

The Reality of Using Social Networks in Technical Colleges in Palestine

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International Journal of Engineering and Information Systems (IJEAIS) 2 (1):142-158 (2018)



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Abstract

The study aimed to identify the reality of the use of social networks in the technical colleges in Palestine, where the variables of social networks were included. The analytical descriptive method was used in the study. A questionnaire consisting of (12) items was randomly distributed to college workers Technology in the Gaza Strip. The sample of the study consisted of (205) employees of these colleges. The response rate was 74.5%. The results showed a high degree of approval for the dimensions of the social networks and a relative weight (74.15%) according to the perspective of the employees of the technical colleges in the Gaza Strip. The results of the study showed that there is a high level of social networking areas (site management and Website Content) in the technical colleges in the Gaza Strip. The field of site management ranked first with a relative weight of 74.91%, and second and last (Content Site) with a relative weight (73.38%). The results

showed that there were differences between colleges in the use of social networks where the results showed that the most common colleges used these networks (UCAS) and the least used is (GTC). The results showed no differences between male and female employees in the use of social networks in technical colleges. The researchers suggest a number of recommendations, including: the need to raise awareness of the importance of Facebook and other social networking sites, through the holding of courses for employees in technical colleges, and to identify the ways to optimize the use of such sites, and the benefits of this use, and reflected positively on technical colleges. And the adoption of dealing with the various social networking sites as a reality, and the Palestinian and Arab technical colleges, use them in accordance with the objectives of technical colleges. Advise the Department of Technical Colleges to devote time to their presence on social networks to follow the public and respond to their queries. There is a need for the attention of decision-makers in technical colleges in social sites, because they are considered an important and effective means of communication, and the link between beneficiaries and decision-makers. There is a need to promote the use of modern electronic means of work and the need to increase the link of customers to the college through electronic services.


Keywords

[social networking](#) [site management](#) [Website Content](#) [technical colleges](#)

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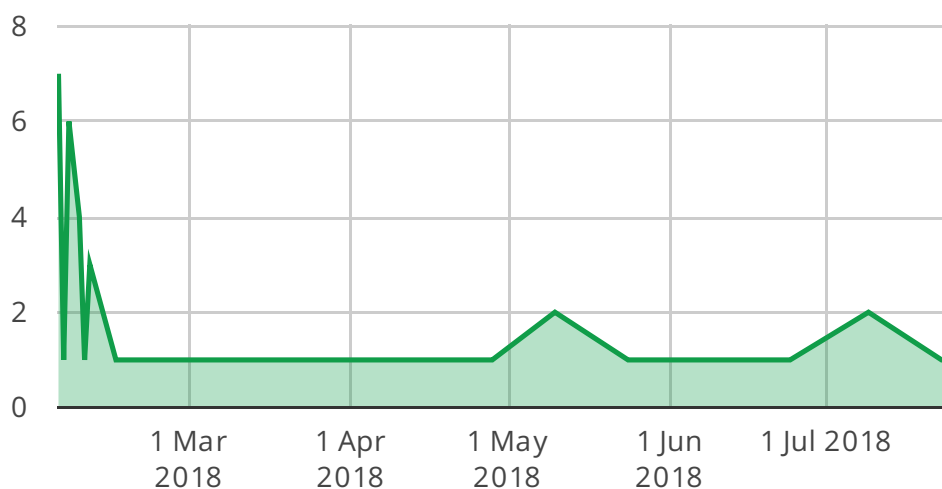
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