Iraq Academic Scientific Journals

Department of Information, University of Hail

Vol (12) | Issue (47) Year (2020) | Pages (59 - 72)

ISSN: 2617-9318 (Online)

ISSN: 1995-8005 (Print)

Article history:

Received: 12 /12/2019

Accepted: 02 /1/2020

Available Online: 20 /06/2020

Assistant Professor, yssaad zahia,*

E-mail: chaima.yssaad85@gmail.com

Mobile: 00966530253379

SOCIAL MEDIA AND ITS ROLE IN THE PRODUCTION AND NUTRITION OF CRISES

"ANALYTICAL STUDY OF A SAMPLE OF TWITTER DURING THE GULF CRISIS 2017"

Social networking sites have become very popular since the beginning of the current decade and have become linked to our daily life. We follow the news, Analyses and opinions on the one issue in a way that attracts millions of users and the number grows every secon On Twitter, one of the most important social networking sites, all social groups rushed from the president to the last citizen to open accounts when they found themselves forced to do so .

During the recent Gulf crisis, Twitter was buzzing with Twitter, which achieved the largest circulation globally. Instead of serving the issue and directing it to serve the Arab interest, most of the publications were on the negative side ; The publications spread hatred and eliminate what remained among the Arab peoples. The negative exploitation of technology fueled the diplomatic crisis and created other political, social and economic crises in the form of Hitler's propaganda.

Keywords:

- Social Media - woman
- Users
- Twitter
- Gulf Crisis

Available Online: http://abaa.uobaghdad.edu.iq/

*Assistant Professor, yssaad zahia, Department of Information, University of Hail

الاستاذ المساعد. زهية يسعد *

E-mail: chaima.yssaad85@gmail.com

المستخلص

الإعلام الاجتماعي ودوره في صناعة و تغذية الأزمات

"دراسة تطبيقية على عينة من التغريدات إبان الأزمة الخليجية ٢٠١٧"

عرفت مواقع التواصل الاجتماعي انتشارا رهيبا ومتزايدا منذ بدايات العشرية الحالية فصارت ملازمة ليومياتنا، نلاحق منها الأخبار الآنية ونتابع التحليلات والآراء المتباينة والمتعددة حول القضية الواحدة، ميزاتها التفاعلية والفورية مكنت من جذب الملايين من المستخدمين والعدد يزداد في كل ثانية، وعلى تويتر أحد أهم مواقع التواصل الاجتماعي من حيث مستوى المستخدمين النوعية سارعت كل الفئات الاجتماعية من الرئيس الى آخر مواطن الى فتح حسابات بعد أن ساقتهم المتغيرات السياسية والاجتماعية قسرا إلى ذلك,

خلال الأزمة الخليجية الأخيرة ضج التويتر بالتغريدات والهاشتاقات التي حققت أكبر نسبة تداول عالميا وعربيا وساهمت في نشر القضية وتدويلها وطرح أبعادها وكشف خلفياتها وتداعياتها مبرزة كافة وجهات النظر لكافة الأطراف لكنها بدلا من خدمة القضية وتوجيهها نحو ما يخدم المصلحة العربية صبت أغلبها في الجانب السلبي، فراحت تزرع الحقد وتغذي الكراهية والفرقة ولتعلب بذلك دورا غير بسيط في القضاء على ما بقي من ود بين الشعوب العربية فأبانت عن الوجه السلبي لاستغلال التكنولوجيا في تغذية الأزمات بل وخلق أزمات أخرى أعمق وأخطر.

و حتى لا يبقى هذا الكلام نظريا يحسب علينا قمنا بدراسة تطبيقية استهدفت تحليل لعينة من التغرديات على تويتر أثناء الأزمة وشملت الدراسة كل التغريدات التي عنيت بالأزمة وحققت الترند العالمي وحتى العربي ولقيت تفاعلا واسعا من قبل المستخدمين العرب والأجانب خلال شهري ماي وجوان ٢٠١٧ وعليه أكدت نتائج الدراسة التحليلية أن تويتير لعب دورا هاما خلال الأزمة الخليجية في تداول تطورات الأزمة وأبعادها ومستجداتها بين المغردين لكنه استغل كمنصة واسعة للدعاية والتضليل من خلال نشر تغريدات زادت من عمق الخلاف وأججت الصراع بين الأطراف المتنازعة وكان الهدف من خلال هذا البحث هو التنبيه الى خطورة استخدام وسائل الإعلام الجديدة خاصة اذا ما ارتبطت بالايديولوجيات ونتائجها السلبية ليس على المستخدم فحسب بل على الأوطان والقوميات ، لذا وجب دائما ربط الاستخدام بالمستوى الفكري ودرجة الوعي لدى المستخدم في حد ذاته. وهو أمر يصعب بل يستحيل التحقق منه في ظل التعامل مع هويات افتراضية

الكلمات المفتاحية:

- *الإعلام الاجتماعي*
- *المستخدمون*
- *تويتر*
- *الأزمة الخليجية*



Available Online: http://abaa.uobaghdad.edu.iq/

* الاستاذ المساعد الدكتور: زاهية يسعد، قسم الاعلام بجامعة حائل

الإعلام الاجتماعي ودوره في صناعة و تغذية الأزمات

"دراسة تطبيقية على عينة من التغريدات إبان الأزمة الخليجية ٢٠١٧ "

Introduction المقدمة

It may be obvious that one of the roles assigned to the media, whether traditional or new, is to be the guardian of the policies and the watchful eye of the interests of the people. It should also protect their rights in particular, as it is intended to be a fourth authority. However, the media in the Arab world today, in addition to their absolute resignation from their pivotal role, are sponsoring confusion, feeding sedition and turning people's attention away from central issues. Furthermore, the Arab media contribute to the shake-up of the stability, the creation of chaos, and the spread obscurantism amongst generations.

Nobody ignores how quickly information and news spread amongst the users through the new media. However, while sharing these information, they become subject to a lot of distortion as a result of the changes and additions that those users make in order to employ them in a way as to serve their agenda and would consequently suggest many interpretations for the same information.

During the recent Gulf crisis between Qatar and the countries of the embargo, many social networking sites were used to share, exchange, and re-share positions and reactions that played an active role in feeding the crisis, developing conflict, and creating other crises. This fact urges us to enquire about the role played by the social media in feeding the recent Gulf crisis of 2017. In this practical research, we will try to investigate the extent of the said-role by analyzing the content of some pages and active accounts, which had, during the crisis, played a role in scattering hatred and stirring up rancor amongst brothers?.

The theoretical and conceptual background of the study

الإسناد النظري و المفاهيمي للدراسة

Social Media الإعلام الاجتماعي

The concept of society media - which is being widespread - refers to the media content that members of the society or the public actually create, produce and broadcast via the network communicative means particularly the Internet. This type of media is getting spread thanks to the availability of tools such as video cameras, digital cameras

and advanced mobile phones, as well as the development of the Web to what has become called the Web of the second generation, which allows the user to share media products and information of different types. This also came as a result of the spread of electronic sites that make possible sharing this type of information on the Internet (the most popular of which are YouTube, Flickr, Wikee communities, etc.). According to Kavaza Fréde, an independent consultant in Social Media: “Society media includes a range of services that seek developing dialogue and social interaction on the Internet " **(Wellcom, 2003, p. 06).**

can be considered Social media as: a set of Web-based applications based on ideological and technological principles from the Web 2.0, which creates and facilitates the sharing of user-produced content.

Since the beginning of the 1990s, there have been a unlimited growing number of people who have begun publishing their blogs containing their daily events and affairs. This encouraged some Internet service developers to design tools to facilitate online text publishing. This phenomenon has promptly developed its vocabulary and its technical terms, among which the terms: web 2.0 and Social Media, which have become one of the most common ways to describe the ramifications of these trends **(Laqab, 2009, pp. 75-76).**

The emergence and development of social networking sites

• نشأة و تطور مواقع التواصل الاجتماعي

The early beginning of social networking sites goes back to 1995 when the site "classmates.com" had been created, and then another site, known as " six degrees.com", which allowed the users to post files and comment on publications and messaging between users of this site. Interpersonal communication has remained simple since that date until 2003 when the site My space was created following the same previous approach. But this did not last long with the coming of Facebook in 2004 which was able to draw the attention of users who joined it remarkably after it had been a small community at Harvard University and, very quickly, it became an audiovisual tool of media which influenced user decisions and responses under the pressure of influential forces using, in their impact, personal patterns of individual (audio-visual and sensory) **(Hassan, 2012, p. 40).**

Functions of Social Networking Sites

- وظائف مواقع التواصل الاجتماعي

- Activating the process of participation for all users and all groups having the same center of interest and activities
- Networking, supporting, pressure, interaction, and influence with unorganized leadership.
- Achieving collective responsibility in case of good use and guidance.
- They have been able to turn words, ideas and directions into projects that are ready to implement that's why social networking cannot be considered a youthful trend that changes over time **(Selim, 2005, p. 13).**
- They constitute a virtual space for all and they are subject to the same conflicts reigning over the traditional public space. **(Al-Sadeq, 2012, p. 40).**

Steve Woolgar (2002) stated five rules reigning over the public space which are:

- The fact that technologies are related to specific social contexts which they accept and use.
- The uneven social distribution of technology-related risks.
- The complementary relationship between technology and social activities.
- Feeding the social activities by virtual activities.
- The ability to engage in appropriate space in promoting integration into local contexts.

Types of Social Networking Sites أنواع مو اقع التواصل الاجتماعي

Emmanuel Blush (2012) divides social networking sites into three types:

Social networks: الشبكات الاجتماعية

among which we find professional sites such as LinkedIn, Video, and other unprofessional ones such as Facebook. They are considered as a means of sharing information amongst individuals.

Media Networks : شبكات الميديا

like YouTube, Daily motion, Picasa, Instagram, and Flicker. The Crowdsourcing are sites created by public, such are Wikipedia and AgoraVox.

like Twitter and Friend Feed. They are sites that deal with news briefly.

History of Twitter تاريخ تويتر

Twitter, which is an electronic application, was developed by Rubyon Pails. It is a specialized framework with web application programming language whose interface allows the user to adapt and integrate with other online services. This service was designed in 2006 by Evian Williams and Biz Stone who worked on launching the project Podcasting Odeo. Evan and Williams had been working on the creation of an authoring tool on the web, the Blogger. It is the poor messaging service called Twitter, later on, Jack Dorsey joined him and they promoted the service at the company Obvious Corp owned by Jack Dorsey. The full version of Twitter was released in 2007 in Texas and Twitter Company was created a month later. **(ArabAdvisors Group, 2018).**

It provides users with information sharing services, status updates, and news sharing of different events via posts called tweets. A Twitter user can follow his friends' and other users' tweets.

This application (site) was launched at Harvard University in 2006 as a graduation project for Jack Dorsey, Biz Stone, and Evan Williams. After a limited success at the beginning, it began to get developed and promoted. It enables users to send messages via mobile, instant messages or messages on websites. These messages come as an answer to a direct question: What are you doing? and allow them to easily tell about their moods among a large group of friends. The small messages on Twitter can go beyond the geographic boundaries and their users have now a huge opportunity to reach a diverse public. Therefore, Twitter has become a complementing tool that assists the press and the media. **(Ghani, 2012, p. 77).**

Although the available messages are only of 140 characters in the beginning, then of 280 characters in 2018 and often contain messages, different topics, news, photos, videos and various media subjects, Twitter has become a platform of the political and social opinion.

Therefore, all politicians and active figures in different societies seek to express their views and present their analyses and interpretations in order to influence the followers and to attract the tweeters. The tweets have become an important source for journalists working in the field of media to learn about developments and views on issues that concern the public opinion without waiting for hours after the event. The number of subscribed in Twitter reached 1.3 billion, of which 330 million active users per month, while the number of active users per day is 100 million users. Almost 460 thousand new accounts are created per day **(soltesz, 2018).**

Gulf Crisis 2017 الازمة الخليجية ٢٠١٧

On April 5, 2017, four major Arab states; Saudi Arabia, Bahrain, United Arab Emirates and Egypt, decided to break off the diplomatic relationship with the State of Qatar. This decision was followed by the Government of Yemen, the Maldives and the Comoros. The background of the events in this resolution dates back to May 2017 when the Qatar News Agency (QNA) diffused statements announced by the Emir of Qatar expressing anti-Iranian sentiment, which was denied by Qatari officials accusing hackers of infiltrating the official news agency. Then, Saudi and UAE criticism became more severe and intensified after the phone call of Sheikh Tamim and Iranian President Hassan Rouhani. The crisis' origin went back to 2014 when many states among which Saudi Arabia, Bahrain and the United Arab Emirates withdrew their ambassadors in Qatar due to Doha's failure, according to them, to comply with Gulf Cooperation Council decisions, especially about the Qatari position related to mobility which the Arab world was witnessing, as well as its position concerning the group of the Muslim Brotherhood, and the way Al Jazeera Channel had dealt with the two latters. In response to that, the mentioned countries shut down their airspace, land and sea borders and all means of transport in the interest of national security, as they claimed, and imposed financial sanctions and sentence of prison of 3 – 15 years against whoever objects to the decisions of the state or expresses sympathy towards the State of Qatar. In the other hand, Qatar showed its dissatisfaction about Arab unjustified attitudes, and lodged complaints before the World Trade Organization and ICAO which called for compliance with the Chicago Agreement on the air navigation.

Social Media and Crises وسائل الإعلام الاجتماعي والأزمات

Nobody ignores the great potentials of social networking sites to get the details and data of different events and issues that concern the public opinion as well as the points of view about them. They highlight their backgrounds and dimensions in a way that outstrips the traditional media. This could be well seen while the crises are taking place through the large amount of archived and gathered data in a short time.

The social networking sites are used in sharing news, information, updates, opinions, proposals and solutions. They are also used to urge people, organize activities and provide assistance. This concerns the social aspect. Politically, these media are a form of pressure that is exacerbated during crises on officials, authorities and politicians forcing them to respond, explain, intervene and provide adequate explanations about any emerging crisis because of the chaos caused by informal information, which is frequently circulated by the users and often contributes to the spread of confusion and fears. "Social media plays an important role in directing the public toward specific behavior, a particular political stream, such as ideological, partisan, individual or collective leadership where activists influence users to support and back a particular side through organized media and social campaigns, international or personal social

relations, by influencing the public opinion and acquiring Support **(al-Jabour, 2011, p. 167)**. On roles if they are well exploited, the several occasions, social networking sites have demonstrated their ability to play important best example in this context is Paris Attacks in 2015 which has shown the central role of the media generally in crisis management and social media in particular Twitter where the users were regularly present in the platform all the time to provide details of the event to the users who have shared them on a large scale. This influenced positively the public opinion, created a certain degree of reassurance among the society and contributed directly to reducing the fear and tension among the population And the credit goes back to the position of twitter which transmitted the presence of the French President François Hollande and his prime minister and all ministerial portfolios concerned with the crisis.

Practical Study الدراسة التطبيقية

The study methodology and tools: This study is subscribed under the descriptive studies. It examines the contents of the new media for describing, sectioning and analyzing them by analyzing the content based on the subject category, the actor category, the source category, the intermediate category. I herein recorded and calculated the repeating appearances of categories by two central units which are the unit of the idea and the paragraph.

Spatial and temporal limites of study الحدود المكانية والزمانية للدراسة

This study focuses on the recent Gulf crisis that burst on 5 June 2017 and the way users of Twitter dealt with it. It also examines the impact of this crisis through their tweets. The study includes all the tweets that achieved the trend or extensive share on Twitter after the Gulf crisis during the two months following the crisis. This study is limited in the period extended from 5 June 2017 to 5 July 2017. In order to follow the continuation of the crisis impact on the site since that date, we have followed the same hashtags from 5 August 2018 to 5 October 2018.

Role of Twitter in Feeding Gulf Crisis of 2017 دور موقع تويتر في تغذية الأزمة الخليجية

Hashtags of the Gulf Crisis *هاشتاقات الأزمة الخليجية*

As we follow Twitter, we found that the recent crisis in the Gulf was the top in terms of interaction and share in the platform where millions of tweeters took use of Twitter to support a part of the conflict, attack other part of the crisis or exchange points of view and general attitudes about the issue that ranked first in the world trend. The most prominent hashtags that reached high level internationally in terms of share are those entitled as follows: " the breaking-down relations with Qatar", "people of the Gulf rejects the boycott of Qatar", " selfyis playing overdraft", "the list is rejected", " the

embargo of Qatar", and other tweets that made Twitter an open front on the crisis which was joined by everyone who wants to express his or her point of view, his position, and other goals and backgrounds.

Table 1: Subjects Shared about Gulf Crisis onTwitter:

جدول ١ : الموضوعات المتداولة حول الأزمة الخليجية عبر تويتر

Part/subject	In Qatar		In Gulf countries		Total
	Appearance	Ratio	Appearance	ratio	
Sharing updates, developments and backgrounds of the crisis	36	48	45	29.03	86
Sarcasm between the crisis' parts	04	5.33	20	16.66	28
Exchanging accusations and insults	04	5.33	27	17.41	31
Propaganda	25	33.33	50	32.25	70
Attempts to appease and gather	06	08	09	05.80	15
Total	75	100	155	100	230

The table above summarizes the most important subjects that concerned the Twitter users about the Gulf crisis. At the beginning the beginning, the interest of the two parts is limited in sharing the latest developments of the crisis and its economic and social impact on the Gulf people. The two largest percentages was estimated at 48% in Qatar while it reached 29.03% in the rest countries of the Gulf. It is justified by the fact that the crisis was then in its beginning and all parties were seeking to find out all the details of the crisis and its backgrounds. This subject ranked first considering interest while the second rank was for the propaganda which featured the media messages during crises, wars and tensions to create confusion and tension among the parties of the conflict. This time it was markedly used by 33.33% of Qatari tweets and 32.25% for the rest of the Gulf countries, such as the Qatari-Leaks page, which was created in May 2017 and permanently shared tweets about Qatar and its involvement in supporting terrorism, war, espionage and corruption, and igniting strife. This page accounted more than 59.5 thousand followers. The third place of the Qatari tweets was about the attempts to appease and restore stability to the Gulf region through the speeches of Sheikh Tamim, which were calling for appeasement, and had a high level of sharing by the hashtag (No share of suspicious hashtags). This fact reflected a sense of awareness and self-control of the Qatari tweeter. The third rank of the tweets of Gulf people was for exchanging accusations and insults. That was published widely 17.41% followed immediately by sarcasm and ridicule on Qataris and their situation after the crisis by 16.67%, mostly shared hashtag was "Qatari stomach" which was top-shared in Saudi Arabia by 14 million shares against 05.33% of Qataris by the hashtag "the cock lays" and the same percentage of those who shared tweets which included accusations and insults, such ashashtag of (shameful Tamim), "Mouza the viper" and "the betrayal of Qatar". However, the negative tweets did not deter the wise people in big Gulf to share other hashtags which reached a world rate of 5.80% of the total tweets, such as (Gulf people refuses to boycott Qatar), which ranked second globally in terms of share and first in Saudi Arabia on Twitter, as well as the hashtag (the people of Qatar in the heart of Salman), and (the Qatari is a Gulf citizen) and other hashtags that tried to calm the situation and make sure that the Gulf is unified as well as its people.

From the table above, it is confirmed for us that Twitter played an important role during the Gulf crisis in sharing news of the crisis, as well as its dimensions and its developments among the tweeters, but it was exploited as a broad platform for propaganda and misleading by sharing tweets which might tease the tensions and would deepen the dispute between the parties, moreover, it may create enmity and call for hatred among brothers. In this context, many pages and accounts rushed to share news and fake photographic material about suspicious transactions, false figures, non-institutional backgrounds, undocumented reports which lack objectivity, accuracy, evidence and irrefutable arguments that represent the fundamental of publication ethics and a recommended requirement of professional journalism. Among that kind of tweets, we find tweets about Qatar's relationship with terrorism and its support of extremist movements, betrayal, and others, about Mohammed bin Salman's deals, contacts between Saudi Arabia and global powers, and other publications that should be verified before being published and broadcast.

The Qataris users were the first to call for calming down and the Gulf unity. This matter ranked third among their tweets, while the Gulf tweeters were the first to use psychological war, exchanging accusations and offensive words that neglected all values of brotherhood, unity and common destiny.

Table 2: Sources Relied on in Tweets

جدول ٢: المصادر المعتمدة في التغريدات

Source	appearance	ratio
Media institutions	39	16.96
Governors and political figures	12	05.21
Artist and well-persons	27	11.74
Official governmental institutions	04	01.73
Activists on Twitter	148	64.36
Total	230	100

Table 2 shows the different sources relied on by tweeters to share their topics about the Gulf crisis. The various written, visual, and electronic media were a significant source for tweeters with 16.21% of their publications. 5.21% of the tweeters used fragments of the statements of leaders and political figures that intervened in the crisis. In addition to that, tweeters took use of statements made by journalists, artists and various well-known figures having a large number of fans who are considered leading figures of opinion with 11.74%, while official government institutions constituted a low rate of only 1.73%. The mostly relied on source was tweeters themselves with a rate of 64.36%.

From the results of the table, the first source is the activists on Twitter, but they relied on the media institutions which were used to make their tweets more convincing with about 17% of the total sample of the study.

Table 3: Relation Between the Subject of Tweets and the Source Relied on

جدول ٣: علاقة موضوع التغريدات بالمصادر المعتمدة

subject / source	Propaganda		Sarcasm		Accusations		Crisis' develop.		Appeasement		Total
	Q	%	Q	%	Q	%	Q	%	Q	%	
Media institutions	49	70	02	7.15	18	58.06	37	43.02	00	00	106
Governors and political figures	00	00	00	00	04	12.09	25	29.07	05	33.33	34
Artist and well-persons	17	24.28	03	10.71	00	00	00	00	03	20	23
Official governmental institutions	02	02.86	00	00	00	00	03	03.49	00	00	05
Activists on Twitter	12	17.14	23	82.14	09	29.04	21	24.42	07	46.67	72
Total	70	100	28	100	31	100	86	100	15	100	230

The above table shows the relationship between the subjects of tweets and the sources relied on. It shows that the propaganda practiced by the parties in the conflict is carried out by the media institutions, including sections of television channels, electronic websites or newspapers and digital newspapers which were re-shared by activists on Twitter proportionally used in the propaganda, as well as the exchange of accusations between parties in the Gulf crisis with a rate of 58.06%. In the same context, the traditional media is considered as the first source for tweeters to follow the crisis and its developments with a rate of 43.02%. The activists on Twitter reserved themselves for sarcasm with a rate of 82.14%. The tweets talking about the crisis' developments reached the rate of 24.42%, while the tweets of the attempts for appeasement believing in the brotherhood and common home reached the rate of 46.67%.

The data of the table confirms the complementary relationship between the traditional and new media and how technology could fuse them to form what is known as the full press file on the issues that concern the public opinion. This had a significant place in the tweets of activists on Twitter with more than 46.08%. Gulf tweeters and all those who sympathized with the crisis among users of Twitter were sharing tweets about news of the crisis to satisfy their constant curiosity to know while 46.67% of them tried to play the role of judge and reduce the tension between the brotherly countries.

Table 4: tools of tweet

جدول ٤: الوسائط المستخدمة في التغريدات

Media	appearance	ratio
Text with video	125	54.36
Text with picture	23	10
Only text	62	26.96
Text with link	20	08.70
Total	230	100

Table 4 shows the type of media that the tweeters used to express their convictions and positions toward the Gulf crisis. Most tweets were short texts with videos detailing the events with a rate of 54.33%, and because of the features of the site, which allows only

a limited number of letters per tweet, 26.96 used on the text, and only 10% of them used the picture with the text, while 8.7% included links to the text.

Thus, the majority of tweeters about the Gulf crisis used texts with videos for a best meaningfulness of their tweets as well as for giving an informative load for users interested into the Gulf crisis.

Conclusion خاتمة

At the end of this research which dealt with the recent crisis that separated the brothers in the Arab Gulf and aimed to show how it had been dealt with through the new media, especially on the most used platform by the brothers in the Gulf, which is Twitter, the practical study allows us to find out that:

- Twitter confirms the Arab division, the dissidence, the rivalry and the dispute that have blown away nationalism and Arab unity and involved them in a stage of weakness never witnessed before. The Twitter users are divided, whether they are individuals or groups, into supporters of Qatar and its policy and disgruntled with Saudi Arabia, the UAE, Bahrain and Egypt, and vice versa instead of standing in a single row to face the real enemies and build an Arab stronghold against all those who hate.
- The activists followed the Gulf crisis with great interest. This can be clearly seen in millions of hashtags about it till this day dozens of which were in the top of the world and Arab trend.
- From the tables, it is confirmed for us that Twitter played an important role during the Gulf crisis in sharing news of the crisis, as well as its dimensions and its developments among the tweeters, but it was exploited as a broad platform for propaganda and misleading by sharing tweets which might tease the tensions and would deepen the dispute between the parties, moreover, it may create enmity and call for hatred among brothers. In this context, many pages and accounts rushed to share news and fake photographic material about suspicious transactions, false figures, non-institutional backgrounds, undocumented reports lacking in objectivity, accuracy, evidence and irrefutable arguments, this latter is the fundamental of publication ethics and a recommended requirement of professional journalism. Among that kind of tweets, we find tweets about Qatar's relationship with terrorism and its support of extremist movements, betrayal, and others, about Mohammed bin Salman's deals, contacts between Saudi Arabia and global powers, and other publications that should be verified before being published and broadcast.
- The Qataris were the first to call for calming down and the Gulf unity. This had the third rank of their tweets, while the Gulf tweeters were the first to use psychological war, exchanging accusations and offensive words that neglected all values of brotherhood, unity and common destiny.
- The data of the tables confirms the complementary relationship between the traditional and new media and how technology could fuse them to form what is

known as the full press file on the issues that concern the public opinion. This had a significant place in the tweets of activists on Twitter with more than 46.08%. Gulf tweeters and all those who sympathized with the crisis among users of Twitter were sharing tweets about news of the crisis to satisfy their constant curiosity to know while 46.67% of them tried to play the role of judge and reduce tension between the brotherly countries.

- From the results of the table, the first source is the activists on Twitter, but they relied on the media institutions, which were used to make their tweets more convincing by about 17% of the total sample of the study.
- The majority of tweeters about the Gulf crisis used texts with videos for a best meaningfulness of their tweets as well as for giving an informative load for users interested into the Gulf crisis.

Thus, instead of being a positive medium to link the bonds of brotherhood, dissipate the confusion and appease the tensions, the social media mistook its goals. The tweeters were divided into two groups, technologically and ideologically, after political decisions had separated them, and served the opposite direction and contributed in teasing the conflict, supporting it, and feeding hatred between brothers in a way that made its role very negative. It was not well exploited by the tweeters in this crisis and seemed to be directed just as it was done with the television channels owned by individuals and parties.

References

1. *ArabAdvisors Group*. (2018, 10 22). Consulté le 10 22, 2018, sur http://www.arabadvisors.com
2. al-Jabour, S. (2011). *Social Media* (éd. Edition 1). Amman: Osama House for Publishing and Distribution.
3. Al-Sadeq, A.-H. (2012). *New Media, Anthropology, Problems and Contexts, Research Series, .* Manouba, Tunisia: University Publications.
4. Ghani, E. A. (2012). *Culture and Communication Technology, Changes and Transformations in the Age of Globalization and the Arab Spring.* Beirut: University Foundation for Publishing and Distribution Majd.
5. Hamid, M. A. (2009). *Blogging and New Media* (éd. Edition 1). Cairo: Dar Alam Books.
6. Hassan, A. (2012). *The Impact of Social Networking Sites on the Development of Community Responsibility in Youth, The Experience of the Alaw Youth Council.* Al Quds Open University.
7. Laqab, M. (2009). *The Influence of the Internet on Political Action (Obama Model)* (éd. Edition 1). Dar Al-Sabah Publications.
8. Selim, K. (2005). *Culture of social networking sites and communities.* Qatar: Al-Mutanabi House for Publishing and Distribution.
9. soltesz, D. l. (2018). *« what are the benfits of twitter ?* Consulté le 10 20, 2018, sur www.techwalla.com
10. Wellcom, A. (2003). - *Tout ce que vous avez toujours voulu savoir sur les médias sociaux sans jamais oser le demander .* Paris.