bring in high school students or less, while the diploma and doctorate impacts those with a master's and bachelor's qualifications.

While Instagram is more common among participants with a secondary or lower education, as well as diploma and doctorate holders, it is less used by master's and bachelor's holders. Snapchat on the other hand directs all categories of educational qualifications, where all the frequencies observed are higher than the expected, because Instagram directs high school educated participants, diploma and bachelor's participants, while not directing those with Master's and PhD qualifications.

Based on the above results, it can be concluded that Facebook is the lowest among the views even though Facebook comes second in terms of the number of users in Saudi Arabia. This was also at the beginning of 2004. However, the

Saudi community uses other social media networks more than Facebook, and for this reason the views remain very low. With regard to Twitter, it does not yield views from participants with a secondary or lower education, diploma and doctorate, and yields views from participants with a master's and bachelor's degree. It is attributed to the fact that Twitter does not allow for detailed expressions because of its limited word count, and it is noted that high school and diploma holders cannot express ideas meaningfullyin few words; even participants with a doctorate degree are also hesitant to use Twitter as well. However, these participants are young and are open to social media and the election of women.

Snapchat is completely different from the rest of social media networks, because the user can determine who is viewing their content, and thus control the flow of information or even restrict specific people from viewing it. Those who use Instagram belong to the youth category because they need to have professional photography skills. Thus, older participants may not be frequent users because of their lack of experience with the application.

Results related to the fourth research question: Does the distribution of voters differ according to the type of their workin terms of the type of social networks that affect their guidance for selecting female candidates in the municipal elections?

To answer the third research question, the frequency of the members' responses of the study sample was calculated according to the type of work variable and the distribution of these iterations on social networking sites that affect their orientation to choose female candidates for the municipal elections. This can be seen in the following table:

Table (4) Observed values and the expected values for the frequency of distribution of participants according to their type of work

Type of work	Frequency	WhatsApp	Snapchat	Instagram	Twitter	Facebook	Total
Government sector employees	Viewed	١٩	٦٨	١٥	١٣٦	٦	٢٤٤
	Expected	٢٧.٢	٦٠.٣	١٥.١	١٣٤.٥	٧	٢٤٤
Privatesector employees	Viewed	١٤	٢٣	٦	٦٧	٢	١١٢
	Expected	١٢.٥	٢٧.٧	٦.٩	٦١.٧	٣.٢	١١٢
Self-employed	Viewed	١٤	١٣	٥	٢٩	٤	٦٥
	Expected	٧.٣	١٦.١	٤	٣٥.٨	١.٩	٦٥
Total		٤٧	١٠٤	٢٦	٢٣٢	١٢	٤٢١

The table shows that there are differences between the observed frequencies and the expected frequencies calculated from the observed values. To examine the significance of these differences, a chi-squared test was used, where the value of the calculated chi-square from the sample was 16.494 with a freedom degree of 8, statistically significant at the ($p \leq 0.05$) level. Consequently, the distribution of voters will differ according to the type of work, depending on the type of social networks that influence their orientation to choose female candidates in municipal elections. This is shown by the following:

1) Facebookand Instagram orientation of the study sample does not differ according to the type of work variable, since all the frequencies observed are less than the expected frequencies, except for those who are self-employedare affected by Facebook and Instagram.
2) Away from self-employed individuals and private enterprises employees, Twitter directs government sector employees.
3) Snapchat directs government and private sector employees, butdoes not direct entrepreneurs.
4) WhatsAppdirects private sector employees and self-employed individuals, but does not direct government sector employees.

Based on the above results, it can be said that Facebook and Instagram direct self-employed people and influence their orientations, since they need to use them in their business for they provide them with extensive commercial service. uses for that they prefer, and at the same time, government and private sectorsemployees use them on a personal ground.

While we find Twitter directing only government sector employees and this is due to publishing privacy, in thatit does not allow random publishing, it does not serve entrepreneurs in marketing their products. As for Snapchat, users use it to view each others' daily events and routines, therefore entrepreneurs do not benefit much from it. As for WhatsApp, private sector employees and self-employed individuals use it frequently for commercial purposes. These are the social media networks that influence the selection of female candidates in the municipal elections andare used to support voting for the election of Saudi women in the municipal elections.

I. Conclusions and recommendations

The study results show that social networking sites have an impact in directing voters to elect Saudi women in municipal elections, and this can be attributed to the importance of these sites in gaining access to small and big groups and even creatingnew groups. Groups are created for communicational purposes among individuals who abide by certain type of relationship. As a

result, choosing the type of social media to use is not as important as using it as a means to share ideas.

Social media websites have a critical role in influencing society's decisions, as well as the its beliefs, through spreading and sharing thoughts which might evoke a sense of motivation in the individual towards a certain idea and as result affect the process of making a decision as in the case of election.

Perhaps the media has a great influence in directing public opinion, but it remains in one direction, while social media can bear both directions. Therefore, it is possible to take advantage of the participants' responses, and amend some alternative concepts that serve the advertiser.

References

Abed, Zuhair (2012). The Role of Social Media Networks in Mobilizing Palestinian Public Opinion Toward Social and Political Change - Descriptive and Analytical Study, An-Najah University. Journal for Humanities Research, Volume 26 (6), pp. 1387-1428.

Ahmed, Shaimaa (2019). Social networks, articles and definitions: the pros and cons of Snapchat. https://emarketing.sa/

Al-Baiti, Heba (2016) Saudi women win the municipal elections: Between amplification and stunting, "An Idea Forum" is available on 01/30/2019 https://www.washingtoninstitute.org/ar/policy-analysis/view/saudi-female-victory-in-municipal-elections-overrated-or-underestimated

Allcott, H., & Gentzkow, M. (2017). Social media and fake news in the 2016 election. Journal of Economic Perspectives, 31 (2), 211-36.

Al-Dabisi, Abdel-Karim and Al-Tahat, Zuhair (2013). The role of social networks in shaping public opinion among Jordanian university students. Journal of Humanities and Social Sciences Studies, Volume 40, No. 1, pp. 66-81.

Almadani, O. G. (2016). The Role of Social Communication Networks in Constructing Public Opinion among Students at Saudi Arabian Universities (Umm AlQura University as a model). Journal of Arts and Social Sciences [JASS], 7 (2), 395-425.

Almalki, A. M. (2016). A survey of Saudis' behaviors toward twitter as a news gathering tool. Arkansas State University.

Alothman, A. B. (2013). A survey of social media users in saudiarabia to explore the roles, motivations and expectations toward using social media for social and political purposes. Arkansas State University.

Al-Talhi, M., &Maarop, N. (2018). Understanding social media usage by females in Saudi Arabia: a descriptive finding. Journal of Fundamental and Applied Sciences, 10(2S), 151-161.

Bani Salama, Muhammad and Al-Ananzeh, Azzam (2018) The role of social media in the elections of the eighteenth Jordanian parliament in 2016, a field study, Annals of Literature and Social Sciences, Vol. 38 Issue 494, pp. 114-120.

Bessi, A., & Ferrara, E. (2016). Social bots distort the 2016 US Presidential election online discussion. First Monday, 21 (11-7).

Easton, D. (1957). An Approach to the Analysis of Political Systems. World Politics, 9(3), 383-400. doi:10.2307/2008920.

Gueorguieva, V. (2008). Voters, MySpace, and YouTube: The impact of alternative communication channels on the 2006 election cycle and beyond. Social Science Computer Review, 26 (3), 288-300

Hafez, Abdo (2011). University youth communication through social networks, the scientific conference - media tools of expression and change, Faculty of Media, University of Petra, Amman.

Heba Al-Bayti (2016) Saudi women win the municipal elections: Between amplification and stunting, "An Idea Forum" is available on 01/30/2019

at: https://www.washingtoninstitute.org/ar/policy-analysis/view/saudi-female -victory-in-municipal-elections-overrated-or-underestimated

Jocelyn Nader & Tony Mikhael (2018). Women in the legislative elections in Lebanon in 2018, monitoring the media during the election campaign period from a gender perspective, review: Dr. George Sadaqa, "Women Participating in Political Action" Project. Beirut.

Kumaraswamy, P. R., &Quamar, M. M. (2016). More effective as regent than as monarch: Abdullah's reform legacy. Contemporary Arab Affairs, 9(3), 445-460.

Murad, Kamel Khorshid (2011). The role of the media in stimulating the Arab political movement - social networks as a model. The scientific conference - the media tools of expression and change. Faculty of Information, Petra University, Amman.

National Portal (2014) elections in the Kingdom of Saudi Arabia, available at the link on 01/30/2019:https://www.saudi.gov.sa/wps/portal/snp/pages/electionsInTheKingdom of Saudi Arabia, Nov. 2019.

Quamar, M. M. (2016). Municipal Elections in Saudi Arabia, 2015. Contemporary Review of the Middle East, 3(4), 433-444.

Saudi Arabia Internet Users(2019) https://www.internetlivestats.com/internet-users/saudi-arabia/

Saudi Arabia Social Media Statistics (2019), https://www.globalmediainsight.com/blog/saudi-arabia-social-media-statistics/

Saudi Ministry of Communications and Technology (2019) https://www.mcit.gov.sa/ar/media-center/news/9472

Sawy, Ali, Youth and Good Governance and Liberties, Third Regional Workshop, Rabat, Morocco (6-8/7/2005) sponsored by: UNDP-UNDESA, 2005.

Strandberg, K. (2013). A social media revolution or just a case of history repeating itself? The use of social media in the 2011 Finnish parliamentary elections. New Media & Society, 15 (8), 1329-1347.

Valenzuela, S., Kim, Y., & Gil de Zúñiga, H. (2012). Social networks that matter: Exploring the role of political discussion for online political participation. International journal of public opinion research, 24(2), 163-184.

Websites:

https://www.arabgeographers.net/vb/threads/arab22911, dated for the website 8/11/2019

http://www.internetlivestats.com/internet-users/saudi-arabia, the date of entry for the site 1/11/2019

https://www.globalmediainsight.com/blog/saudi-arabia-social-media-statistic, the date of entry for the site 1/11/2019,the date of entry for the site 1/9/2019.