

USES SOCIAL NETWORKS PAVED THE WAY FOR SCIENTIFIC EMERGENCE TECHNO-SOCIOLOGY AND TECHNO-PSYCHOLOGY

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Abstract - This research paper aims to shed the light on the effects of technology in formulating new concepts such as techno-sociology and techno-psychology. The purpose is to push researchers in disciplines such as sociology and psychology to search for the impact of social networks on the social sphere, as these networks have become part of the real social sphere and are no longer a virtual or digital sphere, but rather a living and realistic sphere that depends on technology that has become an infrastructure for this Communication is an essential component of all aspects of life and its daily requirements. Social networks have become part of the social and personal sphere, which is expressed in terms of techno-sociology and techno-psychological. This research paper relies on secondary sources in answering the main question, which is how the social and psychological formation of the new human being can be, and more precisely how the Internet, specifically social media, contributes to working on the formation of a different social and psychological personality associated with achieving the goals of the paper.

Keywords: social networks; techno-sociology; techno-psychological; technology; and social sphere.

INTRODUCTION

The widening and deepening of the use of the Internet and social networks paved the way for the emergence of what can be termed techno-sociology and techno-psychology. The impact of technology on human social relations has been studied, as happened previously, by studying many disciplines and topics that dealt with the psychology of professions including, for example, the psychology of the teacher, the psychology of the trader, and others that looked at the impact of professions on the personality and behavior of its owner (Yildirim, 2023). The aforementioned studies have focused on the impact of occupations on the social and psychological formation of the owner of the profession for the purpose of studying the characteristics that can be collected to know the effects of occupations on their practitioners. This research paper is considered an introduction that can contribute to the development of a new concept for the emergence of a new concepts for the emergence of new sciences related to the formulation and inaugurations of a new social structure, social relations and psychology of individuals that originate or are motivated by Internet and social media.

These days, the Internet and social networks are dealt with as a means to connect people together. It is expected that with technological progress, machines will gradually replace humans, and then the machine will become the other party that constitutes the productive relations. Part of it is industrial-intelligent and the other is human, which means that the network of production relations is of a "technological-social" nature, and this means that it is possible for the smart machine to have a role in building social relations and the psychological formation of man.

It is expected that smart technology will contribute to playing a substituting role and dispensing with purely human relations, whereby man becomes addressing the smart machine, which is "enabled", that is, of a technological nature in social interaction, and the machine becomes the "party" that man deals with in communication and speech in all fields: in Studying, discussing, responding to inquiries, seeking advice and entertainment, and even for the purposes of deep and deeper communication related to feelings of sex, love, and others. Here, the question arises, in light of such development and the establishment of smart technology, how can the social and psychological composition of the new person be, and more precisely, how does the Internet, and specifically social media, contribute to the formation of a different social and psychological personality ?



By relying on secondary sources, this paper tries to answer the question humbly and shed light on the topic for research fields and researchers in order to motivate them to carry out deep studies on the concepts of techno-social and techno-psychological as a starting point for understanding the new social formation that arose due to technology and practical applications that can be reflected in these two new works, if correct. expression.

This paper presents the research problem, its presentation, and its aim, to move to show what the social formation and the new social sphere resulting from technology and social networks are, and then it explains what the electronic social interaction is, the change of societal habits, and the new social structure that is caused by technology, and it shows what privacy is and how it works in light of the new reality. It discusses the language and the new social structure, and finally presents an in-depth discussion and an introduction to the concepts of techno-social and techno-psychological, followed by a conclusion.

1. Research problem

Communication through technology, including social media, has become an essential element in daily practical and scientific dealings at various levels and fields. It can be said that communication and interaction through social networks has become the basis and daily basis for the communication process that takes place at the local, national, regional, and global geographical level. Here, the following question arises considering such development and the emergence of smart technology: How can the social and psychological formation of the new man be?

2. The purpose and objective

The purpose is to shed light on a phenomenon that requires attention by decision and policy makers in various institutions, as this paper seeks to try to anticipate the future by knowing the possibility of the emergence of new sciences, which can be known as the sciences of techno-social and techno-psychology. The main question in this research paper lies : How can the social and psychological formation of the new man be? Or more precisely: How does the Internet, and specifically social networks, contribute to the formation of a social and psychological personality that is different from the human being in the absence of social networks.

3. Meaning of social formation

Some believe that social formation is the result of the productive interactions that take place between humans, as these productive interactions are expressed in a network cover of social relations that bring them together benefits and interests in the broad sense of the word (Charles , 2013). Perhaps the joint work in one institution is sufficient to contribute to entering into human relations between the workers, as is the case with entering into social relations between the two parties to the commercial process of the seller and the buyer and entering into a social relationship to cover the cooperative relationship between the workers and their colleagues or the farmers and their neighbors. In the midst of the interaction associated with the production processes, these social human relations are formed, which can be described in a way that covers the essence of the productive relations (Houston, 2023).

The social formation is expressed by the nature of the relationship between the components of human society and the accompanying values and habits that change according to the reality of the social structure. And if some believe that social formation is the result of social interactions that take place between humans, then social relations are defined as mutual social interaction between two or more people that can be of a short or long - term nature (Center for Multidisciplinary Research and Studies 2023). This social interaction is for multiple purposes according to its origin between the man, his wife, brother, sister, worker, colleague, employee, manager, seller, buyer, driver, policeman, and other social domains and spheres. So, the social formation is related to the scope of communication and sphere. The scope of contact between the policeman and the driver contributes to entering into a temporary social relationship centered on, for example, deleting a violation or getting rid of a situation, while this relationship between the policeman and the driver can grow to be based on



mutual benefit. The same thing can be said about the social relations between the student and the teacher. The key in the social formation of human relations is the mutual benefits and interests. The social relationship, to grow, develop and take root, has no hand in the continuity of mutual benefits. By understanding the mutual benefits and their continuity, this paves the way for the new social sphere that the World Wide Web and social media have contributed to creating and developing.

4. The new social sphere

Sociologist Sherry Turkle believes that social communication technology tears social bonds between people, as people no longer feel lonely or bored to spend their time in their home or office or to be alone in geographical sphere. Tawakkol wonders if humans have lost one of their most key features, which is social interaction? (Turkle in Fisketti, 2016). The thing that Tawakkul did not notice is that man no longer feels lonely or bored because he has found a "new reality" represented in the sphere that was called by default (the World Wide Web) and has now become a real sphere that requires the interaction of its elements with the infrastructure represented in the World Wide Web. This structure is just like the need to be in a specific geographical location, which requires riding a car or walking to reach the geographical location to meet others to interact with them.

The need for social interaction between the components of human beings has multiple motives and causes, all of which stem from the objective and subjective needs of this interaction, whether direct face-to-face communication or using technology channels and components in this research paper is social networks. Different appearance and shapes. This need is represented by the mutual benefits between the two parties to the communication, so if there are no benefits emanating from the communication process, then it does not last (Jespersen et. Al., 2022), completely from the gains that individuals reap through direct communication. Therefore, here new concepts of technology appear, formulated from the techno-social sphere, which have become an indispensable reality.

5. Electronic social interaction

If social interaction is manifested by direct communication between individuals face to face, then modern social interaction has been manifested by means of social communication. This can be inferred based on the results of the average time spent on the Internet among young people, for example, as it reaches (four hours) daily. These four hours, as an average, are largely used for self-expression, opinions, and participation in social, entertainment, and other topics. I have become social networks An opportunity for such expression and participation, which means, in what it means, to play and contribute to these aspirations by providing smart technology that is able to fulfill serious social aspirations, which in turn is greatly reflected in increasing the period that young people and others spend on social media (Saudi et. al., 2022).

Sociologist Sherry Turkle stated that social networking technology ruptures the social ties between people, as a person no longer feels lonely or bored in spending his time in his home or office or being alone in geographical sphere (Turkle in Fisketti, 2016), this saying confirms the importance of networks Social communication in communication between people, and secondly, it confirms that social communication takes place through these networks, depending on the World Wide Web.

Communication and social interaction, which is the basis of social relations, is no longer limited to face-to-face interaction or being in the same geographical location, because communication, as it was found out, needs an infrastructure to conduct it and then develop it according to the benefits that are reaped as a result of social interaction. This social interaction, which has become permanent and visible in business and entertainment, requires a stop at the concept of technology as a modern concept that takes into account the developments of technology for social media, which puts the two parties to communication in a similar environment and place that is almost the same, meaning that one of the characteristics of face-to-face direct communication is being in the same place and a feature Touch and gesture expressions seem to be present in communication through digital social networking technology.



6. New customs and social structure

It is noted that social media has brought about a fundamental change in some of the customs and traditions in societies, and this is expressed by the public of each of the groups, especially by young people who have seen this change in their local communities. The new behavior and behavior, to a degree that differs from the prevailing customs, has become acceptable in the local communities. Perhaps the following examples illustrate the changes that occurred. It is no longer outrageous, for example, for a woman to go out wearing a colored abaya that is not black in Gulf societies, or to go out with an incomplete head cover that shows a lock of hair. This would not have happened without social networks that presented the changes as if they were acceptable in Gulf societies, and these networks raised issues related to women's freedom and lack of strictness with requirements that are not of significant importance and constitute a burden on Khaleeji women in some of the local societies. Just as social networks worked to raise the issue of driving a car in the Kingdom of Saudi Arabia, from the prohibition and raising the issue to discuss freedoms to the new legislation that allowed Saudi women the freedom to drive cars, and then it was blessed by social networks (El-Sayed et. al., 2023). Social networks have contributed to presenting life, economic, cultural and social issues at the local, national and regional levels of countries, and they are no longer taboo, which has made several impacts on the social and psychological levels.

7. Privacy

Some people argue that social networking sites have ended privacy (Al-Ittihad Newspaper, 2023), while it can be said that ending privacy was entirely and mostly a subjective choice. Whoever puts his social and professional news on social networks requests that this news spread among users and allows them to comment, follow and other possible activities on social media. On the other hand, others may violate the privacy benefits of users; And that is by knowing the sites visited, the other users with whom they spoke, the required purchases and services, financial data and other privacy that hackers or hackers of electronic accounts usually access (Al-Wali, 2022). On the other hand, the electronic use of social networks allows some or many to hide behind an electronic screen and express themselves from within without social embarrassment (Hassan, 2013). social and legal. Perhaps the aspiration to privacy in dealing with self-technology, in the sense of the possibility of non-disclosure of the true identity of its social components, provides an opportunity for a new framework and role that social media can play by creating a new social and psychological component and identity for the human being, that is, the new identity that was formed through the means of communication. Social using technology can be an expression of some aspects of the human self. Also, the expected technological progress of social media means that there will be interaction between man and smart machine, which interacts as if it were a human being with many manifestations of human behavior. At that time, it seems that the interaction moved between a human being from flesh and blood to an interaction between two parties, the first a smart machine and the second a human being. Here, sciences such as social technology and techno-psychology are in their advanced stages and require more in-depth studies.

Accordingly, in the early stages of framing the sciences of techno-sociology and technology, it is expressed as a motive for human interaction through electronic means and spheres, as it was previously in walking, playing and strolling among people. Imagination, in the sense that social media is moving from to more advanced stages. The smart machine has a significant role in the productive and social structure and the communication process between the human and intelligent parties.

8. Language and new social structure

Language is considered one of the most important elements that contribute to individuals entering into social relations with each other, and then consolidating these relationships and working on building the social fabric, so the social fabric cannot be built without this language (Al-Khidr, 2022). And the issue of language may be correct in the case of aspiration to preserve oneself and the sub-environment by focusing on the language of the local community or communities concerned, and thus



the preservation of the previous social pattern and structure with the possibility of change and the emergence of social relations and the new social structure of a gradual nature. With the development of technology, smart devices become able to contribute to instantaneous direct communication between human components in the world without the need to know the original language, so the Chinese and Arabs can speak without knowing each other's language because of the smart machines. At that time, the various components of the single language of humanity become not of importance. Rather, the prevailing language is the language that intelligent late works to formulate, in the sense that the language that prevailed here is that resulting from technology, which in turn contributes to the social and psychological formulation of the new man, and the concepts of techno-social and techno-psychological become components of the framework new social structure.

9. Prelude to techno-social and techno-psychological

The sociology of technology is defined as the study of interactions between technological developments and human societies . Where the mutual influence between both technology and societies, and thus one of the main debates lies in whether societies drive technological progress or new technologies reshape societies (Daw, 2022), or it is both. The study of certain aspects of history is closely linked to the sociology of technology, where inventions such as the wheel revolutionized transportation, and the invention of the printing press revolutionized information, making learning to read an achievable goal for more strata of society . The tools of technology, like the tools of production, work to reproduce and shape societies, and the supreme word remains for those who have power and influence and those who possess the tools of advanced technology matter just like owning other means of production throughout the different ages.

Interest in the impact of technology extends from being one of the titles of production tools to building relationships and social interactions. The reality of the situation indicates an extensive use of social media emanating from the technology infrastructure represented by the Internet and the various programs that manage and operate social media. That social media It is no longer only a means but has contributed to the transfer of virtual sphere (cybersphere) to a realistic sphere that has become part of the daily life of all human beings. Almost no individual or house is devoid of social media, which in turn created social interaction through communication, and this communication has become a reality and part of the social life of individuals and groups (Subul, 2023). The Internet has entered and deepened all aspects of life. There is no education without technology, no health, no driving, no banking, service work, and so on. The World Wide Web has penetrated all aspects, including social life, and has excelled in its social form over the traditional one. What the research paper proposes is that the World Wide Web is not virtual anymore, but rather that electronic communication is an active communication that works to inaugurate a new structure of social relations, the essence of which is voluntariness and desire. Cybersphere can no longer be described as virtual sphere. Rather, it is a sphere of cohesion with reality and has become a realistic sphere, even if its operation requirement is the World Wide Web, as its infrastructure just like the requirement for two people to be together in one geographical location.

What distinguishes this social-electronic communication and is considered a strength for it is that it is first voluntary and voluntary, resulting from the desire to communicate with the other, whether the other is known or unknown. This communication is the engine for building social relationships. This communication results in the emergence of many concepts, including techno-social, techno-psychological, techno-society, technopolitical, and other such terms and concepts. What distinguishes this social-electronic communication is the strength of the fact that this communication is voluntary and voluntary rather than forced or natural. Social communication has become more directed towards the desire and choice of the individual than due to the lived geographical reality (Halawa, 2013). Neither geographical location nor family or tribe affiliation is the only driver of social communication.

Halawa (2013), also believes that social media, which can be called the new social sphere that is in line with and accompanies the locomotives of globalization, including political, economic, cultural, artistic, religious, linguistic, and others. The benefits of the electronic communication process



prompted the fulfillment of many needs and desires that exist in the individual, and part of it is related to passion and knowledge, and some of it is related to entertainment, and another is related to its importance to maintaining privacy or the belief that there is a preservation of privacy, privacy from embarrassment. However, most sociology of technology research focuses on more recent technologies. For example, the invention of the atomic bomb in the twentieth century changed the face of modern warfare, and thus of international relations and community policy. On a more concrete level, the widespread popularity of mobile phones in both developed and developing countries has changed the way people interact with each other, allowing them to communicate over vast distances at a much cheaper rate than ever before (Subul, 2023).

What can be argued is about Kun Communication may arise out of need or not; In my opinion, this is not an area for controversy, as human needs expand and increase, and what was not known as need has become classified under the item of needs, not desires. The social interaction between humans results from the needs that are the engine, those needs that become incentives for advancement and continuity. What is important for this paper is to talk about the concept of techno-social as a social reality and not as a hypothetical medium. The sociology of technology has found practical application as a result of this principle. Companies that produce technological devices may hire social scientists to investigate how their products are used, and social scientists may advise companies on how their products should adapt to the technological needs of their target market.

What we can go for is related to the possibility of societies becoming smaller with technological progress. On the one hand, technological means dissolve political and geographical borders in favor of a globalized or loose society, so to speak (Halawa, 2013 ; Fixti , 201), and on the other hand, this looseness in the techno-social sphere is reformulated through fragmentation and the emergence of small groupings with an overlap between individual aspirations and the objective needs and conditions of local and large communities. It is the reproduction of human-economic relations. The current trend of humanity on the surface of the globe is towards fragmentation and not unification. This is in the actual politics as well as the social relations that have arisen in the light of technology, which can be expressed in the iron world or globalization. Without entering and delving into old-modern concepts related to globalization, the new social reality may refer to a broad and growing social structure that seems to be under a centralized structure for those who control industries, technology and the World Wide Web, but not under a centralized structure in the exact sense of the word, but rather centralization and diverse teams with capabilities. And desires and aspirations swimming in the new social sphere and the new social structure, and players to varying degrees, each according to his ability, capabilities, and interests.

CONCLUSION

This paper presents a presentation of how the concepts of techno-social and techno-psychology have arisen, based on the fact that technology has contributed to the creation of a new social sphere that has moved from the virtual to the real. The geographical structure has become part of the requirements of the realistic social structure of relationships and social communication.

Thus, the introduction of what is known as the science of techno-social, which examines the social relations that have arisen between people in the light of the development of their relationships and friendships through communication based on topics of common interest related to needs, desires and aspirations without geographical borders having a significant impact, while language will not constitute a major obstacle with the technological development to expand spheres Social.

In conclusion, the sphere resulting from technology can no longer be described as virtual sphere, but rather it is a sphere of cohesion with reality and has become a realistic sphere, even if the requirement for its operation is the World Wide Web, as its infrastructure just like the requirement for two people to be together in one geographical location. And there is no argument after today that communication through technology has resulted from mutual needs; This is not an area for controversy, as human needs expand and increase. Social interaction between individuals results

from the needs that are the engine, those needs that are considered among the elements and incentives for advancement and continuity.

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