

The Role of Facebook Users' Comments in Shaping the Public's Attitudes Towards Political Issues): A Survey Study on A Sample of The Baghdad Public

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Abstract

Facebook is a social networking site, It is one of the latest and most famous communications technology products, and although this site was established primarily for social communication between individuals, its use extended to include political, social, and cultural activity through the exchange of information through various media, and it has become one of the sites The task that plays an important role in acquiring correct habits and behaviors and an important tool of political, social and cultural awareness, for this reason, came our tagged research (the role of Facebook 'users' comments in shaping public attitudes towards political issues) - a survey study on a sample of the Baghdad public- Which took place in three sections, the first: the methodological framework, which included the research problem, its objectives, its importance, the research community, the research methodology, and its sample. He also touched on the statement of its pros and cons, including its use by terrorist groups and organized crime networks and sometimes its threat to societal security. As for the third and final topic: it focused on the statement of calculating the recurrences of the categories included in the research questionnaire, which were in two main axes, namely, the first: characteristics of the respondents(demographic elements. The second axis: the audience's questions regarding follow-up comments on Facebook and a statement of the most prominent results reached by the researchers through the total answers obtained from the respondents.

This study centred on a statement of the conclusions made by the researchers based on the results of the research questionnaire, which was disseminated online, and concluded with suggestions.

Keywords: Facebook, Public opinion trends, Political issues)

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Introduction

The application of Facebook provided the opportunity for all segments of society, at all levels, genders, and tendencies, to convey and express their ideas and satisfy their needs, desires, and cognitive motives. It also opened a wide field for individuals to see and become familiar with the developments of the various issues raised and even gave them the full opportunity to put forward any issue or idea they wish to form a public opinion toward.. Therefore Facebook works to display different opinions about an issue and deliver information related to it to the public groups interested in it. **(1) (Ben Amhani Murad, 2019, p. 5)**. For this reason, our research came tagged (the role of Facebook 'users' comments in shaping the 'public's attitudes towards political issues) - a survey study on a sample of the Baghdad public-, which took place in three sections, the first: the methodological framework, which included the research problem, its objectives, its importance and the research community The research method and its sample. As for the second topic (the theoretical aspect) included presenting a concept of the social networking site (Facebook) and an overview of its modern applications. It also touched upon its pros and cons, including its use by terrorist groups and organized crime networks, and its sometimes threat to societal security. The third and final topic: it focused on calculating the frequency of the categories included in the research questionnaire, which were in two main axes, namely, the first: the characteristics of the respondents (demographic elements), and the second axis: the 'audience's questions regarding the follow-up to comments on Facebook and a statement of the most prominent results that reached The researchers came to it through the total answers obtained from the respondents.

This research was mostly about making a statement of the conclusions that researchers came to based on the results of the research questionnaire, which was sent out electronically. At the end of the research, recommendations were made.

The Methodological Framework (Research Methodology)

Problem of the study: - Our research problem can be summarized in the following main question;

(What is the role of Facebook user comments in shaping public attitudes toward political issues) ?

From this main question, many sub-questions derive as follows:

- A- What is the impact of Facebook comments on shaping audience trends?.
- B- Which age groups were affected by the opinions expressed in the Facebook comments?.
- C- What are the most prominent political issues affected by the respondents through their follow-up to the comments received ?
- D- How do the subjects of the questionnaire deal with opinions and comments that contradict their attitudes?.
- E- Were the comments on Facebook able to change the respondents' attitudes, and how?.

Aims of the Study: - The Aims of the study are summarized in the following points:

- A- Identifying the percentage of Facebook's influence in shaping audience trends.

- B- A statement of the age groups affected by the opinions expressed in the Facebook comments.
- C- Identifying the most prominent political issues affected by the respondents by following up on the comments received on them.
- D- A statement of how the subjects of the questionnaire deal with opinions and comments that contradict their attitudes.
- E- Determining the negative and positive trends that the comments on Facebook were able to instill in the respondents' tendencies.

Significance of the Study: - The Significance of our study lies in the following:

- 1- The scientific aspect: The importance of this study lies in the fact that it will contribute to expanding the horizon of media research to include modern technical elements, which have brought about an important and noticeable change in the process of communication and social interaction. Pointing out some of the negative and positive aspects of this phenomenon contributes to predicting its future effects and its impact on changing public attitudes.
- 2- The importance of study for society: to identify the role of Facebook-the comments contained in political publications in particular - in changing the public's attitudes towards political issues and to know the extent to which Facebook meets the needs, desires and interests of the public and its role in political education and awareness.
- 3- Providing libraries: Researchers believe that the importance of this research lies in the 'libraries' lack of such academic studies and the novelty of the research topic.

Community And Its Sample of The Study

It is clear from the title of the research that the research community is the Iraqi public, but usually in social research, including communication research, the research community is limited, which is necessary in order to justify limiting it to the sample instead of applying the research to the whole origin, and this is when a community The research is large, as is the case in the sample of this research, and the possibility of applying it to each individual from the original community requires money, time and great effort; In addition to knowing the extent of the generalizability of the research results, the generalization of the results requires knowledge of the general framework of the research community, which does not exceed the generalization of the results to it. In a random sampling method, by distributing the questionnaire to the researchers' friends on their personal pages in the Facebook application and asked by their co-workers to obtain results that contribute to providing the search with results according to what was specified in the objectives.

Terminologies of the Study: - The researchers employed the descriptive survey method, which is defined as a set of research procedures that are integrated to describe a phenomenon or topic based on the collection, classification, processing, and analysis of facts and data in a sufficient and accurate analysis; to extract its significance and reach conclusions or generalisations about the phenomenon or topic under study. Research (2) (Al-Zwaini, Ibtisam Sahib, 2018, p. 15), and the research tool was (the questionnaire) as one of the tools of the survey method and as a tool for data collection. It helps us in obtaining statistics that depict the current reality and guides us in developing future plans (3) (Mahjoub, Wajeih, 1998, p. 211). On this basis, the researchers distributed a questionnaire that included the characteristics of the respondents (demographic elements) and the 'audience's questions regarding follow-up comments. The researchers also adopted the electronic sample survey by surveying a sample of Facebook users.

Domains of the Study

A-The Time Domain: It took one month for fieldwork to reach the results, specifically from 15/3/2020 to 15/4/2022), which was the period within which the form was designed, presented to experts and distributed electronically.

B-The Human Domain: A sample of (400) Facebook users was searched.

Seventh: The Tools of the Study: - the researcher adopted the following tools:

- 1- Documents: We mean books, periodicals, and the Internet.
- 2- Questionnaire: Researchers relied on the indicators of the theoretical framework in designing the questionnaire to align with the research's align with the research's problem and objectives. The questionnaire was presented to arbitrators (4) to indicate its validity, as modifications were made to it according to their observations.
- 3- (GOOGLE DRIVE): The adoption of the results related to the tables of the questionnaire on.

Facebook and its role in shaping Political Public opinion

1) Concept of Facebook

Facebook is defined as a social networking site that can be accessed on the Web through the link (Facebook.com), and the network allows its users to meet, communicate, share information, and exchange experiences through interactive technical tools. The term Facebook also refers to a paper notebook that carries pictures and information of individuals in a particular university or group (5) (Al-Dahdouh, Alaa Ahmed, 2012, p34). Such as companies) to highlight himself and enhance his position through the 'site's tools to communicate with other people within the scope of that site or by communicating with other communication sites, and establishing communication links with others (6) (Ibrahim, Ali Hijazi, 2017, p 73).

As for the Facebook notes comments: it is a feature related to blogging, we allow the addition of tags and images that can be included, and it enables users to fetch blogs from other sites that provide blogging services (7) (Ibrahim, Ali Hegazy, 2017, pp. 74-76), comments; Available between friends and in groups and pages joined to it. It also depends on the permissions granted, the user can write a comment in the comments area, and you can press the comment button to add a comment. In the same space you can add a website link or an image. The other most important mechanisms for communication on Facebook, they are (8) (Bouqloul, Safaa, and Bouhamla, Maryam, 2016, pp. 42-43):

- 1- tags: The tag feature is available in photos, videos, and notes so that you can draw the attention of your friends by tagging them in your photo or in the video clip uploaded via Facebook, and thus you will send alerts to them for any new update in the image.
- 2- Like: The like feature is also available in the same mechanism as the comments between friends, groups, and joined pages. This also depends on the powers granted where the user can like any text, photo, or video of your friends.
- 3- The pokes: The wink feature allows sending a virtual poke to draw attention to each other, an advertisement that informs the user that a friend is welcoming him.

It must be emphasized that Facebook has disadvantages. This depends on the wisdom and awareness of the user. Either he is the bearer of all good or the bringer of all evil. And you may find some people hesitating between good and evil. Based on this, the most

prominent equivalents of Facebook can be identified as follows (9) **Hassan Ahmed Kamhiyah, 2017, pp. 15-16:**

- 1- Facebook can be a field of research that can benefit from its technologies and the huge number of people coming to it in understanding 'people's behaviors, nature, ideas, religious, political, intellectual, and cultural tendencies, It can also be used to get to know others. Therefore, some intelligence and security services may use it to monitor those they suspect. Others use it to promote rumors, create confusion and chaos, call for gatherings, leak people's reactions to some proposals or things to be inquired about, and so on.
- 2- Facebook may be a reason for provoking problems and strife through endless arguments; It makes even those with weak personalities dare to enter into an argument, as long as there is a barrier between those who argue.
- 3- Facebook may cause depression, especially in women; Several studies have been published on this topic, when comparing the personal photos of users (and female users) with their colleagues, friends, companions and relatives and noting the difference in age or socio-economic level; This comparison stirs up some things in the soul.
- 4- Facebook leads to addiction; Internet addiction is older than Facebook addiction; Scientists and researchers have talked about this in many studies, but the addiction to Facebook may be more severe, as some people find that they keep over-following the publications and publications of others on Facebook, and this causes them many problems such as anxiety and neglect of professional and career activity. Sleep disturbance and other things.

2) ***The effect of using Facebook on the Audience***

The new media includes many problems, which, if they existed before, but these means clearly stimulated their emergence and increased their bottlenecks and crises. These problems are multiple, but this research paper will focus on some of them, such as identity, national and information security, and political culture. The effects of communication sites vary. The social impact on the national security of most Arab countries and these effects can be highlighted as follows (10) **(Ahmed, Asmaa Assem, 2020).**

- 1- Use of terrorist groups: - This aspect is considered the most prominent and most dangerous threat to national security, as the new generation of terrorist organizations relies on social media for recruitment, communication between the leaders of these organizations, and between them and their elements, at a rate estimated by some specialists as 90% of the means of communication used, especially in light of the spread. The broad geography of these organizations and the distribution of individuals targeted for recruitment across the world.
- 2- The spread of new forms of criminal offenses: - New forms of crimes related to social media in general and Facebook, in particular, have emerged, including electronic extortion, threats, defamation of others, and financial piracy, due to the abandonment of some social media users from the necessary caution and ease of obtaining their personal data. These crimes are imposed by victims that play a role in facilitating them. It creates challenges for the concerned security services and increases the community's fears and feelings of lack of security and safety, as the victims communicate with the perpetrators on Facebook in the first place.
- 3- Threatening Social Security:- Through social media, it is possible to spread cultures, trends and ideas that are inconsistent with the values of society, and may be totally opposed to them, especially for young people and young people who may not have

sufficient immunity against being affected by these ideas, which may result in their alienation from society and the distances between them and it to the degree that may reach the point of hostility or estrangement, by virtue of the ability of social networking sites to establish an alternative virtual world, and the possibility of sowing discord among the components of society is inseparable from the above.

- 4- Legislation and Intellectual Difference:- Many countries find themselves in a predicament caused by social networking sites, as the nature of these sites makes many of their pioneers and users indifferent to the consequences of their activity in them or its effects, which can be enormous, and the efforts, costs and human energies required to contain these effects.

3) *Concept of Public Opinion Trends*

It is not possible to arrive at a definitive definition of the trends of public opinion; some see it as the determination to express an opinion expressing the direction felt by the group members belonging to a specific group. There are those who are enthusiastic about public opinion trends and find nothing but the truth and nothing else. There are those who see that it is a mental viewpoint on an issue according to certain information available at a specific time, and the trends of public opinion according to other scholars are nothing but a mirror that reflects the majority of the 'group's views quantitatively and qualitatively regarding a common issue, as he (Bismarck) defined it; It is the roaring voices in their precious power over other special sounds in the readable media, as defined by (Radka) as the method of expressing, by words or movements, the feelings of the individual on a specific subject. (11) (Abdul Razzaq, Raafat Muhannad, 2013, p. 1-4). The American researcher (Dub) defines in his book *Public Opinion and Propaganda Attitudes*; as the tendencies of people towards a particular issue when they are members of the same social group, and the total may reach the formation of a public opinion through discussion, meaning that the public opinion with him is the product of individual opinions being multiplied by each other, and it is an opinion that is the product of individual opinions being multiplied by each other. The organisation thinks (as stated by Gunge) that public opinion patterns determine the conclusion it reaches after significant deliberation (Jolt). According to the researcher (Harold Chillers), (12), it is a special knowledge of the core public interests generated by the group, and the aggregate of individual opinions is the public opinion (Murad, Ben Amhani, 2019, pp. 39-41). James Price says in his book (*Modern Democracies*); Public opinion trends is a term used to express the total opinions that people owe about issues that affect their public and private interests.

So that they can be called to this expression—whether they support the idea or oppose it, and so that their numerical ratio is sufficient to make an impact, directly or indirectly, and this was confirmed by Albright in his book *Modern Public Opinion*: " (i.e., public opinion—an expression of a specific topic that is the subject of discussion by a group_(13) (Hammoud, Hammoud Abdel Halim 2008, p. 10).

Data Analysis

First: Results: The researchers submitted (32) questions to reach the desired result, and they got a number of answers, some of which were consistent with others. These answers are as follows:

A- Demographic Facts (respondent characteristics)

- 1- **Gender category:** The results in Table 1 showed that most of the answers were for the male category, as it came in the first place with the number of recurrences (266)

- and at a rate of (66.5%). In comparison, the category (female) came in the second place with the number of recurrences (134) and with a percentage of (33.5%).
- 2- **Age Category:** It was shown from Table 2 that the sample members whose ages range in the category (19-28), the largest share of the sample size, it ranked first with the number of recurrences (192) and at a rate of (48%), followed by the category (29-38).) came in the second place with the number of recurrences (108) and at a rate of (27%). The category (39-48) came in the third place with the number of recurrences (78) and it constituted a percentage of (19.5%). Finally the category (49 and above) came in the fourth place with the number of recurrences Repeat (22) at a rate of (5.5%).
 - 3- **Social Status:** The results in Table 3 showed that the category (single) came in the first place with the number of recurrences (196) and at a rate of (49%), while the category (married) came in the second place with the number of recurrences (194) and at a rate of (48.5%). %), and finally, the (separate) category was replaced with a number of recurrences (10) and a rate of (2.5%).
 - 4- **Study Stage:** Table 4 shows that the Bachelor's degree holders category outperformed the other categories, as it ranked first in the number of repetitions (160) and at a rate of (40%), and then came the category (middle school and below) in the second place with the number of repetitions (126) and at a rate of (40%). (31.5%%). Then the category (higher studies Master and PhD) came in third place with the number of recurrences (114), and it constituted (28.5%).

B - Audience questions related to following up on comments on Facebook

- 1- The results showed in Table 5, which includes the category (How do you act when you read a political post?), that the category (Read the post and leave the page) came in the first place with the number of recurrences (194) and at a rate of (48.5%), then came in the second place the category (I read the comments) with the number of recurrences (108) and at a rate of (27%), followed by the category (write a comment) in the third place with the number of repetitions (68) and at a rate of (17%), and finally came the category (I interact with the post with like) with the number of repetitions (30) By (7.5%).
- 2- The results showed in Table (6), which includes a category (which categories in terms of gender, in your opinion, are the most influential in the political opinions contained in Facebook comments?), The male category came first with the number of recurrences (348) and with a percentage of 87%, and the category (female) ranked second with the number of recurrences (52) and at a rate of 13%.
- 3- The results shown in Table 7, which includes the category (To what extent does it depend on the comments received on social media as a source of information on Iraqi political issues?) that the limited category came in first place with the number of recurrences (156) and at a rate of 39%. Then came the category (not accredited) with the number of recurrences (112) and at a rate of 28%, followed by the category (medium) in the third place with the number of recurrences (102) and at a rate of 25.5%, and finally came in the fourth place in the category (large)) with several repetitions (30) and a rate of 7.5%.
- 4- Results shown in Table 8, which includes the category (What time do you spend following Facebook posts and comments daily?), that the hour category came first with the number of recurrences (266) and at a rate of 56.5%, while the category (two hours)) ranked second with the number of repetitions (104) and at a rate of 26%, followed by the category (three hours and more) in the third place with the number of repetitions (70) and at a rate of 17.5%.

- 5- The results shown in Table 9, which includes the category (which categories in terms of the level of education, in your opinion; are interested in sharing their opinion in Facebook comments about political issues?), that the category (generally interested in political issues) came in the first place with the number of recurrences (162) at a rate of 40.5%. Then the category (any person who appears in front of him and can comment) came in second place with the number of repetitions (104) and at a rate of 26%. The category (specialists) came in third place with the number of repetitions (76) and at a rate of 19%. Finally, and in the fourth place, the category (those who have a direct relationship with the published topics) came with a number of recurrences (58) and a rate of 14.5%.
- 6- Results shown in Table (10) includes the category (What are the limits of your interest in following up on comments in political posts on Facebook?) The (Average) category came in the first place with the number of recurrences (142) and at a rate of (35.5%). Then it came in the rank The second category is (few) with the number of repetitions (136) and at a rate of 34%, followed by the category (not interested) in the third place with the number of recurrences 82 and at a rate of 20.5%, Finally and in the fourth place is the category (large) with the number of recurrences 40 and at a rate of 10%.
- 7- Results showed in Table 11 that includes the category (What is your position on the comments in posts on Facebook that are related to political issues?), that the (Neutral) category came first with the number of recurrences (306) and at a rate of (76.5%), then came In the second place is the category (negative) with the number of recurrences (56) and at a rate of 14%, followed by the category (positive). Finally and in the third place with the number of recurrences (38) and at a rate of 9.5%.
- 8- The results shown in Table 12 including the category (Do you think there is selectivity and bias in the comments contained in political publications published on Facebook pages?), that the (I think so) category came in first place with the number of recurrences (244) and at a rate of 61 %. Then came in the second place the category (I do not know) with the number of recurrences (110) and at a rate of (27.5%), then came the category (I do not think so) finally and in the third place with the number of recurrences (46) and at a rate of 11.5%.
- 9- About whether Facebook Contributes to the statement (What are the motives for the comments contained in Facebook posts regarding political issues?), The results in Table 13 showed that the category (presenting different viewpoints on a topic that occupies public opinion) came in first place with a number of recurrences (234). At a rate of 58.5%, then the category (following up on important political events and issues) with a number of recurrences (188) and at a rate of 47%, followed by the category (freedom to express an opinion on topics and events contained in publications frankly and with great boldness) in the rank. The third with the number of recurrences (184) and at the rate of (46%), and the category (correcting the wrong information contained in the publications) with the number of recurrences (84) and at the rate of 21% ranked fourth, and the category (keenness to follow up on live events through publications, analyzes and insights). Analysts and specialists ranked fifth with the number of recurrences (74) and at a rate of (18.5%). Then the category (rejection of information contained in the publications), with the number of recurrences (54) and at a rate of 13.5%, and finally the category (approval of the opinions contained in the publications). In the seventh and last rank with the number of repetitions (40) and at a rate of 10%.
- 10- The results showed in Table 14, which includes the category (What do you think is the impact of the comments contained in the publications on the attitudes of the Iraqi

public towards political issues?), The category (presenting different viewpoints on a topic that occupies public opinion) came in first place with the number of recurrences (184) at a rate of (46%), then came the category (comments on Facebook changed a position of the 'public's positions in participating in the elections) with a number of recurrences (146) and at a rate of (36.5%), followed by the category (comments on Facebook formed Public opinion that pressured the government to hold the corrupt political class accountable for their different positions) ranked third in the number of recurrences (142) and at a rate of (35.5%), and ranked fourth in the category (the comments on Facebook posts changed the 'public's opinions about the Iraqi elites to discover their involvement in corruption cases) The number of recurrences (132) at a rate of (33%), and the category (comments in Facebook publications supported the 'public's positions in supporting the Iraqi government to miss the opportunity opportunities on foreign agendas to restore stability to Iraq) ranked fifth with the number of recurrences (52) and a rate of (13%).

- 11- The results are shown in table (15), which includes the category (what are the most prominent political issues in your opinion that affected or could be affected by the followers of comments on Facebook?), that the category (delayed formation of the Iraqi government) ranked first with the number of recurrences (110). At a rate of (27.5%), and the category (recurrent crises in the country) came in second place with the number of recurrences (102) and at a rate of (25.5%), after which came the category (malpractices and administrative corruption of the political class) in third place with the number of recurrences (76) and with a percentage of (19%), and the category (demonstrations that reject the political reality in the country) ranked fourth with a number of recurrences (52) and a rate of (13%), then the category ('Iraq's relationship with neighboring countries) ranked fifth with the number of recurrences (42) and at a rate of (10.5%).), followed by another category in the sixth place with the number of recurrences (8) and at a rate of (2%), as the category (others) included a group of topics, namely: the employment of politicians to neighboring countries, especially Iran, in the interest of the latter to dominate the 'country's economy and even over its political relations and of course politicians Customers follow the principle of personal interest over the interest of the country, with a number of recurrences (8), as well as the increase in prices and its consequences on the market . Finally, the category (Iraq's position on Arab and international political issues) with the number of recurrences (6) and at a rate of (1.5%) ranked seventh..
- 12- The results shown in Table 16, which includes the category (How do some people, in your opinion, deal with opinions and comments that contradict their political tendencies?), that the category (Care and Respond) ranked first with the number of recurrences (216) and at a rate of (54% The category (suffices to follow up on comments) came in the second place with the number of recurrences (146) and at a rate of (36.5%), to finally come to the category (interested only) in the third and last rank with the number of repetitions (38) and at a rate of 9.5%.
- 13- The results showed in Table (17), which includes the category (what is the nature of the comments written by followers of Facebook posts regarding political issues?), The category (comment related to the publication and gives an acceptable opinion) ranked first with the number of recurrences (158) and at a rate of (39.5%).), then the category (funny comment or joke) came in second place with the number of repetitions (108) and at a rate of (27%), and finally, the category (offensive comment) came in third place with the number of repetitions (86) and at a rate of 21.5%, and the category (commentary) came Not related to the topic of the publication) in the fourth and last place, with the number of repetitions (48) and at a rate of 12%.

- 14- It is clear from the results of Table 18 related to the category (Were the comments contained in Facebook publications able to change the political trends towards a particular issue?) that the (No) category ranked first with the number of recurrences (196) and at a rate of (49%), to come. Then the category (sometimes) came in second place with the number of repetitions (154) and at a rate of (38.5%), and finally the category (yes) came with the number of repetitions (50) and at a rate of 12.5%.
- 15- It was found from the results of Table (19), which included the category (What kind of influence did Facebook comments have on you, and contributed to changing trends?). the (Neutral) category ranked first with the number of recurrences (310) and with a percentage of 77.5%, followed by the category (positive) in the second place with the number of recurrences (52) and the rate of (13%) Finally the category (yes) came with the number of recurrences (38) and the rate of (9.5%).
- 16- It became clear from the results of Table (20), which included the category (Did the fear prevent you from expressing your opinion in the comments on a publication related to political issues?). the category (Sometimes) ranked first with the number of recurrences (148) and at a rate of 37%. The category (No) in the second place with the number of recurrences (136) and at a rate of 34%, and finally came the category (Yes) with the number of recurrences (116) and at a rate of 29%.
- 17- The results are shown in Table 21 related to the answer of the previous category about (the reasons that made you afraid of expressing an opinion?). The category (that someone is watching your comments and responding in an uncivilized manner) ranked first with the number of recurrences (118) and with 29.5%, then came the category (that your comment is misunderstood) in the second place with the number of repetitions (110) and at a rate of (27.5), then came the category (functional penalties) with the number of repetitions (56) and at a rate of 14%, while in the rank The third category (that someone is watching your comments and responding in an uncivilized manner) came with a number of repetitions (44) and at a rate of 11%, to come in the fifth and last place, a category (other) with the number of repetitions (42) and at a rate of 10.5%. This category included many of the contents identified by the respondents can be summarized as follows: affiliation to a certain party that contradicts the content of the publication, the presence of some partisan parties monitoring comments outside the law, fear of threats, killing, liquidation or assassination, reservations about some opinions contained in the publications, the presence of some militias defending the owner of the publication.
- 18- It was found from Table 22, which included the category (Did you activate the feature of running notifications for a publication to follow up on the comments contained therein?). The (No) category ranked first with the number of recurrences (216) and at a rate of 54%, to come after the category (sometimes) came in second place with the number of repetitions (94) and at a rate of (23.5%), Finally the category (yes) came with the number of repetitions (90) and at a rate of 22.5%.
- 19- It became clear from Table 23 that includes the category (Did you activate the feature of reporting a publication because of the comments contained in it?), that the (No) category ranked first with the number of recurrences (188) and at a rate of 47%, followed by the category (Yes) came in second place with the number of repetitions (160) and at a rate of (40%), and finally the category (sometimes) came with the number of repetitions (52) and at a rate of 13%.
- 20- From the results of Table 24, which included the category (Have you saved a publication in your favorites list after reviewing the comments contained therein?). The (No) category ranked first with the number of recurrences (192) and a rate of 48%. Then came the category (Yes) in the second place with the number of

- recurrences (150) and at a rate of 37.5%, and finally the category (sometimes) came with the number of recurrences (58) and at a rate of 14.5%.
- 21- The results of Table 25, which included the category (Have you tag a friend on a political post because of the comments contained therein?), that the (No) category ranked first with the number of recurrences (176) and at a rate of 44%, to come after the (yes) category came in second place with the number of recurrences (146) and the rate of 36.5%, and finally the category (sometimes) came with the number of recurrences (78) and the rate of (19.5%).
- 22- The results of Table (26), which included the category (Did comments to a particular publication cause you to unfollow a friend or a particular page?), that the (Yes) category ranked first with the number of recurrences (186) and at a rate of 46.5%, to come after the category (No) came in second place with the number of repetitions (168) and the rate of 42%). Finally the category (sometimes) came with the number of recurrences (46) and the rate of (11.5%).
- 23- The results of Table 27 including the category (Have you hidden posts temporarily or permanently for a person or page because of the comments they contained? The (No) category came first with the number of recurrences (196) and at a rate of (49%), to come. The category (yes) came in second place with the number of repetitions (138) and at a rate of 34.5%. Finally the category (sometimes) came with the number of recurrences (66) and at a rate of 16.5%.
- 24- From the results of Table (28), which includes the category (Have you shared a post on Facebook or on another social networking site to admire or annoy you about the comments contained in it?), the (No) category ranked first with the number of recurrences (216). At a rate of (54%), followed by the category (yes) in the second place with the number of recurrences (124) and at a rate of 31%, and finally the category (sometimes) came with the number of recurrences (60) and at a rate of (15%).
- 25- The results of Table 29, which included the category (Have you unfriended a friend or a person you follow because of his comments on Facebook?), The (Yes) category ranked first with the number of recurrences (192) and at a rate of (48%). Then came the category (Neither) in the second place with the number of recurrences (174) at a rate of (43.5%), and finally the category (sometimes) came with the number of recurrences (34) and at a rate of 8.5%.
- 26- From the results of Table (30), which includes the category (Have you made a friend request to someone after being influenced by his opinions expressed in comments on political publications?) that the (No) category ranked first with the number of recurrences (232) and at a rate of (58%), Then came the category (Yes) in the second place with the number of repetitions (122) and at a rate of (30.5%), and finally the category (sometimes) came with the number of recurrences (46) and at a rate of (11.5%).
- 27- The results of Table 31, which included the category (Do you think Facebook comments have a role in shaping the 'public's attitudes towards political issues?), that the (I think so) category ranked first with the number of recurrences (208) and at a rate of 27. Then came the category (I don't think so) with the number of recurrences (108) and at a rate of 27%, then the category (I don't know) in the third and last place with the number of recurrences (84) and at a rate of 21%.
- 28- It was found from Table 32 which includes the category (What is the percentage of the impact of Facebook comments in shaping the 'public's attitudes towards political issues? The (medium) category came in the first rank with the number of recurrences (170) and at a rate of 43.5%, to come after category (limited) ranked second with the

number of recurrences (104) and at a rate of (26%). After that category (large) in the third place with the number of recurrences (86) and at a rate of 21.5%, to finally come to the category (does not affect) in the last and fourth rank with the number of recurrences repeat (40) and at a rate of 10%.

Conclusion

- 1- 'Males have a greater interest in political issues and follow-up than females, and this percentage is reflected in the category of the most influential in terms of comments on publications, and if this indicates anything, it is that Facebook is the social networking platform for Iraqis for males, and females do not have political interests to the extent that qualifies them to comment or participate due to the nature of the society or its culture, which may not give eno..
- 2- Those with a Bachelor's degree follow the comments on Facebook more than other groups, as they are among the conscious youth category, who experienced most of the political crises in Iraq after 2003.
- 3- The Baghdad audience prefers to remain neutral in terms of expressing an opinion on the political issues that are published or in terms of the type of influence that Facebook comments were able to broadcast, and this indicates that most of those who comment on Facebook or follow it prefer to remain neutral in everything related to it. Political issues, as a result of crises or fear of things they do not want to indulge in.
- 4- Presenting different points of view on a topic that occupies public opinion was a clear opinion for those who were subject to the questionnaire, but at the same time it does not mean approval or rejection of the information and opinions contained in the comments.
- 5- The extent of the influence of 'Facebook's comments in shaping the 'public's attitudes towards political issues, and the limits of interest in following up on comments in political publications were moderately, which means the 'respondents' conviction and belief that political publications published on Facebook are not impartial, and that they believe in politicizing communication sites Social, including Facebook, for agendas that may be political or paid.
- 6- Wrong practices and administrative corruption of the political class and the recurring crises in the country have received the greatest attention from the respondents, while the delay in forming the Iraqi government. The demonstrations that reject the political reality in the country have received moderate attention. As for 'Iraq's relationship with neighboring countries and 'Iraq's position on Arab and international political issues, Finally, it was resolved in terms of interest, and this reflects the real situation of the country, especially since these issues actually affect the lives of the public and are the cause of everything that has become of the current situation.
- 7- Comments received on Facebook publications are random, with the absence of specialists from commenting on political publications, and this is a sign of lack of interest in following up on political issues or commenting on them, and this has the effect in one way or another that it does not contribute to strengthening the role of Facebook in discussing or addressing them.
- 8- Those who are subject to the questionnaire do not activate any feature related to the comments, but they tend to cancel their friendship with anyone whose comment contradicts their political orientation.
- 9- The Baghdad audience emphasized that the comments on Facebook had no role in shaping their opinion on political issues.

Recommendations

The recommendations and suggestions are an important research part that may be of greater importance than conclusion of the research, and this part is the expression of the 'researcher's desire to develop new ideas and proposals. For this reason, the researchers consider it necessary to recommend the following:

- 1- Facebook has greatly affected societies; Even in changing governments in some Arab countries, including Iraq, it is necessary to raise awareness of its role in changing and shaping public attitudes through seminars and lectures, especially since the research showed that the majority of those who participated in and answered the questionnaire were young people who obtained a university degree.
- 2- Introducing the important political issues and stating the facts by presenting the facts with documents, pictures and statistics to the public. This will contribute significantly to raising the percentage of trust in Facebook publications and making reliance on the received publications and commenting on them to a large extent.
- 3- It is necessary publishing positive political issues and not only publish political issues that show the failure of the government or the rampant administrative corruption in the country. It should also provide everything that shows the regional role of Iraq to raise the 'public's interest in 'Iraq's issues with neighboring countries and the foreign political influences of countries around the world on 'Iraq's internal policies.
- 4- Work to develop the 'public's confidence in expressing opinion and commenting on publications by allowing the opinion and the other opinion to be discussed without prejudice to one side or underestimating the value of other political parties. This entails putting forward political issues for discussion from time to time through seminars or educational lectures.

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