

An Effecting of Social Networking Sites and Private Banks on Iraqi Youth in American University in Sulaymaniyah City

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Abstract

The intensive use of social networking sites (SNS) is a phenomenon that is widespread throughout the world, with immense effects on human interaction, as well as ongoing changes in technology and changing user preferences. The main attraction of SNS is to form or strengthen networks with other people, to provide information itself or to receive from others. From a health policy perspective, the use of SNS is credited with the greatest addictive potential among all Internet activities, alongside digital games (online gaming) and the use of gambling. The use of SNS offers specific and clearly distinguishable stimuli from traditional media, but can be done through different media and for different purposes. The purpose of this paper is to analyze the effect of SNS and also private banks on Iraqi youth in Sulaymaniyah city in Iraqi Kurdistan as well as the results of experimental studies conducted between students and also employees of the American University of Iraq Sulaimani (AUIS). This paper also present the tools used by companies for promotion in SNS according to different parameters and also show the advantage and disadvantages of SNS.

Keyword: Internet, social networking sites, youth, promotion

Introduction

A social networking site is the network of relationships between a large number of actors (Merchant, 2012). They are also referred to as an Internet platform where people "meet" online, cultivate contacts, exchange ideas and, above all, network with one another (Durden, Hill & Angel, 2007). You can communicate, present yourself, within these networks specially to link to photos and share. In social networks you can create your own profile with photo, name and personal aspects, such as: Age, interests and partnership status. Thus, there is a network of relationships, the so-called communication basis of a social network (Ghareb & Sharif, 2015). Social networks can be found in every conceivable form. For one, there are the big communities, like Facebook, LinkedIn or Twitter (Ellison, Steinfield, & Lampe 2007). On the other hand, there are also numerous small networks that deal with very specific interests and issues. So you can find on the Internet special networks for students, job seekers, but also for cat lovers, online gamers or crossword puzzles (Bouraga, Jureta & Faulkner, 2015). What is special about social networks is that the members of the community generate the content itself and constantly expand and renew it. For young people, communicating with peers is something very important. It's about knowing what others are doing, sharing the same interests or inspiring each other. This often uses social online networks (Pfeil, Arjan & Zaphiris, 2009). However, starting from children and adolescents, social networks are now of great importance in all age groups.

But what are these two strange words mean "social" and "network"? Social means popular (Kuss & Griffiths, 2011). And a network is an association of many people.

Actually, your circle of friends is a social network. But only on the Internet is it called that way (Kaplan & Haenlein, 2010). Here you can present yourself, discuss with your friends. You can show pictures and plan events. Even with friends who have moved away, or friends from vacation, basic architecture is very similar on most social networks (Madhusudan & Nagabhushanam, 2012). There is usually a central provider like Facebook or Twitter, which provides the platform for the social network (Tham & Ahmed, 2011). However, for a good communication on the Internet, it is essential that you can effectively deal with SNS. Depending on how these media are used, positive or negative consequences arise for the company's communication. The special thing about the Internet is that it works like a powerful resonance box, so it reinforces both good and bad. Unfortunately, as SNS also repeatedly misuse the stored personal content, you should pay close attention to what information you put online about yourself and how secure and trustworthy your network (Ansari & Nazim, 2016).

Characteristics and Features of SNS

SNS is an Internet-based application that allows interaction with other people through text or (less frequently) voice input (Sharma, 2015). Various authors name various criteria for characterizing SNS despite their various functions. In the early years of the Internet, users were restricted to passive consumption of the content provided (Ray, 2011). The technical development in the 2000s made it possible to extend existing content to interactive elements, which was the prerequisite for SNS. This development is in contrast to earlier technologies known by the term Web 2.0. The user thus has the opportunity not only to consume, but to create content themselves, to interact with other users or to work together (Charlotte, 2009). As a result of this change, users of pure consumers became participants. Any Content created by users includes information in profiles, uploaded videos and photos, blog posts, or comments (Lauricella, Wartella & Rideout, 2015). The public of profiles depends on both the possibilities of the network pages as well as the settings by the users (Nyland, Marvez & Beck, 2007). The spectrum ranges from member only profiles to full accessibility for potentially all Internet users. The profiles represent the backbone of SNS. Without them, it would not be possible to network the accounts of the users, or to do so (Paul & Brier, 2001). Finding and connecting with other users would be an enormous challenge. In most cases, the content of registered users is not accessible to unregistered users. The design of the connections (unidirectional or bidirectional) or their designation (e.g. friends on Facebook, subscribers on Instagram or contacts on LinkedIn) differ and have a significant influence on the type of interaction between the users of SNS (Kirschner & Karpinski 2010). Based on these common characteristics, social media can be distinguished by their various applications. A uniform classification is difficult, but there are different approaches:

Cooperative Platforms

Cooperative platforms such as Wikipedia allow for the simultaneous and simultaneous creation of content by many users. Underlying is the idea that cooperative action the quality of a common goal, such as the formulation of a text contribution can improve (Ghareb, 2018).

Blogs or Microblogs

Blogs are one of the earliest forms of SNS. Blogs mostly text based are generally operated by a person or institution and include entries with a date. So-called microblogs such as twitter are designed as short message services that allow a limited number of

characters. Via posts or tweets information is distributed unidirectional or comments are made (Woo & Lee, 2017).

Communities for Sharing Media Content

The primary goal of these communities is the exchange of media content of various kinds, such as videos (e.g. YouTube) or photos (e.g. Instagram, Flickr) (Vincent, 2015).

Virtual Worlds (VWs)

VWs are platforms that create a world where users can interact with each other through their avatar. These virtual worlds can be distinguished according to the extent to which options for action are determined by established rules. While there are relatively many fixed rules in play worlds in the context of digital games (e.g. World of Warcraft), which determine the interactions between users, in virtual worlds such as second Life allows you to interact more freely. Since there are hardly any rules that limit the possibilities of interaction, social aspects are in the foreground (Rousseau, Eggermont, S. & Frison, 2017).

SNS Pages

SNS are applications that allow users to connect with other users through the personal profile. The main content of SNS such as Facebook or LinkedIn can be located in the private as well as in the professional field (Heerden & Jordaan, 2017). Another important distinguishing feature is the type of communication, the relationship between the sender and the recipient of messages. In principle, a distinction is made in Internet-based communication between three essential communication principles (Özad, 2012):

- One-to-one: a personalized message sent by one person to a specific other user or user (e.g., personalized email, personalized WhatsApp message, or even a private chat between two players in an online game).
- One-to-many: content posted on a web page or blog, read by many, or tweeted to a large number of followers.
- Many-to-many: Content created by many people and targeted to a large number of people (for example, discussion forums in online newspapers, WhatsApp group chats, or even communication within a guild during an online game)

In addition to the communication principle, which describes the relationship between the communicating persons, the following characteristics regarding communication must be observed (Özad & Uygurer, 2014; Alassiri, 2014):

Synchronous/Asynchronous

In particular, synchronous communication is a feature of verbal communication, the speech of a communication partner and the corresponding reaction of the other party take place simultaneously and directly, for example during a telephone call or a personal conversation. Written communication, however, is usually asynchronous, statement need not necessarily be an immediate response.

Text/Media:

Blogs are usually text-based content, which is opposed to exchange platforms, which are dedicated to the exchange of images or videos. By posting links, you can also refer to media content in text-based communications.

Grade of the Public

features such as comments are visible to a broad public, other functions are only for a private, more intimate form of communication

The Promotion in SNS

The term SNS covers the sites and social features of the Web. Kaplan & Haenlein (2011) define SNS as "a group of online applications that rely on the philosophy and technology of the Net and enable the creation and exchange of user-generated content". Twitter, Facebook, LinkedIn, Tumblr, Instagram, Pinterest, Google+ and everyone else. Networks are now part of our personal life and our work and have become indispensable to develop brands, marketing campaigns, initiatives and to increase business or attract more customers. Whatever the case, the promotion through networks is quite easy to make and involves a limited investment with respect to the resonance that these media can offer. The networks are an ideal tool to personalized, original and attractive promotional strategies and make them reach target audience. For an online shopping, it is important to generate traffic on their SNS, make new customers known, promote their products and position themselves in the minds of consumers and sales promotion can give us an attractive style. Sales promotion is a tool of the promotion mix, and consists of encouraging or inducing the purchase of products or services through promotional actions. These promotions can consist of discounts, offers, coupons, contests, raffles, and the delivery of prizes and free samples, among others.

Such SNS have become popular in Iraq since around 2010, and millions and tens of millions of people have registered and started to show their presence. As mentioned above, SNS is a community that promotes the connection between individuals, so the participation of individuals is the principle, and there were very many social networking sites that initially refused to participate by companies. In addition, there are many social networking sites that prohibit the use of commercial purposes such as advertisements even if they are used by individuals. When individuals post a diary for commercial purposes, the entire registered individual page may be deleted. The business model of the social networking sites provider is that the main source of income is the advertisement of the company advertisements posted on the SNS, as well as the revenue from the users who receive games and high-performance services. It is probable that they were not allowed to participate.

However, after that, in the Iraq, Facebook, Twitter and other SNS pages were registered as companies, and new SNSs where companies and individuals interacted began to be offered. As a result, companies can participate in SNS officially, and SNS can be used for marketing activities. From a corporate perspective, SNS with millions and tens of millions of participants can be recognized as one of the leading marketing media like TV and newspapers, and SNS should be used for marketing activities. Is now called social media marketing.

In addition, the companies can send information over the SNS by:

- Add posts to blogs.
- Through e-mails.
- Participate in forums.
- Publish articles and press releases.
- Create a video and add it on YouTube.
- Add messages to different SNS such as Twitter or Facebook.

Many companies are paying attention to SNS marketing. These companies share some of their analysed know-how to show their advantage. The main purpose of companies using SNS is to enrich their relationships through two-way communication with customers. In addition, improving the company's loyalty, recognition and branding can be said to be the aim of SNS utilization. This strategy, made possible through the Internet, places the SNS at the heart of the communication process. The continuous increase in the number of Internet users creates a huge global market where many companies can evolve. Table 1 shows the analysis of the advantage of SNS promotion outweigh the disadvantages.

Table 1

The Advantages and Disadvantages of Promotion

Advantage	Disadvantage
<ul style="list-style-type: none"> - Promotion Permanente (24h / 24h) - Consistent increase in target audience - Flexibility of actions. - Low promotion costs. - Interactive possibilities. - Networking opportunities. - Relevance of the hearing. - Time saving. - verification of the impact of promotional campaigns. - Creative and complete concept (videos, images, text). - Sales promotions support. - Active participation of consumers. 	<ul style="list-style-type: none"> - Difficulty attracting the consumers. - Tiredness of Internet users. - Risk of changing the message. - Saturation. - lack of direct contact with consumers. - Specific user profile. - Negative impact on the image of the brand.

Private Banks

Private banking is a set of financial institutions that are intermediaries between economic agents (people, companies, State). This institution consists of a very professional and **global** management of the patrimony of a client. They have the objective of satisfying certain needs such as: investments, patrimonial, financial and fiscal planning of people or family groups with high assets. Then we can say that private banking has several functions. He is dedicated to financial advisory and wealth management tasks. For this, the bank has to take into account several factors for which, it is essential to make a good analysis of the client. The client has to know: his risk profile, profitability objectives, liquidity need, time horizon and fiscal situation. The private banking service offers the customer a personalized and adequate service for him, which is why it is necessary to know certain customer information.

Progress has brought the rapid development of information and communication technology, beginning with SNS (Facebook, YouTube, Instagram, Twitter and mobile applications), to the core of the ability of young people to communicate with the bank in direct contact. Social customers are those who are active on SNS and exchange ideas, experiences, beliefs, and information with young colleagues about the services offered and the design of services and programs offered on the site. In the case of banks, social customers are talented employees who are responsible for sites that answer questions and have direct contact with people on SNSs. Private bank sites will also build strong and clear

relationships as well as connecting local and global communities with the common interests of members and Iraqi youth. An unprecedented opportunity to communicate the customers with other clients to realize interrelated actions that have never been in private banks. Which workers support the positive effects, including high quality of service, through research proposed on social networking sites linked to a wide range of fans. Therefore, youth people can build strong relationships with (private banks) actors because youth may use SNS. This shows that private network SNS in the application of services to the community, especially Iraqi youth, achieve the potential for continuity and objective evaluation in light of the competition of bank websites.

Analysis of Result

In this paper, questionnaires were distributed to 250 students and employees at the American University of Iraq Sulaimani (AUIS) in April 2019. The sample study consists of men (54.4%) and Women (45.6%), aged 18 to 26 (62.8%) and 27 to 36 (37.2%), all statistics were created using frequencies in SPSS. During the research, consumers' perceptions of the evolution of the Internet, their expectations of the Internet, the evaluation of the promotion in SNS and the impact of this promotion on their purchasing behaviour were analysed. According to the consumers surveyed, the Internet symbolizes modernity, openness to the world, progress, communication and exchanges. The Internet allows everyone to access information and arouses curiosity, enthusiasm and attraction. Internet users see the possibility of individual appropriation, speed, personalization, quality and tremendous potential for exchanges and relationships around the world.

Table 2 shows the majority of respondents (76%) use SNS daily. Only 1.2% of students and employees surveyed do not use them. In table 3 shows the 80.4% of respondents watch ads presented via SNS.

Table 2

The Number of Times for using SNS

Time using SNS	Frequency	Percent	Valid Percent	Cumulative Percent
Every day	190	76.0	76.0	76.0
A few time a week	38	15.2	15.2	91.2
A few time a month	13	7.6	7.6	98.8
Never	3	1.2	1.2	100.0
Total	250	100.0	100.0	

Table 3

The Number of Times Ads Viewed via SNS

Time using SNS	Frequency	Percent	Valid Percent	Cumulative Percent
Every day	213	85.2	85.2	85.2
A few time a week	21	8.4	8.4	93.6
A few time a month	15	5.2	5.2	98.8
Never	3	1.2	1.2	100.0
Total	250	100.0	100.0	

By analysing the real impact of promotional actions by companies on the buying behaviour of respondents, we can see that it is important. 80.4% of respondents benefit from different sales promotions presented by SNS as shown in table 4. Analysis results show that a consumer's way of being, acting and reacting can be influenced by many stimuli sent by SNS.

Table 4

The Number of Times of use of Different Sales Promotions Presented by SNS

Time using SNS	Frequency	Percent	Valid Percent	Cumulative Percent
Every day	201	80.4	80.4	80.4
A few time a week	31	12.4	12.4	92.8
A few time a month	15	6.0	6.0	98.8
Never	3	1.2	1.2	100.0
Total	250	100.0	100.0	

The evolution of individual behaviour far exceeds the simple benefits of using a new technology, making the Internet a true social phenomenon. Internet users are looking for a clear and accurate benchmark to navigate the maze of offers.

The following tests show the effect of Iraqi bank advertisements on Iraqi youth using social media. Table 6 shows the value of the correlation coefficient R is equal to 0.23. This value proves that there is a positive relationship correlation between the independent and dependent variable but it's weak. The corrected coefficient of determination R^2 is equal to -0.00 which means that the independent variable could not describe the changes in the dependent variable.

Table 6

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.23 ^a	.001	-.004-	.672

a. Predictors: (Constant), banks ads.

Table 7

ANOVA^b

Model	Sum of Square	df.	Mean Square	F	Sig.
Regression	.058	1	.058	.128	.721 ^b
Residual	112.042	248	.452		
Total	112.100	249			

In the table 7 the F-test has confirmed that this change (effect) of 0.128 is not significant, which is less than the tabular value of 3.842 at a level of 0.721. Note, that the level of significance accepted or used in this model is 0.05.

As for the degree of influence of -0.049, the change in the independent variable does not lead to the change in the dependent variable. The t-test of -0.358 confirmed the significance of this change or effect, which is less than the tabular value of 1.984 at a level of 0.721. This means acceptance of the NULL Hypotheses that there is no statistically significant effect of the independent variable bank on the dependent variable as shown in table 8.

Table 8

Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
Constant	1.394	.158	-.023-	8.847	.000
Bank ads	-.049-	.137		-.358-	.721

a. Dependent Variable: Ads Effect.

Through the results of tables 6, 7 and 8 shows that there is a very simple effect that may be absent ads from banks on the Iraqi youth in the Sulaymaniyah city.

Conclusion and Recommendations

In summary, SNS can have a very significant effect on adolescent youth life. Although more emphasis has been placed on the negative aspects in this work, one has to say that the negative influences are less common. Positive things, such as quick and easy communication, are almost always present, whereas bullying, addiction or fraud affects only a relatively small proportion of users. In my opinion, social media is both a curse and a blessing, although it can be said that one can protect oneself against the majority of the negative aspects, or can act against them. Of course, my work only generally describes the effect on adolescents in university. To get accurate insights and data, one would have to conduct various surveys and studies in schools. In addition, you can never tell exactly how the influence comes from the media. The influence of anything is always very individual and has different implications for each person, which makes it difficult to make clear statements. These networks have entered our lives, and many of their applications will remain available for a long time, thanks to the many benefits they bring.

In addition, other functions of SNS remain unexplored, because the networks are only in the launch phase and will develop by simplifying our lives. However, SNS is very likely to change the nature of people's relationships and influence their values, perceptions and needs. In fact, for others, communication over the Internet is just a communication tool that does not replace traditional human communication. Moreover, according to some people, the Internet will connect people more closely by eliminating geographic boundaries and social classes. Currently, in a broad sense, such social networking sites have various types, such as photo sharing main sites, video sharing main sites, location information sharing main sites, product / service review sites, Q & A main site, etc. SNS is appearing one after another. From a corporate perspective, it is necessary to consider a marketing plan that takes into account the characteristics of each SNS. The work process was actually very pleasant and I had little difficulty or problems, neither in researching nor writing the work.

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