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Nature of Mental Image of University Students on Social Media: Facebook as a Model

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Abstract

Social media networks have become a prominent role in forming social relations, especially among university students, the transmission of information, the circulation of data, and the spread of topics among students and all members of society. In addition, these networks reflect how people think, their lifestyles, and what issues they think about. Through them, we can study the prevailing behavior patterns, including the stereotypical or mental image of Syrian students in Jordan. Therefore, the current study aimed to identify the nature of the mental image of Syrian students in Jordanian universities as reflected by social media and to know the mental image in its various economic, political, and entertainment aspects that social media reflects on Syrian students. Also, the study looked at revealing patterns of social media use among students. The study followed the descriptive approach to achieve these objectives. A questionnaire was used on a sample of Jordanian university students. The results concluded that the Syrian students in Jordan live in good conditions and are treated well by the people of Jordan. Also, students in Jordanian universities do not differentiate between students according to their nationalities. Syrian students only suffer from poor material living conditions and suffer bad psychological conditions because of immigration and leaving their homelands. The material assistance provided by international organizations can significantly alleviate their suffering, and the image formed about them among the Jordanian people is a good one. Finally, Jordan did not witness any negative actions by these students. Rather, they reflected the good image of the Syrian Arab student. In light of the results, the study presented some recommendations and suggestions.

Introduction

Jordan received thousands of Syrian students and their families who came to Jordan during the Syrian revolution in 2011. In light of the continued political instability of these students and their families, they stayed in Jordan for a long time, and many preferred to enroll in Jordanian universities. Although Jordanian society has accepted these students on the grounds of religious and national considerations, some of them suffered from a lack of integration

into Jordanian society. In light of the widespread use of social networks in Jordan, especially by the younger generation, these networks have come to reflect reality. They are considered the favorite place for the public, especially young people, to express their opinions. The past years witnessed an unprecedented revolution in using social media, which changed the form and pattern of social relations between people. These networks have become the main tool for communication between students, especially in the Hashemite Kingdom of Jordan, where the Facebook application is one of the most famous applications in the Hashemite Kingdom of Jordan. Six million and 300 thousand Facebook accounts have been registered in Jordan (Al-Ghad Newspaper, 2021).

The mental image is the main goal through which field studies can be conducted. The mental image reflects reality and expresses its content in various social sciences, including media, philosophy, psychology, social psychology, and other cognitive sciences. The term mental image is composed of two words, image, which means the appearance of the thing and the form that characterizes it, and mentality, which means the mind, which means understanding and visualizing things. In general, this term means the impression formed in the mind of a certain person, a certain value, or a certain entity, and among the means that help form the mental image are the various means of mass communication. The term mental image predominates in studies related to public relations because of its important impact.

Statement of the Problem

Social media networks have become a prominent role in forming social relations, especially among university students, the transmission of information, the circulation of data, and the spread of topics among students and all members of society (Hamasaïid, 2021; Kaban, 2021a, 2021b; Karademir Coskun, Erdogdu, & Kokoc, 2020; Koc & Tanrikulu, 2021; Ozturk & Ozturk, 2022). In addition, these networks reflect how people think, their lifestyles, and what issues they think about. Through them, researchers can study the prevailing behavior patterns, including the stereotypical or mental image of Syrian students in Jordan (Mansour, 2014). Therefore, the need for the study emerged describing the role social media networks play in forming the Syrian students' mental image in Jordanian universities.

The problem of the study was formulated in the following research questions:

- 1- What role do social networks play in shaping ideas and forming stereotypes among the target audience?
- 2- What role do social networks play in social and political upbringing and building the thinking of universities and individuals?
- 3- What role can social networks play in forming social relationships?
- 4- Do social media contribute to forming social relations among Jordanian university students?
- 5- What makes social media preferable to traditional media?
- 6- What are the pros and cons of using social networks?
- 7- What is the freedom available to students who use social media?
- 8- Have these networks become integral to the students' lives?
- 9- Have these networks become the main tool in forming thought and shaping the mental image among the public, especially students?

Objectives of the Study

The current research aims to:

- 1- Identify the mental image of Syrian students in Jordanian universities as reflected by social media networks.
- 2- Know the mental image in its various aspects, economic, political, and recreational, which are reflected by social media networks on the Syrian students.
- 3- Identify the patterns of using social media networks among students.
- 4- Know the rates of using social media networks among students.
- 5- Recognize students' freedom to use these networks to form social relations and build knowledge.
- 6- Know the effects of using these networks among students.
- 7- Know the students' opinions about the credibility of these networks.
- 8 - Know their role in students' lives and whether they are dispensable.

Significance of the Study

The significance of this study appears through its contribution to enriching the literature about the phenomenon of using electronic communication networks as one of the means of modern technology, and the number of users of which has recently increased clearly. They also expanded their role in shaping the culture of individuals and their political and social trends. The researcher hopes this study will be a prelude to conducting some studies that deal with similar topics scientifically and comprehensively, thus contributing to improving knowledge and research accumulation. Due to the spread of using electronic networks in various societies, especially Jordanian society, this research studies the image of Syrian students in Jordanian universities as reflected by social networking sites. Practically, the significance of this study stems from the fact that it is one of the few studies that dealt with the image of Syrian students in Jordanian universities through social networking sites. This study deals with an important and sensitive topic several studies did not address (Al-Shammas, 2012).

Delimitations of the Study

- 1- Topic: The image of Syrian students in Jordanian universities as reflected by social networking sites
- 2- The spatial aspect: The study was applied to the students of three Jordanian universities enroll in Syrian students. They are Zarqa Private University, Jadara University, and Yarmouk University. A random sample of four hundred male and female students was chosen.
- 3- The temporal aspect: This study was carried out in three Jordanian universities in 2022.

Key Terms of the Study

Mental image: The final product of the self-impressions in the minds of individuals about a specific individual or a system. These impressions may be formed through direct and indirect experiences. These experiences are linked to the individuals' emotions, attitudes, and beliefs, regardless of the validity of the information.

Syrian students: They are a group of immigrants who came to Jordan in the revolution that Syria witnessed in 2011 and joined Jordanian universities.

Communication: The exchange of information between individuals through a common system of symbols. It may be between two humans, and a human and an animal. Also, it may be through words or through certain symbols that people get to know. In communication, people exchange information with others to convey the content of a particular message to their listeners. Language is used, i.e. verbal and non-verbal signals, such as facial expressions, speaking style, standing method, movement, body gestures, etc., both to achieve the desired goals in any group of people with social activity. Therefore, communication is a process that dynamically links the building blocks or organizational structure of a group, making them an organic unit having a degree of integration and allowing them to carry out its activities (Al-Khudari, 2017).

Media: A modern science that spread and appeared at the beginning of the nineteenth century. It is defined as providing the public with information, news, and facts that help them form a public opinion on the issues under discussion.

Social communication skills: A set of actions or reactions that emanate from the members of the group in a social situation experienced by the group.

Social networks: A term given to a group of websites on the Worldwide Web. They allow communication between individuals in a virtual community environment, united by interest or affiliation to a particular country, school, or class, in a global system for transferring information.

Theoretical Background

The researcher used the theory of cultural implantation and gratifications to analyze and explain the studied phenomenon. Cultural implantation is defined as the process of implanting and developing cognitive and psychological components carried out by information sources. Since the mid-seventies, this term has become associated with a theory that attempts to explain the social and cognitive effects of mass media. Implantation is a special case of a broader process, known as socialization, by instilling attitudes and mental images about the surrounding world. This theory uses a study strategy with three important aspects. The first is the institutional analysis process, which is concerned with analyzing the organizational pressures and constraints that affect the selection, production, and distribution of educational messages. System analysis is the second aspect that is concerned with tracking images. The third system is called the cultural implantation analysis, which explores the extent to which different media contribute to implanting concepts about the world (Al-Nims, 2016).

The other theory is the usage theory. The uses and gratification theory has been named differently. Some called it a model, and others considered it a theory. Katz and Blumer were the first to show the theory in an integrated book (Hammoud, 2003) in their book "Use of Mass Communication." The authors depicted the functions that underpin media, the motives for the choice of the individual or its recipient, and the content they display. The

theory was based on a set of assumptions, according to Katz and Plumer, which is that individuals' use of the media achieves intended goals that meet their aspirations. Also, the audience is an effective component of the communication process. The desire to choose the media to satisfy specific needs is due to the audience. Those desires differ among individuals according to their needs. Individuals are the ones who choose the media that satisfy their desires. The media does not use the public, but the audience is the one who uses it.

The public knows how much benefit it may gain due to their choice of media to which they are exposed, and it is also aware of its motives and needs. In addition, the prevailing values in society are recognized according to the content the audience follows, and not that provided by the media. The uses and gratifications theory seeks to achieve specific goals, the foremost of which is to identify how the public uses the media, after studying the active audience in following the media. The objectives can be stated according to the following: Identifying the reason, and how the individual uses the media. It also aims to identify the motives behind the individual's use of a specific media outlet over others, or exposure to certain content over others. Finally, it aims to identify the results of the individual's use of the media, as this leads to an understanding of the mass communication process (Abu Harb, 2017).

Specialists differed in classifying the motives behind the individual's use of one media outlet over the other. Some believe that motives are not apparent and that the individual does not realize them. Needs affect him directly without knowing it. The content of the media is selected subconsciously whereas others believe that the motives can be studied and identified, and the individual can express his needs and motives for exposure to the content. Another category interprets the motives as needs that cannot be recognized directly, but it is necessary to study the individuals' behavior. The last party believes that there are no specific motives, but rather that exposure to specific means is usually for individuals and not according to personal needs.

Motivation is defined as a psychological state that directs the individual to perform a specific behavior to satisfy a certain need. The uses and gratifications theory categorizes the motives of public exposure to the media into two main motives: utilitarian motives and ritual motives. According to the uses and gratifications theory model, utilitarian motives are motives for acquiring knowledge, learning about information, and gaining experiences in areas of life, such as exposure to news broadcasts on television. Ritual motives are represented in breaking boredom, evading the reality of life and its problems, and entertainment reasons. One of the most prominent examples of this is exposure to films, series, and shows (Al-Tahat, 2017).

Related Studies

Al-Tahat (2022) identified the communication and media reality in the Syrian refugee camps in Jordan. The researcher employed the descriptive approach by the survey method through the questionnaire tool on a sample of (243) individuals from the Zaatari camp for Syrian refugees. It was found that the study sample relatively owns a smartphone, a computer, a TV, a satellite receiver, internet packages on their smart devices, and home internet packages. Also, the majority of the study sample suffers from Internet disconnections. Jordanian TV is the most followed Jordanian media. Finally, half of the study sample was dissatisfied with the communication services

inside the camp, and WhatsApp was the most widely used social networking site.

Alkhudari (2023) identified the role of social networks in forming social relations among students of private universities. The study revealed that students enjoy the freedom to use social networks. Also, social networks have become a source of news as they compete with traditional means of communication. In addition, social networks have many advantages, such as making new friends, communicating with friends and relatives, and exchanging opinions. Finally, the study showed that social networks achieve cognitive satisfaction by providing students with information about the world.

The Center for Strategic Studies at the University of Jordan (2019) researched the barriers to higher education for Syrian students in Jordan. The study sample consisted of 1700 Syrian students. The study indicated that the students faced difficulty covering the expenses of their studies. Most participants confirmed that the expenses of university study are very high compared to free education in Syrian universities. In addition, the financial and living situations in Jordan are deteriorating and constitute an obstacle and an additional burden on their shoulders and their families'. Social networking sites occupied the main source of information about scholarships offered to them, with the official websites of donors coming in second place, and in third came family, friends, and relatives. But, most of the advertisements were published in English, which is not widely used in Syrian schools and universities, which posed a new challenge for them.

Al-Dheeb's (2018) study aimed to study the attitudes of female students at King Saud University toward social networks. The researcher adopted the survey method and applied it to a cluster sample consisting of (483) undergraduate students at King Saud University. The study concluded that 6.7% of female university students are less than 20 years old. Also, 44.9% of female students follow social networks for one to three hours a day.

Abu Harb's (2017) study aimed to know the mental image of the international relief organizations among the Syrian refugees in Jordan and the services provided by these international relief organizations to the refugees. The study also aimed to identify the sources of forming the mental image of international humanitarian organizations among the Syrian refugees, its dimensions (cognitive, emotional, behavioral), the factors affecting its formation, and the level of satisfaction of the Syrian refugees in Jordan with the roles of the work of the international relief organizations as a source for meeting their basic needs. In addition, it examined the means and communication tools used by international relief organizations to improve their mental image of the refugee. The study used the descriptive approach by the survey method; a questionnaire was used as a tool to collect the required data from the study sample of (500) individuals from the Syrian refugee population in Zaatari camp. The results showed that the mental image of international relief organizations was highly positive. There were no negative impressions. Opinions were divided between support and neutrality. In addition, the study revealed that the most important factors influencing forming the mental image of international relief organizations are the services of relief organizations in Zaatari camp, direct dealings with the organizations, and the work method of the organizations inside the camp.

Al-Nims (2016) studied the role of the Jordanian media in shaping the mental image of Syrian refugees among

citizens. The study adopted the field survey method, using a questionnaire to collect the data from 400 individuals, who were chosen using the convenient sampling technique. The results concluded that the topics related to the Syrian refugees that were broadcasted through the Jordanian media enjoyed a great follow-up. Also, the study proved that the Jordanian media contributed to providing information to the respondents about the Syrian refugees. In turn, a mental image of the Syrian refugees was formed, which was distributed between a negative and a positive image. One of the most prominent features of the mental image of the Syrian refugees was formed by the Jordanian media. Also, their presence was the reason for the high prices and rents of apartments, and they narrow job opportunities for Jordanians.

Al-Asmar's study (2015) examined the level of mental illness symptoms among Syrian refugee students in Jordan. The study indicated that many challenges facing Syrian students in Jordanian universities, especially financial challenges. The presence of these students in Jordan caused them many mental illnesses.

Helmy (2008) identified the effect of online communication on social relationships. The study aimed to know the psychological, social, and cultural dimensions of the Internet as a modern electronic means of communication in establishing relationships between young people. The study was applied to a sample of young people in the city of Doha of both genders (472). It was concluded that social media has a role in communication between the sample members. Also, young people's use of the Internet resulted in a decline in the daily interaction between them and their families. In addition, there is a state of isolation and psychological alienation among young people that distanced them and their society.

Methods

This study belongs to the descriptive studies that seek to know the role of social networks in building stereotypes about Syrian students in Jordan. The descriptive approach was used in this study to describe the responses of the study sample to its topic. Some indicators were used, represented by the mean, standard deviation, and relative importance of each item of the study domains.

Hypotheses of the Study

The study put forward the hypothesis that social networking sites have a major role in forming social relations among university students in Jordan to find out the impact of social networks on building stereotypes about Syrian students in Jordan. Also, students have become dependent on these media networking sites greatly. They have become a part of their lives, especially the Facebook application. The number of those who have created accounts for them has exceeded six million in Jordan.

Population and Sample of the Study

The statistical study population for this study consisted of all the students of three universities: Yarmouk University, Jadara University, and Zarqa Private University. A random sample of 400 male and female students

were selected and asked to answer the questionnaire. The questionnaire was distributed to the respondents in their places of residence.

Instrument of the Study

The questionnaire was designed in light of the general framework of the study. It included the main and sub-points of the research. These points were arranged logically, and under each point, there were questions related to it according to the required information. The questionnaire included questions about the university in which the student is studying, qualifications, questions of opinions and attitudes, information, self-sense, and measures or specifications of action.

Closed questions (closed questionnaires) were used in this study. The answers were identified in the prescribed alternatives. One of the advantages of a closed questionnaire is that it is easy to code and can be more reliable as the answers are specific and easy to manage the questions and understand respondents. However, they may impose a certain direction on the respondents' answers and, sometimes, the individual does not find a place for his answer among the given possibilities unlike open questions (open questionnaires), which allow free answers by participants. The researcher took into account during the setting of the questionnaire questions that the language of questions should be easy and appropriate to the levels of the respondents.

The questions were formulated in a way that does not suggest a specific answer, avoiding double questions and qualitative questions. It was confirmed that the respondents had sufficient information on the subject. The questionnaire was presented to them and their ability to answer the questions was confirmed. The questions were graded from general to specific to arouse the individuals' interest. The questions were also divided into coherent groups (Rashad, 2012).

Validity and Reliability

The researcher selected a group of experts to review the questionnaire. Their observations and opinions were recorded on the content of the questionnaire. After the experts judged the questionnaire, it was tested (pilot study) on a simple sample whose properties were consistent with the research. This process contributed to determining the respondents' responses to the questionnaire, identifying ambiguous questions, and enabling the initial testing of hypotheses. The questionnaire was distributed by the researcher himself and with the help of his colleagues. The percentage of responses was high and more honest. The mail was not used for the respondents' places were near.

Statistical Processing

The data of the study sample's responses were analyzed through the Statistical Package for Social Sciences (SPSS) program. The data were obtained using a five-point Likert scale, distributed from its highest weight, which was the degree (5) to represent the answer (very agree), to the least weight in the scale, which was given the degree

(1) to represent the answer (very disagree) for answering the questions of the study domains and testing its hypotheses. The researcher adopted a standard consisting of three levels of agreement (low degree, medium degree, high degree) to measure and evaluate the degree of the responses of the study sample of (400) students in the three institutions about the domains and variables of the study.

Results

Demographic and Personal Information

The study was applied to 400 Syrian students studying in three Jordanian universities. They were chosen randomly from the study population. Table 1 shows the distribution of the study sample according to personal variables.

Table 1. Distribution of the Study Sample according to Variables

Variable	Group	No.
Gender	Male	272
	Female	128
Age	Less than 25	248
	25-35	136
	More than 35	16
Total		400

Table 1 shows that the percentage of males in the sample was 68% of the total sample while the females were 32% of the sample. Those under twenty-five years old reached 62%, and those above 35 years old only 4%.

Syrian Students' Reliance on Facebook to follow up on the News of Syrian Students

The frequencies and percentages of the responses of Syrian students' reliance on Jordanian universities on Facebook in following up on the news of Syrian students were extracted. Table 2 shows that the percentage of exposure to Facebook among the respondents is very high. This result confirms that the study applies to the studied sample. 82% of the respondents are exposed to Facebook permanently, and this supports the hypothesis by the researcher that the percentage of exposure to Facebook among students is very high.

Table 2. Syrian Students' Reliance on Facebook

Question	Answer	Frequency	%
Do you use Facebook?	Always	328	%82
	Sometimes	56	%14
	Rarely	16	%4

Table 3 shows that the percentage of the respondents following the news of the Syrian students is acceptable. Almost half of the sample answered that they always follow the news of Syrian students whereas 46.5% of the respondents answered that they sometimes follow the news of Syrian students.

Table 3. Distribution of Study Individuals among the Sample according to the Percentage of Syrian Students following the News on Facebook

Do you follow the news of Syrian students on Facebook?	Answer	Frequency	%
	Always	198	%49.5
	Sometimes	186	%46.5
	Rarely	16	%4

Table 4 shows that a big percentage of individuals obtain information through televisions, websites, and the Internet.

Table 4. The Media that Students Rely on to obtain Information

What are the most reliable media outlets for news?	Answer	Frequency	%
	Local radios	18	%4.5
	TVs	196	%49
	Websites	112	%28
	Internet and friends	66	%16.5

As shown in Table 5, the studied sample confirmed that Facebook contributes significantly to increasing information about Syrian students in Jordan by 50%.

Table 5. Contribution of Facebook to increasing information about Syrian students

Does Facebook contribute to increasing your information about Syrian students?	Answer	Frequency	%
	Always	202	%50
	Sometimes	190	%48
	Rarely	8	%2

Table 6. The Mental Image of the Sample (n = 400)

Rank	No.	Item	Mean	Standard deviation	Degree
1	4	Websites	2.78	0.46	High
2	9	Daily contact with students	2.78	0.46	High
3	2	Electronic media	2.65	0.66	High
4	6	Family and friends	2.48	0.87	High
5	1	visual media	2.36	0.81	High
6	8	General knowledge	2.27	0.77	High
7	5	Communication means	2.22	0.82	High
8	7	Public consensus	2.09	0.81	High
9	3	Newspapers and magazines	1.62	0.77	Medium

Table 6 shows that websites came first in shaping the mental image of Syrian students. Daily contact with students came in second place, followed by electronic media, family, and friends. Visual media and general knowledge came in fourth and fifth places respectively. The means of communication scored seven followed by the public consensus. Finally, newspapers and magazines scored last.

Table 7. The Answers of the Study Sample Members related to the Knowledge Dimension

Rank	No.	Item	Mean	Standard deviation	Degree
1	5	I now about the Syrian students through the websites.	2.67	0.63	High
2	3	I know about the Syrian students through Facebook.	2.63	0.67	High
3	4	Learn about the Syrian students through their Facebook posts.	2.61	0.76	High
4	1	I have prior knowledge.	2.59	0.57	High
5	2	I know information about Syrian students through conferences I attend.	1.87	0.80	High
6	7	I know about the Syrian students through the Jordanian newspapers.	1.71	0.77	High
7	6	I Know about the Syrian students through TV.	1.56	0.71	Low
Total			2.23	0.31	Medium

Table 7 shows the mean of the respondents' responses to the items of the knowledge dimension. The fifth item was the highest in terms of the mean (I know Syrian students through websites). Then, I know Syrian students through Facebook came to the next rank. The item (I know the Syrian students through TV) scored last.

Table 8. The Answers of the Study Sample related to the Behavioral Dimension

Rank	No.	Item	Mean	Standard deviation	Degree
1	1	I get angry when I hear negative information about Syrian students.	2.85	0.51	High
2	2	I would like to join the Syrian students in their activities.	2.73	0.54	High
3	3	I care to follow the news about the Syrian students.	2.73	0.54	High
4	5	I will do joint activities with the Syrian students.	2.71	0.55	High
5	4	I will contribute to a campaign to support Syrian students.	2.62	0.61	High
Total			2.73	0.46	High

Table 8 shows that the mean of the respondents' responses to the items of the behavioral dimension came with a high score for all items. The first item (I get angry when I hear negative information about Syrian students) came

in the highest rank with a mean of 2.85. The item (I will campaign to support the Syrian students) came last with a means of 2.62.

Table 9. The Answers of the Study Sample related to the Emotional Dimension

Rank	No.	Item	Mean	Standard deviation	Degree	
1		I feel sad for the suffering of the Syrian students.	2.91	0.42	1	High
2		I feel happy for the success of the Syrian students.	2.87	0.45	2	High
3		I feel sympathy for the Syrian students.	2.85	0.47	2	High
Total			2.88	0.42		High

Table 9 shows that the mean of the respondents' responses to the items of the emotional dimension was high for all items. (I feel sad for the suffering of the Syrian students) came in first place with a mean of 2.91. (I feel sympathy for the Syrian students) came in last place with a mean of 2.85. The means of the emotional dimension was 2.88, rating a high degree.

Table 10. To the Answers of the Study Sample about the Activities in which the Syrian Students Participate

Activities	Frequency	%
Sports activities	171	85
Recreational activities	158	79
Vocational activities	129	64.5
Social activities	175	78.5
Economic activities	23	11.5

According to Table 10, sports activities had the highest percentage of participation. Syrian students intensively participate in sports activities whereas economic activities scored the lowest rate with a very low percentage.

Discussion

The study aimed to identify the mental image of Syrian students in Jordan. More than three thousand Syrian female and male students enrolled in Jordanian universities during the security deterioration that Syria witnessed in 2011. These students study at universities close to the Syrian-Jordanian border, namely Yarmouk University and Jadara University, and at other universities such as Zarqa University. Many international organizations provide the necessary financial support for these students.

This study focused on the image of Syrian students as reflected by the Facebook application. Considering that this application is one of the most used applications in Jordan. A previous study by the researcher confirmed that the percentage of students using Facebook in Jordan is high and reached 87%. Accordingly, the researcher chose to survey the students' opinions through the Facebook application, which is considered a popular and widespread

application in Jordan. The results of the study indicate that social networks have become a source of news and information and compete with traditional means of communication. Students' use of communication networks is sufficient to give a true mental image of the studied subject. It turns out that the Facebook application has reflected a positive image of the Syrian students studying in Jordan. University students in Jordan have welcomed Syrian students out of brotherhood, neighborhood, religion, and nationalism.

The study emphasizes the importance of the role of social networking sites in forming and strengthening relationships between members of society, especially the younger generation. The study confirmed the role of these means in university life, especially Facebook, one of the sites that have an impact on Jordanian society and among university students. Students have become dependent on this site for obtaining information and news, exchanging opinions, and communicating with each other, unlike Twitter, which is considered one of the elite sites in Jordan. The percentage of its use among students is small. Facebook is a popular site that enjoys greater use among students, in contrast to Twitter. The results of the study are very consistent with the hypotheses of the researcher (Abu Saree, 1993).

The results of the current study agree with previous studies in that Facebook achieves knowledge satisfaction for students by 80%. Also, the students have become dependent on it to obtain information. The study confirmed that social networking site has many positives and negatives. In addition, university students benefit from these sites to enhance the positives and use them in a positive way that serves their university life. The results of the current study agree with that of Al-Nims (2016), which indicated that the media contribute to shaping the stereotyped image of Syrian refugees. The results also accord with that of Abu Harb (2017), which dealt with the image of the Syrian refugee in international relief organizations. In addition, the results agree with that of Al-Tahat's (2022) and the Center for Strategic Studies of the University of Jordan's (2019) studies, which talked about the obstacles faced by Syrian students in Jordan. Furthermore, the results are in line with that of Al-Asmar's (2015) study, which examined the mental illnesses that Syrian students suffer from in Jordan. The current results are consistent with that of Helmy's (2008) study, which showed that the means of communication have a high impact on the relations between students and that opinions are transmitted through the media. Finally, the results accord with that of Fayez's (2017) study, which indicated the great impact of the means of communication on university students.

Conclusion

The study concluded that the mental image of Syrian students in Jordanian society is positive. Syrian students in Jordan enjoy respect and appreciation among their peers in Jordanian universities. Syrian students residing in Jordan rely on local media, especially Jordanian television stations, to obtain the information they need. Facebook is an important tool that students rely on to obtain information, and most students have accounts on Facebook.

Facebook contributes to providing Syrian students residing in Jordan with sufficient information regarding public life and university life. In light of the current results, the study recommends paying attention to Syrian students. Considering that they are Arab students, they should be provided with all the necessary support, and the doors of universities should open for them, especially private universities. Universities should offer them appropriate

discounts. Their presence in Jordan contributes to reviving the Jordanian economy and learning about the culture of the Syrian people, who are considered one of the most ancient Arab peoples. In addition, there is the need to find an organization that receives these students so that they do not leave Jordan for other countries.

Furthermore, social networks should be utilized by educational institutions to achieve psychological, social, and cognitive satisfaction for students. These networks can be used to provide students with information about the field of specialization they are studying at the university. Students should be directed towards the safe use of social media and benefit from it in education and skills acquisition. Finally, the study recommends introducing the media education major to university curricula and providing students with knowledge of the optimal use of social media.


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