THE ROLE OF AL AIN UNIVERSITY IN DEVELOPING SOCIAL AWARENESS AMONG ITS STUDENTS

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ABSTRACT

Purpose: Objective: This study aimed to identify the role of Al Ain University in developing social awareness among people and to identify the differences in the sample’s answers about that role.

Study methodology: The descriptive survey method was used through the reality study and data analysis, and this method is considered appropriate for presenting the study. The study sample consisted of (450) male and female students who were selected through simple random sampling. A questionnaire on social awareness, consisting of (13) items. Means and standard deviations were extracted for the first question. The Mann Whitney test was used to determine the significance of the differences according to the gender variable, and the Kruskal-Wallis test was used to compare the means of several independent societies according to the college variable.

Results and Discussion: The results of the study showed that the role of the university in developing social awareness among its students was average. The results of the study also showed that there were no differences in the role of the university due to the variables of gender and college.

Recommendations: In light of the study results, the researchers recommend the following: Educating students about social awareness skills by holding workshops and seminars, working on continuous evaluation of social awareness skills, Creating a course as a university requirement that contains social skills, concepts, and terminology.

Keywords: social awareness, Al Ain University, role, development.

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O PAPEL DA UNIVERSIDADE AL AIN NO DESENVOLVIMENTO DA CONSCIÊNCIA SOCIAL ENTRE SEUS ALUNOS

RESUMO

Objetivo: Este estudo teve como objetivo identificar o papel da Universidade Al Ain no desenvolvimento da consciência social entre as pessoas e identificar as diferenças nas respostas da amostra sobre esse papel.

Metodologia do estudo: O método descritivo do inquérito foi utilizado através do estudo de realidade e análise de dados, sendo este método considerado apropriado para a apresentação do estudo. A amostra do estudo consistiu de (450) estudantes do sexo masculino e feminino que foram selecionados através de amostragem aleatória simples. Um questionário sobre consciência social, composto por (13) itens. As médias e os desvios-padrão foram extraídos para a primeira questão. O teste de Mann Whitney foi usado para determinar a significância das diferenças de acordo com a variável de gênero, e o teste de Kruskal-Wallis foi usado para comparar os meios de várias sociedades independentes de acordo com a variável da faculdade. Resultados e Discussão: Os resultados do estudo mostraram que o papel da universidade no desenvolvimento da consciência social entre seus alunos foi mediano. Os resultados do estudo também mostraram que não houve diferenças no papel da universidade devido às variáveis de gênero e faculdade.

Recomendações: À luz dos resultados do estudo, os pesquisadores recomendam o seguinte: Educar os alunos sobre as habilidades de conscientização social através da realização de workshops e seminários, trabalhar na avaliação contínua das habilidades de conscientização social, criar um curso como requisito universitário que contenha habilidades sociais, conceitos e terminologia.

Palavras-chave: consciência social, Universidade Al Ain, papel, desenvolvimento.

1 INTRODUCTION

Awareness in its general sense, whether social or educational, stems from a person’s knowledge of what is right for him in the context of developing and renewing his ways of life. So that he becomes at a good degree of quality and advancement, and responds to a healthy lifestyle that overcomes the problems of the individual and society, provided that the lifestyle is accompanied by dignity, freedom, and lack of dependency (Ni Zheng, bArun Tarofder, Albattat,2023).

The self is for others for any reason, and awareness varies according to the diversity of life’s frameworks and paths. There is political, economic, and social awareness, and from the totality of patterns and fields of awareness, society’s life can improve (Hejazi, 2017).

Specialists believe that social consciousness is the sharing of common awareness of all segments and components of society(Geetika, bManinder, cKavitha , dRashmi, eHayri, 2023)
It can also be defined as awareness of the various problems that societies and groups face on a daily basis. It is a term composed of two concepts: awareness and society. Consciousness crystallizes as a result of the interaction between ourselves and our world. The material environment surrounding us plays an important role in social development, whether this role is positive or negative (Halis, 2018).

When it comes to university students, who are the largest group or segment in our society, their social awareness may decide the issue of keeping up with what is happening in the world around us. However, we cannot ignore the natural conflict between generations. What the youth see, believe and have, the next generation may see. The eldest (fathers) tend to be adventurous, because we always acknowledge that conservatism, caution, and fear of innovation often accompany older generations. Therefore, the development of youth awareness is evidence of the vitality of society (Al-Arifi, 2017). It is known about the ideas that exist among individuals and components of society is that they may help the development of society or may be an obstacle to this development, as social awareness is one of the pillars of the progress and development of any society, and it even has a major role in the stability and advancement of society. This is by raising the status of its members. Awareness refers to a person’s direct awareness of himself and what surrounds him, and it is the basis of all knowledge (Al-Sayed, 2018).

Marx defines social consciousness as the sum of ideas, theories, opinions, social feelings, customs and traditions that exist among people, and which reflect their objective reality (Abdul Hadi, 2009). The concept of awareness in the Arabic language is derived from the verb awareness. It was mentioned in the dictionary of Muhit al-Muhits, “Awareness of a thing and a hadith means awareness of it: memorizing it, contemplating it, accepting it, collecting it, and containing it.” “Awareness of a thing and speech” means memorizing it and gathering it. “Awareness of a boy” means: the language of being aware of a thing, memorizing it, and comprehending it. And dealing with it or contemplating it. It is the state of realizing something and rationalizing it.” (Hosni, 2017).

Awareness refers to “a person’s direct awareness of himself and what surrounds him, and it is the basis of all knowledge. Awareness also refers to understanding and sound perception.” (Al-Sayed, 2018).
Smith (2016) confirmed that students want to be more aware of the elements of social awareness, while Jeams's study (2017) indicated that the university provides basic education that helps the student appreciate thought, that the university acquaints students with the problems of society and the world, and that the university makes students familiar with their cultural and civilizational heritage.

Robert's (2018) study also confirmed that there is a difference in the degree of social awareness among students depending on the region.

1.1 PROBLEM STATEMENT

The problem of the study emerges through its focus on the following questions:
1.- The role of Al Ain University in developing social awareness among its students from their point of view?
2.- Are there statistically significant differences in the estimates of individuals in the study sample about the role of the university in developing social awareness among students due to the variable (gender, college)?

1.1.1 Objectives of the study

The main objective of the study is to identify the level of Al Ain University’s role in developing students’ social awareness. Identifying the main role and the difference in it through the variables of gender and college at the university.

1.2 SIGNIFICANCE OF THE STUDY

The importance of the study stems from the following
1.- It deals with the topic of social awareness among university students in this era. It requires awareness of everything that preserves the nation’s security and stability, and in light of political developments contemporary social and economic.
2.- The importance of instilling sound social awareness and a sound security culture in the minds and souls of these young people and providing them with sound scientific ideas that protect them from falling victim to the dangers of deviance and committing unnatural behavior.
3.- Providing university youth with the correct social awareness that opens the way for them to practice their role with awareness, awareness and understanding.
of the security risks going on around them without being influenced by extraneous ideas and tendentious directives, and preparing them psychologically and morally to participate effectively in the fields of development according to their inclinations and desires for the good of the nation and its security, giving them intellectual immunity and protecting them from Crime and criminals.

This study opens horizons for other studies and research in the field of social awareness as a subject in education curricula.

1.3 THE LIMITATIONS OF THE STUDY

The study was determined by the following:

Objective limitations: This study deals with the topic of social awareness.

Time Limitations: This study was conducted in the summer semester of the 2022-2023 academic year

Spatial limitations: This study was conducted at Al Ain University

Procedural definitions

Social awareness:

We can define social awareness as: (the individual’s mental image of his social reality, which is represented by a group of thoughts, feelings, and behaviors that express his awareness of this reality, and which are often derived from this reality, and then return to influence the individual’s understanding of this reality and form his response to it).

2 METHODOLOGY

Study Approach

The study followed the descriptive survey method as it suits the study questions.

Study population:

The study population consisted of all Al Ain University students, for the academic year 2022-2023

The study sample:

The study sample was chosen as follows:

The sample of students was chosen by a relative random method, in order to answer the study questions.
Table (1) shows the distribution of the study sample members according to the independent variable.

<table>
<thead>
<tr>
<th>number</th>
<th>Variables</th>
<th>Variables levels</th>
<th>Numbers</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>gender</td>
<td>Male</td>
<td>220</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Female</td>
<td>230</td>
</tr>
<tr>
<td>2</td>
<td>college</td>
<td>Education</td>
<td>170</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Pharmacy</td>
<td>135</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Engineering</td>
<td>145</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td></td>
<td>450</td>
</tr>
</tbody>
</table>

Source: The target sample is Al Ain University students

2.1 STUDY INSTRUMENT

In order to achieve the objectives of this study, the researcher designed a tool for the study, after reviewing the research literature, including studies, research, books, and references that dealt with the subject of social awareness. The tool consisted of two areas, one of which is (social awareness), and it included (13) items.

2.2 VALIDITY OF THE TOOL

The validity of the tool was verified by presenting it to a group of (12) professors at the university, in order to judge its suitability to the objectives of the study, the soundness of the language, and the extent to which the items belong to the field it falls under.

2.3 TOOL RELIABILITY

To ensure the reliability of the study tool, the researcher applied the Cronbach Alpha equation to the subjects’ responses, using the statistical package (SPSS), and the tool’s reliability coefficient reached (0.89), which is an educationally acceptable value for the purposes of the study.

The following steps were taken to correct the questionnaire and the criterion for judging the items, areas, and the tool as a whole.

To judge students’ responses to the items and areas of the questionnaire, the highest degree of agreement was given five degrees and the lowest degree of agreement was given one degree, and the scores are arranged in descending order of 5, 4, 3, 2, 1.

To know the degree of opinions, the difference between the two limits was divided by 5 levels, by subtracting the upper limit of the alternatives (5) - the lower limit of the alternatives (1) equals (4).
4 ÷ 5 levels = 0.8. When the minimum represented one mark, then the eight was increased by ten for each mark according to each statement, and thus the weights of the paragraphs became as follows:

- (1 - 1.8) The average role is very small.
- (1.81 - 2.6) Low average role.
- (2.61 - 3.4) Average role falls within average.
- (3.41 - 4.2) High average role.
- (4.21 - 5) The average score is very high

2.4 STATISTICAL PROCESSING

To answer the study questions, the researcher entered the raw information into the computer, and means, standard deviations, frequencies, and percentages were extracted. The Mann Whitney test was also used to determine the significance of the differences according to the gender variable, and the Kruskal-Wallis test was used to compare the means of several independent societies according to the college variable.

2.4.1 Presentation and analysis of study data and discussion of its results

This chapter aims to present the results that represented the responses of the study members to the tool items, after applying the study procedures and analyzing the statistical data collected. The following is a presentation of the results of the study, according to the order of the questions as follows:

3 RESULTS RELATED TO THE FIRST QUESTION

What is the role of Al Ain University in developing social awareness among its students from their point of view?

To answer this question: The means and standard deviations were extracted for the study sample members, and Table (2) shows this.
Table. (2) The means and standard deviations of the sample members’ answers about the role of Al Ain University in developing social awareness are arranged in descending order

<table>
<thead>
<tr>
<th>Rank</th>
<th>Number of the item</th>
<th>Items</th>
<th>Means</th>
<th>Standard deviation</th>
<th>Role’s level</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>3</td>
<td>The university educates students about the importance of their political and social participation</td>
<td>3.20</td>
<td>0.79</td>
<td>Average</td>
</tr>
<tr>
<td>2</td>
<td>11</td>
<td>The university maintains the development of students' social and moral values</td>
<td>3.16</td>
<td>0.78</td>
<td>Average</td>
</tr>
<tr>
<td>3</td>
<td>4</td>
<td>There is a connection between the curricula and the social reality of students</td>
<td>3.09</td>
<td>0.88</td>
<td>Average</td>
</tr>
<tr>
<td>4</td>
<td>13</td>
<td>The university emphasizes the importance of belonging and love of country</td>
<td>3.06</td>
<td>0.89</td>
<td>Average</td>
</tr>
<tr>
<td>5</td>
<td>10</td>
<td>The university contributes, in partnership with students, to offering educational programs in the field of literacy for community members</td>
<td>3.05</td>
<td>0.95</td>
<td>Average</td>
</tr>
<tr>
<td>6</td>
<td>7</td>
<td>The university works to develop students' abilities to deal with social reality</td>
<td>3.04</td>
<td>0.96</td>
<td>Average</td>
</tr>
<tr>
<td>7</td>
<td>1</td>
<td>The university develops the positive personal and social qualities of students</td>
<td>3.02</td>
<td>1.04</td>
<td>Average</td>
</tr>
<tr>
<td>8</td>
<td>9</td>
<td>The university provides sufficient time for social activities</td>
<td>3.00</td>
<td>1.21</td>
<td>Average</td>
</tr>
<tr>
<td>9</td>
<td>6</td>
<td>The university works to eliminate the phenomenon of intolerance (tribal, social, and sectarian) on campus</td>
<td>2.98</td>
<td>1.23</td>
<td>Average</td>
</tr>
<tr>
<td>10</td>
<td>12</td>
<td>The university seeks to change the negative perception of women</td>
<td>2.95</td>
<td>1.03</td>
<td>Average</td>
</tr>
<tr>
<td>11</td>
<td>5</td>
<td>The university urges students to interact well with the rest of society</td>
<td>2.93</td>
<td>1.07</td>
<td>Average</td>
</tr>
<tr>
<td>12</td>
<td>8</td>
<td>The university works to educate students about the danger of social corruption (cheating, lying, etc.).</td>
<td>2.89</td>
<td>1.28</td>
<td>Average</td>
</tr>
<tr>
<td>13</td>
<td>2</td>
<td>The university organizes selected visit programs to various community institutions to strengthen cooperation between students and the surrounding community</td>
<td>2.80</td>
<td>1.35</td>
<td>Average</td>
</tr>
<tr>
<td>total</td>
<td></td>
<td></td>
<td>3.01</td>
<td>0.89</td>
<td>Average</td>
</tr>
</tbody>
</table>

Source: Al Ain students’ responses to the questionnaire through means and deviations

Table No. (2) illustrates the means of the responses of the study sample members regarding the role of the university ranged between (3.20-2.80), where statement (3) is in first place: “The university educates students about the importance of their political and social participation.”, with an mean of ( 3.20), and in second place came statement (11), which states, “The university maintains the development of the social and moral values...
of students.” with an mean of (3.16). In third place came statement no (4), which states, “There is a connection between curricula and reality.” Social for students.” with mean of (3.10), while statement no. (2), which states: “The university organizes programs of selected visits to various community institutions to strengthen cooperation between students and the surrounding community.” with mean of (2.80), it ranked thirteenth and last order.

As for the field as a whole, its means reached (3.01) and reflects the average reality of the university’s role in developing social awareness among students. The researcher attributes this to the fact that the students have a kind of awareness about social awareness, and the importance of preserving this culture in the security of the homeland and the citizen, starting with the student’s family, self, and community. This can also be attributed to the community’s institutions and their role in educating students about social awareness, in addition to the university’s safe environment, which focuses in its laws, instructions, and circulars on security culture, the importance of enabling students to know it, the benefits that the student and society gain from preserving it, and the consequences and risks that the individual is exposed to when neglecting it.

Results related to the second question: Are there statistically significant differences in the estimates of individuals in the study sample about the role of the university in developing social awareness among students due to the variable (gender, college)?

To answer this question, the following was done:

1. According to the gender variable, the Mann Whitney test was used to determine the significance of the differences between the means of two populations in the case of independent samples in the gender variable as shown in table 3 below:

Table (3) Results of the Mann-Whitney test for the significance of differences according to the gender variable.

<table>
<thead>
<tr>
<th>Variable</th>
<th>Sample</th>
<th>Mean</th>
<th>Total of ranks</th>
<th>Rank value</th>
<th>possibility</th>
</tr>
</thead>
<tbody>
<tr>
<td>gender</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>220</td>
<td>65.20</td>
<td>1434.00</td>
<td>908</td>
<td>.573</td>
</tr>
<tr>
<td>Female</td>
<td>230</td>
<td>69.20</td>
<td>1592.00</td>
<td></td>
<td>-Non significant</td>
</tr>
</tbody>
</table>

Source: Questionnaire responses from male and female Al Ain University students

Table (3) shows that there are no statistically significant differences in the estimates of the study sample members about the role of the university according to the gender variable. Perhaps this indicates that the university’s methodology is clear through
its focus on developing social awareness in its university and college requirements. Guidance, seminars, and workshops are held for everyone. This result may be attributed to the fact that all male and female students practice and apply the university’s directives that focus on developing awareness and rooting it in students in word and deed through their actions and behaviour.

According to the college variable, the Kruskal-Wallis test was used to compare the means of several independent communities according to the college variable, and Table No. (4) shows this.

<table>
<thead>
<tr>
<th>Variable</th>
<th>Variable level</th>
<th>Sample</th>
<th>Mean</th>
<th>Freedom value</th>
<th>Test value</th>
<th>Possibility</th>
</tr>
</thead>
<tbody>
<tr>
<td>College</td>
<td>Social sciences</td>
<td>170</td>
<td>63.17</td>
<td>2</td>
<td>2.109</td>
<td>0.453 Non significant</td>
</tr>
<tr>
<td>Pharmacy</td>
<td>135</td>
<td>57.11</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Engineering</td>
<td>145</td>
<td>59.23</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: Responses of Al Ain University students in the College of Education, Engineering and Pharmacy to the questionnaire.

It is noted from Table No. (4) that there are significant differences at the level of significance in the estimates of the members of the study sample about the role of the university in developing social awareness among its students. The researchers may attribute this to the fact that the concept of social awareness in the university is one of the main components, and it is a system The basic values adopted by the university, and the philosophy that governs its policy towards students, curricula, employees, and the university community as a whole, which led to no difference and consistency in student responses.

4 RECOMMENDATIONS

In light of the study results, the researchers recommend the following:
- Educating students about social awareness skills by holding workshops and seminars
- Working on continuous evaluation of social awareness skills.
- Creating a course as a university requirement that contains social skills, concepts, and terminology.
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