



Media Literacy and Social Media Contents on Terrorism: A Public Relations Role Played By Sakina Program in Saudi Arabia

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Abstract

The study evaluates the problem of influential capability of terrorist propaganda and its implementation by concentrated radical groups like ISIS to influence the youth of Saudi Arabia through popular social media platforms and the role played by Sakina program by providing family education and social media restrictions to provide them with ideal living. In a developing country like Saudi Arabia, exhibiting a significant population of young people who use social media platforms like Facebook and Twitter extensively, the opportunities for these terrorist organisations increase manifold. They use social media platforms to spread hate content and communicate directly with vulnerable youth population to influence them to join their organisation.

The main problem that will be addressed in this research is the issues with the exposure and control. Exposure to terrorism and radical contents on social media sites is hampering the ideal living of youth of Saudi Arabia and this study focuses on the role of family education and restricted usage of social media to address the imminent issue. The fundamental aim of the study is to evaluate whether ideal living can be achieved by the young population by reducing exposure and influence by radical contents through family education and restricted social media usage. Research questions like whether ideal living can be achieved through family education and whether restricted social media usage can support ideal living for the youth provide a concise direction to the development of the research methods.



For this a mixed research method has been obtained with appropriate questionnaire based instrumentation to survey a sample of 30 young Saudi Arabian people 5 managers from different NGOs in Saudi Arabia. Qualitative data has also been accumulated from secondary sources obtained from an extensive literature review and the data has been interpreted to find out whether family education and restricted usage of social media serves the purpose of reducing exposure to radical content and promote ideal living for the youth.

Keywords: Family Education, Social Media, Terrorism, Ideal Living, ISIS.

ملخص الدراسة

تركز هذه الدراسة على البحث في مجال تقييم قدرة تأثير المحتوى ذي العلاقة بالإرهاب والذي تم نشره بواسطة الجماعات الراديكالية مثل داعش وتأثير هذه الدعاية على الشباب في المملكة العربية السعودية، من خلال منصات التواصل الاجتماعي. وفي المقابل تركز الدراسة على الدور الذي يلعبه مركز سكينه الذي ترعاه الدولة في مواجهة مثل هذه الأفكار المتطرفة من خلال توفير التعليم الأسري ووضع القيود المناسبة على نشر مثل هذا المحتوى من خلال مواقع التواصل الاجتماعي لتوفير سبل العيش المثالي. من الملاحظ أنه في بعض الدول مثل المملكة العربية السعودية، والتي تتوفر فيها خدمات الإنترنت بدرجة عالية والقدرة على الوصول والتفاعل من خلال مواقع التواصل الاجتماعي بدرجة كبيرة مثل فيس بوك وتويتر، تزداد الفرصة بالنسبة لهذه المنظمات الإرهابية للوصول إلى الشباب بشكل كبير. حيث أن مثل هذه المنظمات تنشط في استخدام منصات التواصل الاجتماعي لنشر محتوى يحض على الكراهية، وتحرص على التواصل المباشر مع الشباب الذين من الممكن أن يتأثروا بمثل هذا المحتوى للعمل على تجنيدهم. القضية الرئيسية التي سيتم تناولها في هذا البحث هي مشكلات التعرض لمثل هذا المحتوى وردود الفعل التي من الممكن أن تتولد بفعل هذا التعرض.

وقد خلصت الدراسة إلى أن التعرض للمحتوى المتطرف من خلال مواقع التواصل الاجتماعي يعيق الحياة المثالية (الطبيعية) للشباب في المملكة العربية السعودية، وتهدف هذه الدراسة إلى التحقق من مدى إمكانية تحقيق مستوى أفضل من الحياة المثالية البعيدة عن الأفكار الإرهابية من خلال تفعيل الدور التربوي للأسرة بالشكل الأمثل والاستخدام المقيد لمواقع التواصل الاجتماعي. لذلك استخدم الباحث في هذه الدراسة الاستبانة كأداة بحث لجمع البيانات المطلوبة لهذه الدراسة من خلال ثلاثين شابا سعوديا وخمسة مدراء يعملون في منظمات غير حكومية في المملكة العربية السعودية.

الكلمات المفتاحية: تعليم الأسرة ، وسائل التواصل الاجتماعي ، الإرهاب، الحياة المثالية، داعش.



Introduction

1.1 Background of the study

Teenage and youth are at that point in time where individuals tend to get affected the most by the happenings in the society (Saltzman, Solomyak and Pat-Horenczyk 2017). They can be influenced quite easily as compared to other stages of life. Islamic terrorists find Saudi Arabia the best spot from where it will be easier for them to get new recruits and give a proper ending to their plan to spread terror (Morozov 2017). As youths, get easily affected by ideas like love for country. Saudi Arabia becomes easy to target for the anti-social associations. Many times, it is not only about the youths of Saudi Arabia, they are able to gain access to foreign recruits so that they join the Islamic terrorist groups (Bizina and Gray 2014). Due to this rising anti-social activities, ideal living among the youth Saudi Arabia has become an alien thing. This research is directed towards ideal living and evaluation of certain factors that might help in bringing in ideal living among the youth in Saudi Arabia.

Sakina is a program under the ministry of Islamic Affairs in Saudi Arabia help the researchers and academic scholars to deliver social media related data which are being used by the terrorist or extremist groups. Most importantly, they provide reliable family education system which would help in developing better psychological understanding of young Saudi Arabian people not to get involved or get attracted or associated with the extremists groups.

Also, the social media restriction could be one if those possibilities which can help in maintaining the young people of society not to get attracted with the radical groups and provide them with the understanding of ideal living within the communities.

Social media usage in KSA has increased so vastly that 30 million people are reported to be using social media by the beginning of 2018. Internet penetration having reached 91% in the country, social media has emerged from just a networking platform to a potent force for social change. Even the government is resorting to social media to initiate social change. According to 2018 reports, MrMrsnB2 is the most famous YouTube channel in Saudi Arabia. It has nearly 5 million followers in the form of subscribers. Similarly, posts on Facebook are attributed to 70% images, 18% video footage and the rest to shared links and personal status updates. Religious scholar Mohammad al Arefe is the most popular Saudi based Facebook user in the country closely followed by Education Channel Khawatir (Globalmediainsight.com, 2018).

1.1.1 Terrorism in Saudi Arabia

Terrorism in the context of Saudi Arabia has been a long standing problem that is affecting the lives of young people. According to Prince Faisal's views, there is a dangerous on going trend of terrorism where terrorists are making use of the opportunity of using the Internet and popular social media networks to brainwash vulnerable and susceptible people. According to the publications made on the ARABNEWS website, the most targeted population are those who are socially isolated, stricken by unemployment or poverty and lack sufficient education. Most of this population belong to the age group of 15 to 25 years. Thus, KSA is facing a critical terrorism issue that is spreading like wildfire throughout the length and breadth of the country(Arab News, 2018).



Figure 1: News sample of how Saudi Arabian government dealt with this issue.

Source: Arab News Website

The government has lately realised the gravity of the situation and in 2017, Prince Salman launched the Islamic Military Counter Terrorism Coalition (IMCTC) summit. The military commander Gen Sharif acknowledged that in the 21st century, terrorism is one of the biggest challenge of the Arab countries. The summit aimed at a pan Islamic coalition including 41 countries with coordinated and collaborative initiatives to tackle the problem in Saudi Arabia and other Arab countries (The National, 2018).

Saudi Arabia launches counter-terrorism summit

The inaugural meeting of the IMCTC Ministers of Defence Council has the theme "Allied Against Terrorism"



Figure 2: A news example of how Saudi Arabian government fighting the terrorism matter.

Source: www.thenational.ae

1.1.2 Sakina Program

Sakina, commonly referred to as Sakina program under the Ministry of Islamic Affairs in Saudi Arabia is was established to tackle terrorism impact through an edification and interactive communication. This program was started in 2003 as a measure against the then ongoing onset of the terrorism group al Qaeda in the Arabian Peninsula, the Sakina program campaign aims to regulate effectively social network networks and online forums in order to curb the problem of broadcasting of radical and terrorism content through popular media sites online.



In addition to this, the campaign also aims to disseminate adequate and non-radical concepts of religious beliefs and understandings pertaining to contemporary incidents and in the most extreme cases, identify and engage with potential radical and vulnerable individuals. The Sakina campaign for dialogue aims make publications, translated or untranslated research and news articles in the scope of religious radicalism and political violence. The campaign aims to challenge the existing extremism ideologies thereby reducing the chances of exploiting vulnerable population by representatives of extremist terrorism groups.

1.2 Research rationale

Terrorism is that menace in the society that takes the life of innocent people without thinking twice (Atran et al. 2017). In a time, when the youths should be thinking about building a career and be successful in their respective workplace they are more interested in easy money. Terrorism offers easy money for their family. On the other hand, terrorism is presented in such manner to the youths that they feel that they are serving their country by attacking other countries (Clubb 2016). This type of behaviour may be prevented if they get proper education from home and terrorism is not about religion, but a way of mass destruction. Social media has certain positive contributions to the society but on the other hand, it is this social media that influence the youth, so that they indulge in anti-social activities. As social media provides a platform for an open exchange of views and thoughts, tracking the people with similar thoughts has become much easier than before (Peters 2015).

The issues that exist presently are that fact that the youths are hooked up to the internet and especially the social media (Morozov 2017). They do not even think twice before they say anything or express their views on certain issues. It helps the anti-social organizations to track them and brainwashes them as per their need (Saltzman, Solomyak and Pat-Horenczyk 2017). Social media has become a platform for the Islamic terrorist groups to find their recruits for so that they can turn their plan into actions. They do not have to put much effort, as the youths are always ready for anything for their country (Bizina and Gray 2014).



1.3 Problem statement

The main problem that will be addressed in this research is the issues with the exposure and control. Too much exposure to the world has caused bad rather than causing any good. The youths should be updated with the happenings all around the world during a time of globalization. They should know the technologies and the inventions that have happened, however, it is this situation that is causing the problem. They are getting exposed but in a wrong way. The technologies that are being invented are used in a wrong way for mass destructions and the youths are getting influenced due to the anti-socials. The problem will be addressed in this research with an aim that problem might be controlled by the family and the restriction on the social media. However, whether the family will be helpful in making the youths understand and whether restrictions of social media will do any good deed is something to look forward to through the study.

1.4 Aims and objectives

Social media is having a huge impact on the younger generation both positively and negatively. This research aims to find out what 'ideal living' is and whether family education and restriction from social media will help serve the purpose.

Based on the aim of the research, the following objectives have been set for this paper:

- To consider the meaning of ideal living and whether it will help in a better life for young Saudi Arabian people who might be involved in extremist activities.
- To assess the role of family education provided by Sakina among young Saudi Arabian people either involved in extremist activities or not to support them to have an ideal living.
- To evaluate whether the restriction of social media will contribute towards ideal living among young Saudi Arabian people.



1.5 Research questions

The research paper will aim to answer the following research questions

- What is the meaning of ideal living and will it help in a better life for young Saudi Arabian people who might be involved in extremist activities?
- What is the role of family education among young Saudi Arabian people involved either in extremist activities or not to support them to have an ideal living?
- Will restriction of social media will contribute towards ideal living among young Saudi Arabian people?

2. Literature review

2.1 Introduction

The terrorist associations are influencing the youth of Saudi Arabia and modern lifestyle is considered to be one of the most important contributing factors. This literature review will be assessing the concept of ideal living, how family education can help in enhancing ideal living and discuss whether restriction from social media will help in promoting ideal living among the youths in Saudi Arabia.

2.2 Ideal living

The term 'ideal' might have multiple definitions. However, in the present research, it will be considered as a condition where the youths are inclined towards terrorism and manipulated and driven by extremist ideologies. Many youths who are residing in Saudi Arabia are always exposed to terrorism and extremisms. As stated by Sacarellos et al., (2016), some of the researchers have carried out studies regarding the inclination of the youths towards terrorism and extremism. They have found that self-control among the youth is the only reason that can push them towards terrorism or extremism. If the youths are able to control their behaviour and affinity towards such terrorist organizations, they will be able to stay away from it.

According to some authors, unemployment can be another factor that might affect ideal living in a negative manner. Bagchi and Paul (2018) have found that unemployment might not have a huge impact but domestic terrorism arises from unemployment amongst the youth. However, if any issue is giving rise to domestic terrorism then also it should be addressed as it might take bigger roles in the future.



The oil industry gives employment to a large part of the population of Saudi Arabia. However, there should be employed for the youth from other industries as well so that unemployment does not hamper the ideal living of the country.

Jelil et al., (2017) further supported the above issue through their article, 'What Drives Youth to Violent Extremism? Evidence from the Islamic State Group's Foreign Recruits'. according to their research, the wages that are paid to the youth, as well as unemployment, can give rise to wish to join terrorist groups just for this sole reason that they will be able to get a good amount of money. The foreign enrollment that takes places in the terrorist groups is due to certain types of education that they receive in their respective countries.

As per Rudner (2017), some of the jihadist movements and Al Qaeda have used the internet in a full-fledged manner so that they are able to influence the youth. A term has evolved in this context called 'electronic jihad'. 'Electronic jihad' is helping in the radicalization of Muslims in the western countries. They have given rise to online libraries where jihadist literature is easily available. Extremist groups and leaders are making use of the internet to turn their plan of recruiting fresh faces into action. Besides the fact that social media has a huge impact on promoting terrorism, 'electronic jihad' is still proving to be quite effective for this purpose.

2.3 Role of social media restriction to help enhance ideal living

Social media has become the part of life for not only youth but also adults. However, the number of youth spending time on social media is quite high. When on one hand, social media has evolved as effective real-time communication platforms in addition to multiple other benefits; on the other hand, they can also be harmful to the concept of ideal living.

Social media is the platform for many campaigns all around the world that are mainly directed towards the youth. However, with the help of social media, many other campaigns grow that might give rise anti-national issues. According to Varol et al., (2017), the anti-social organizations plan these kinds of campaigns so that they are able to target the youth and direct them towards the terrorist activities by spreading their ideologies and offering specific benefits. At times, some of the memes circulating on popular social media platforms like Facebook and Twitter that are generally made for the fun purpose, but have some deeper purposes to know the feedbacks of the youth.



The comments that the youth post helps the anti-social associations to identify youths in a vulnerable state of mind who could be easily manipulated and attracted towards taking an active part in anti-social extremism activities.

Hanzelka and Schmidt (2017) established that social media has also been used extensively by Germany and the Czech Republic to promote anti-Muslim movements. This was also an example of how the youths are exploited and attracted towards movements that might give rise to unrest. The most dangerous part is the fact that terrorists keep a check on this type of movement to make their religious attacks. They can attack those countries where youth are taking part in these types of movement. Thus, the use of social media and prompting any anti-religious movements to make things vulnerable and easy for the terrorist groups to trace.

Hate speech is another factor in social media that helps in knowing the mentality of the youths and the way they can be exploited and influenced (Ben-David and Matamoros-Fernandez 2016). Even though, hate speeches are not supported in social media, yet some of the parties deliberately publish hate speeches so that they can see comments of people regarding it or opposite to that. In this way, without even proper knowledge of youth, they get attracted to the terrorist groups or extremist groups which are based on terrorism and Jihadi ideologies.

According to Galily, Yarchi and Tamir (2015), terrorism is more like a theatre that is carried out to attract the viewers and the internet is widely used as publication platform. At times, the portrayal of terrorist or support for the same has been seen in some of the matches, which had given rise to media outrage. In addition to this, terrorist holding hostages and uploading videos over the internet is also a portrayal of what they can do. They try to show their love for the country with help of such visuals.

As social media is everywhere, it will be difficult to shut down the use of social media from the youths of Saudi Arabia. However, some restrictions should be there so that they get less exposure to such kinds of terrorist groups. Most importantly, educating the youths will be the best option to address the issue and preventing them from taking any drastic step against their country or any other country as such.



2.4 Role of family education on ideal living

Little research has been done to see the effect of family on ideal living. Spalek (2016) carried out a study and penned down the results in the article, 'Radicalisation, de-radicalisation and counter-radicalisation in relation to families: Key challenges for research, policy and practice'. It has been found that family can be considered as protection as well as a risk when it comes to the radicalization. Families can help the individuals to stay away from terrorist associations but involve family to make things better might put them at risk as along with the target set on the individual, the family also becomes a target and source of information.

Family plays an important role as far as stability is concerned. The individual gets a satisfaction as well as stability. To study the effect of family, a study was carried out on the expatriates who are sent to terrorism-endangered countries. Bader, Berg and Holtbrügge (2015) have found that they were prone to terrorist activities might not be hugely affected due to the presence of the family but it was certainly giving them stability so that they are not getting attracted to the terrorist-related activities. Hence, it can be said that family or family education plays a significant role in giving rise to ideal living.

3. Research Methodology

3.1 Research Approach

When a research is carried out, two types of research strategies can be helpful to get the result of research (Brinkmann 2014). They are:

- Inductive research approach
- Deductive research approach

In the present research, the deductive research approach has been used. The research work that has been already carried out before will be the source of data for this research. In addition to this, any theory that has been introduced by other authors have been used in this paper. According to the idea of Mackey and Gass (2015), as no new theory or idea has not been introduced in this paper, it has been found that deductive research approach is best suited for this research.



3.2 Research Design

Three types of research designs can be helpful for a researcher doing a research (Vaiioleti 2016). They are:

- Exploratory research design
- Explanatory research design
- Descriptive research design

Out of the above three, the descriptive research design is best suited for this study. This research is having proper aim, objectives and research questions. This research is carried out not just to gain more knowledge about an issue but also to find out the cause of the issue and reach a definite answer as to the way it can be stopped. In the present research, the focus is on family education and restriction on usage of social media to help in ideal living. as per the idea of Lewis (2015), as the research is wet to achieve certain objectives, descriptive research design is best suited in this context.

3.3 Research Strategy

The research is based on a deductive approach and qualitative data, hence, the best way to carry out the study is with the help of archival research and interviews (Vaiioleti 2016).

The researches that have been done before on topic related to the idea; living among youths in Saudi Arabia have been analysed. The results of previous research works have been compared to get the result of this research. Those results will help in understanding whether Saudi Arabia has made any progress as far as ideal living is concerned.

3.4 Research Sampling

To get the data, three sources have been zeroed on. 30 young Saudi Arabian people under the age of 47 years were chosen for questionnaire based survey to collect quantitative and qualitative data. Also, another set of respondents of 5 managers were sampled for interview and data collection. As far as the sampling is concerned, probability sampling has been used for the primary data collection. The individuals who were ready to give their feedback have been considered for the study (Brinkmann 2014).



3.4 Content analysis

This particular method takes into account sourcing of 30 private messages off the Twitter social account to understand the influence of social media with reference to ISIS and the younger generation. The messages are subjected to verification of the personal data of the individuals, their video and audio files. In this case, the researcher would be evaluating the messages which are presumed to be sent by the alleged ISIS personnel influencing the youngsters to indulge in the ISIS activities on the backdrop of Saudi Arabia. The implementation of content analysis while handling the facts and information would be integral to the study. The research method takes into account such thoughts on the ground that generally the younger people does not share their private messages for such scrutiny. However, the entire contents were imported to the N-vivo software and further analysed with case and nodes with phenomenological analysis for better in depth understanding.

4.8.3 Reliability

The reliability of the data in qualitative study lies on the consistency and coherency of data collection and with the help of effective data collection and ensuring the accurate data gathering throughout the process the collected data has been cross-checked and verified before putting it into the N-vivo software and making the final transcripts of the study.

For validity and reliability testing the Holsti formula test had been employed in this study in which at least 70% of agreement among the coders should be present during the pilot testing and accordingly data coding had been taken into consideration. Therefore, to ensure uniformity of the coding system the two system of coders have been used to achieve satisfactory intercoder reliability coefficient.

3.5 Conceptual Framework

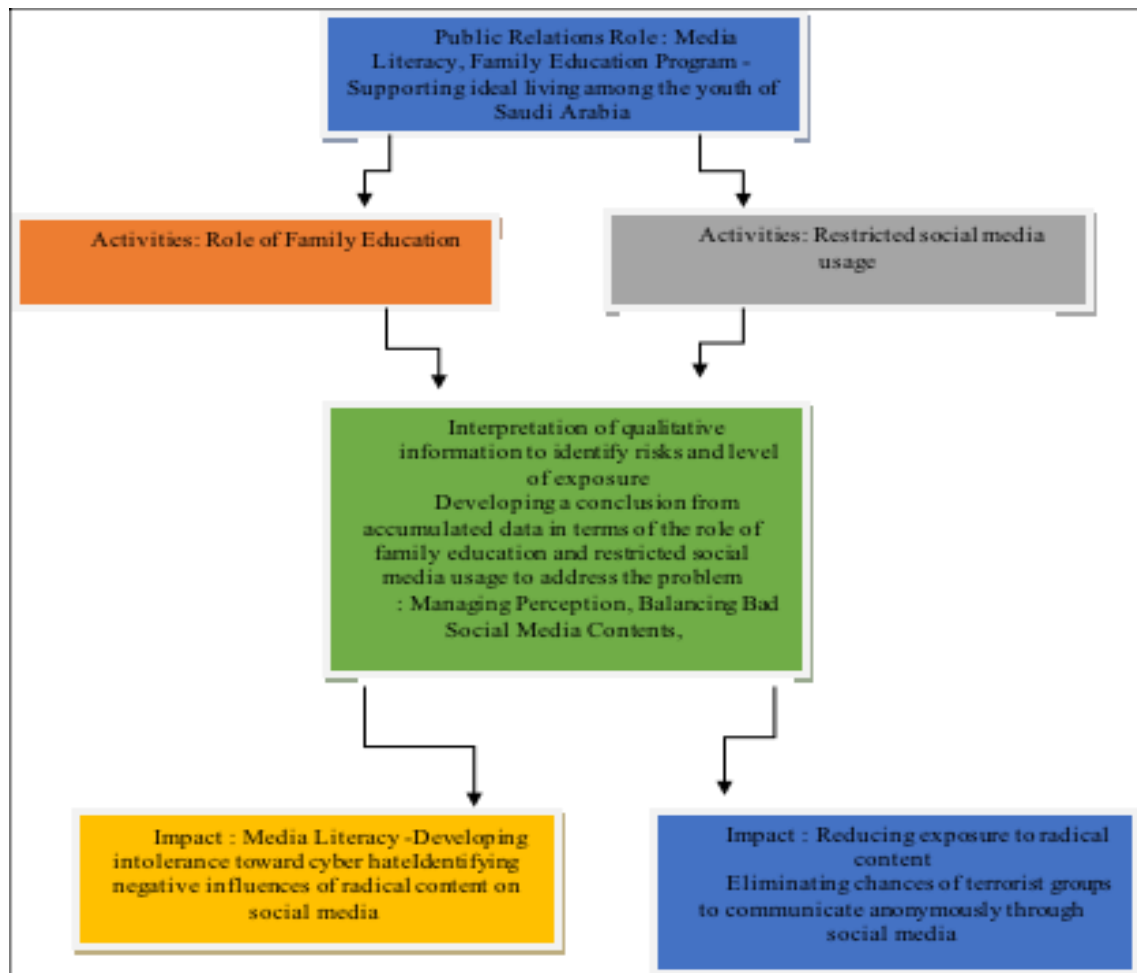


Figure 3: Conceptual framework design

4. Data Analysis

4.1 Introduction

After the collection of required data from the sample of respondents, a proper approach for analysis is extremely important to interpret the data and develop critical conclusions and findings from the interpretation. For this particular research, data was required to be collected in the context of finding the role of family education to support ideal living of young Saudi Arabian people and the impact of restricted social media usage to support ideal living. Primary data was collected for qualitative and quantitative analysis from the selected sample size of 30 young Saudi Arabian citizens below the age of 47 years and 5 managers of various NGOs operational in Saudi Arabia.



The respondents were interviewed using Likert type questions regarding their views and perception of the role of family education in supporting ideal living and if restricted social media usage indeed helped in reducing exposure to terrorism content on social media networks and in turn supporting ideal living.

4.2 Analysis of responses of 30 citizens

Table 1: Analysis of Responses

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Contribution of Family	50%	33.3%	10%	6.66%	0%
Living with family	33.3%	40%	0%	13.3%	13.3%
Living with family and ideal living	36.66%	33.3%	3.33%	10%	16.66%
Parental influence and resilience to violence	50%	33.3%	0%	16.6%	0%
Family role in education	50%	23.3%	10%	13.3%	3.33%
Parents' role in shaping cultural narratives	60%	26.66%	10%	3.33%	0%
Intolerance toward cyber hate	23.3%	33.3%	10%	6.66%	26.6%
Ideal living as an answer for extremist activity participants	73.3%	0%	0%	20%	6.66%
Social media usage and exposure to terrorism	53.3%	33.3%	10%	13.3%	0%
Restricted social media usage and ideal living	50%	33.3%	10%	6.66%	0%
Ability to identify negative influence of radicalism	16.66%	50%	10%	23.3%	10%
Restricted social media usage and reduced risk of exposure	66.6%	33.3%	0%	0%	0%
Restricted social media usage and lesser chance of communicating with radical groups	73.3%	0%	13.3%	13.3%	0%

The responses of the sampled population have been combined in the above table for a simpler overview and representation of the qualitative assessment of the responses. It is evident that most of the respondents find it certain that there is a critical role for family members to educate their children and even teenagers regarding the development of an intolerance toward radical content.



This can only be achieved through increased awareness and reducing the vulnerability of the victim teenager social media users. Sakina programs are playing a critical role in this aspect as to the development of awareness of the teenagers against extremism ideologies and identify the right from wrong and in turn reducing the risk of getting influenced and taking part in terrorist activities. In most variables of the role of family and parental influence as a measure to promote ideal living, more than 50% of the respondents agreed strongly establishing a strong influence of family in achieving ideal living. Similarly, more than 70% of the respondents also strongly agreed with the fact that restricted social media usage will inherently lead to lesser chances of exposure to terrorism contents on popular social media platforms.

4.3 Analysis of responses of 5 managers

4.3.1 FAMILY EDUCATION AND GUIDANCE

Most of the managers of the NGOs interviewed, either strongly recognised or agreed with the fact that there is a strong lack of adequate family education or guidance for the candidates coming in at their NGOs. As a result, they become vulnerable and lack decision making power while confronting radical content which creates the need for them to seek help to attain ideal living from the NGOs.

4.3.2 LIVING WITH PARENTS

All of the responding managers of the NGOs strongly identified that young people living with their parents are more likely to attain better ideal living eliminating their need to seek help from the NGOs. With proper family guidance, as the attitude of youngsters is developed in a healthy direction, attaining ideal living becomes easier influenced by proper parental guidance.

4.3.3 RESTRICTED SOCIAL MEDIA USAGE

All of the responding managers from the NGOs in Saudi Arabia identified strongly that a combined effect of restricted social media usage and adequate family support and background is important in developing resilience against terrorism activities. This is the first step to tackle the problem of getting influenced by terrorist ideologies and the same is undertaken by Sakina dialogue program to increase awareness against radicalism.



When asked regarding the perception of the managers in the context of the candidates catered at their NGOs on the basis of whether unrestricted social media usage had a role to play in adoption of terrorism ideologies, all the respondents positively agreed with the fact that unrestricted social media usage increases the risk of exposure to radical contents, makes them vulnerable and opens up opportunities for radical groups to communicate with the users directly and influence them to sympathize with radical causes and participate in activities.

4.3.4 PSYCHOLOGICAL ISSUES

When questioned regarding the effect of radical influences as a result of lack of adequate family education, the managers responded that increased number of candidates at the NGOs is facing some kind of psychological issues due to the lack of family support. With adequate family support, it is evident that the mental health, life goals and ambitions of the teenagers are developed in a healthy direction and they develop resilience toward radicalism.

4.4 Analysis of responses and discussion

Half of the respondents strongly agreed and 33.3% of the respondents agreed with the idea of family's contribution to the development of a healthy lifestyle. 40% of the respondents agreed that living with the family aided in better abilities to cope with psychological influences of terrorism groups. 36.33% and 33.33% of the respondents strongly agreed and agreed respectively with the fact that living with the family leads to ideal living conditions. 50% of the respondents strongly agreed with the fact that parental role is significant in the development of a strong resilience toward extremism ideologies. Half of the respondents agreed that family plays an important role in educating and developing the mental attitude of young people toward taking part in radical activities. A high number of respondents, 60%, strongly agreed with the idea that immediate parents play an important role to shape existing cultural narratives for young Saudi Arabian people. The data identified that parents and family education plays a significant role in the development of intolerance toward extremism contents. Respondents amounting to 33.3% agreed with this fact. A high number of respondents, 73.33% responded with strongly agree with the fact that ideal living will help young Saudi Arabians included in terrorism activities.



Half of the respondents agreed strongly that restrictions on social media usage will lead to ideal living for young Saudi Arabian people. Restricted social media usage will also lead to lesser chances of terrorism group representatives to communicate with the users of social media. A high number of respondents, 73.33%, strongly agreed with this fact while a major 66.6% of the respondents strongly agreed with the fact that restricted social media usage will lead to lesser exposure to terrorism and radical contents on social media.

The analysis of the responses of the managers of various NGOs in the research identified that 60% and 40% of the managers strongly agreed and agreed respectively with the fact that most of the candidates coming in at the NGOs lacked adequate family support and education. All the managers interviewed responded that young Saudi Arabians who were living with their parents had a better chance to attain ideal living conditions compared to those who don't. 80% of the managers interviewed agreed strongly with the fact that restricted social media usage and adequate parental support will help in developing resilience against radical contents and terrorism influences on social media. The managers also faced that increasing number of candidates at the NGOs were coming in due to lack of adequate family education and the increased terrorism influences was due to the unrestricted social media usage.

5. Conclusion and Recommendations

In a most overwhelming response, the data analysis revealed that most of the respondents agreed with the role of family education and restricted social media usage in attaining a between and ideal living conditions. The managers from various NGOs also believed strongly that the increasing psychological influences due to radical contents and communication in social media sites is responsible due to unrestricted social media usage patterns.

The research findings also suggest that in order to develop intolerance toward radical content and build resilience against taking part or being influenced by terrorism activities is largely depended up on factors like living with the family, or having a good family education or support.

Similarly, restricted usage of social media sites will reduce the chances of communication with terrorism representatives, reduce chances of exposure to radical contents and ultimately contribute to the ideal living of young Saudi Arabian people.



Sakina plays an important role as an anti-terror campaign in Saudi Arabia who have turned the lives of 3000 plus Saudi Arabians who were engaged in terrorism activities.

They have been backed by the Saudi Arabian government and plays an important role in providing an alternative to family education for those who lack adequate family support. The restriction on the usage of social media by young users who are at risk seems to be a very viable and needful action as the findings suggest that all of the respondents agreed with the fact the activities of terrorist organisations in social media is high. This calls for necessary guidance to filter out sensitive and violent contents which may reflect terrorist propaganda on social media from the part of the family of the young users and restrictions on the usage of social media, for example, constraints put on free communication with unknown people on popular social media sites needs to be curbed in order to reduce the exposure of the users to extremist contents and communication with radical ISIS representatives.



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