*Digital Etiquette on the Social Network Facebook - Psychosocial Study of the Contents of Facebook Pages[1]**

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Abstract

The purpose of this study was to reveal whether a university student is practicing digital etiquette on social media Facebook. Using the content analysis approach and developing a tool to test the content of four university students' Facebook accounts, we selected them using the University of Biskra / Algeria sample method of intention. And the results showed that two students do not practice digital etiquette on their personal Facebook page and two students who practice digital etiquette, shown in the indicators below: Using courtesy words with users, Criticize users tactfully, Not to be too proud, Respect posts from users, Using a suitable method to the user's level and community (values, culture, norms... etc), Avoid blame and find excuses not to respond to her messages, post photos that respect the norms of society and ethics.

Keywords: Etiquette, Digital etiquette, Social media, Facebook, A university student.

Sosyal Ağ Facebook'ta Dijital Görgü Kuralları - Facebook Sayfalarının İçeriklerinin Psikososyal Açıdan İncelenmesi

Öz

Bu çalışma, bir üniversite öğrencisinin Facebook sosyal ağında dijital görgü kuralları uygulayıp uygulamadığını ortaya koymayı amaçlamıştır. İçerik analizi yöntemini kullanarak ve dört üniversite öğrencisinin Facebook sayfalarının içeriğini analiz etmek için bir araç tasarlayarak, Biskra / Cezayir Üniversitesi'nden kotalı örnekleme yöntemi kullanılarak seçilmiştir. Sonuçlar, iki öğrencinin kişisel Facebook sayfalarında dijital görgü kurallarını uygulamadığını ve diğer iki öğrencinin ise şu dijital görgü kurallarını uyguladıklarını göstermiştir; Kullanıcılarla kibar kelimeler kullanmak, kullanıcıları nazikçe eleştirmek, fazla gururlanmamak, kullanıcıların gönderilerine saygı duymak, kullanıcının düzey ve topluluğuna (değerler, kültür, normlar, gibi) uygun yöntemler kullanmak, mesajlara cevap vermemek için suçlamaktan ve mazeret bulmaktan kaçınmak, toplumun normlarına ve etiğe saygılı fotoğraf paylaşmak.

Anahtar kelimeler: *Görgü kuralları, Dijital görgü kuralları, Sosyal ağlar, Facebook, Üniversite öğrencileri*

Introduction

The digital revolution has made such major changes in modern societies, though it directly affected how people and societies communicate and how information can be acquired, pushed the world into a new generation of interactivity, human communication, and information explosion, because of the fast development of the digitalization revolution, social networks (SOCIAL MEDIA) have emerged as one result of this revolution, as a new social phenomenon that depends on publishing and changing its contents by updating its users, and from it, it captured the interest of the many groups of individuals. For its simple use and variety, its services include education, publishing and entertainment, skills acquisition, job search and marketing, acquaintance and communication, etc.. What made it the most common and most widely used on the Network in all parts of the world, followed by a change in the motives for its use and therefore the method of communication between its users, has become a large field in which there are competitive behaviors that vary from negativity if used inappropriately and do not take under consideration the etiquette of digital

interaction, and positivity whether its users conform the Digital etiquette or the rules of courtesy and high-end human dealing in social networks such as Facebook, which is one of the social networking sites continuously joined by individuals, such as university students.

From that came our selection of the subject of this study, that is in social psychology, and from it, we intended to know if a female university student is practicing digital etiquette on the social network Facebook, from our analysis of the contents of the Facebook pages of a group of those students, and we have chosen this category as they're considered as an educated and cultured category and they have an effective role in society. Based on the content analysis method used in this study, we classified the research into 3 basic parts; the first related to the study problem and its questions, and the importance of the study and its objectives, basic concepts and procedural definitions, whereas the second part we specified it with 2 important points: the digital etiquette and the Facebook network, while the last part we represented in it the application procedures of the study and its results.

The problem of the study

Facebook has taken a big role within the lives of millions of individuals, has provided them with new opportunities and capabilities in various fields of their lives, and has turned into a part of their daily behavior, And this has led it to be named (third place); the place where the person takes refuge when hisinitial place (home) and his second place (work, university or school) and his third-place (Facebook) has become a privileged online place. As a result, the method of communication and interaction between individuals among the Facebook social network has changed, and a new culture has arisen, characterized by virtual identities, pseudonyms and digital interactions, in which the regulatory, supervisory and behavioral rules governing communication and digital interactions are missing, that has allowed some to reduce respect for others taunt them, disdain and contempt, even insulting and vilifying tribes and groups, insulting beliefs, attacks on privacy, spying of information and rumors, inappropriate (photos, videos, texts ...) content that is indecent and unacceptable, severity in conversations and discussions, and harsh and hurtful criticism, as abuse, abusive words and other offenses that affect the behavior and treatment of users on Facebook; there is thus an imperative desire for a responsible and civilized use of this social network by a digital etiquette, reflecting

high-level social communication and ethics of treatment and courtesy with users within cyberspace, respecting and being kind with others and using a method appropriate to their culture and level when communicating with them, and the use of acceptable terms when criticizing or disagreeing with users concerning views and beliefs, finding excuses for them, and posting useful (videos, photos, texts...) conscious social and ethical standards, and not overstating self brag and personal skills and abilities, and using proper language to communicate with respect and courtesy with users ... etc.

The importance of digital etiquette within the Facebook social network depends on the positive electronic image that it provides to its users, since it will increase the respect and appreciation of others, besides the fact that digital etiquette increases the amount of social communication and digital interaction between users in chats, posts, comments, etc. And it creates the way of responsibility in a variety of groups, particularly female university students since they have a special position and role in a new digital society, behaves with civilization and sophisticated that reflects their scientific level and their intellectual ambition. They even have a role to play in advancing the facts of electronic transactions and making the Facebook social network more effective and more positive.

Including the fundamental question of the study, that is: -Does the female university student follow the digital etiquette on the Facebook social network? A bunch of sub-questions are included in this question: -Does the university student use courtesy phrases with Facebook users? -Are students tactfully criticizing users on Facebook? -Isn't a university student overly proud on Facebook? -Does the university student respect Facebook users' posts? -Does a university student use an appropriate method to the level and culture of Facebook users? - Will the university student avoid blame and find excuses for not responding to her Facebook messages? -Will the student use social and ethical photos on Facebook?

The importance of the study

The actual Study derives its importance from:

- Dealing with the recent topic of digital etiquette, which has been linked to data communication, shows that it reflects social networks and Facebook, which is one of the main social communication sites wherever a variety of

people are connected.

- Research derives its importance from the privacy of female university students, as an educated and cultured category and important human energy, it's a special role to consider the big role in a new digital society.

- Facebook has become the third place when the first place (home) and second place (work or university) because of that Facebook has become an electronic place with distinction and its effects became a significant part of the lifetime of university students, above all their psychological and social effects. That digital etiquette has become a social necessity to increase the range of social communication and digital interaction, particularly given the negative and irresponsible use of the Facebook social network.

Objectives of the study

Detecting whether a university student is using a digital etiquette on her Facebook profile. This is also achieved by identifying whether a university student uses courteous phrases with users, criticizes them tactfully, and does not exaggerate and she respects users' posts, And uses an appropriate manner to their level and culture, and additionally avoids criticism and finds excuses for not responding to her messages, and also understands whether she uses photos that respect social and moral standards on Facebook.

Basic concepts and procedural definitions

One of the main methodologies in the analysis is the process of the scientific concepts of the research, and that we have clear and specific definitions for each concept.

Digital etiquette: is a high-quality social interaction with real and virtual friends on Facebook's social network. This is also assessed by the content analysis method used in the current research.

Facebook: is a web-based website of the second generation of the network (Web 2.0) that enables its users, by its advantages, to communicate with others of all levels, cultures, nationalities, age and their locations

University student: she may be a student who receives her academic training at the University of Biskra/Algeria in one year of graduation (Bachelor's or master's degree) and uses the Facebook social network.

Digital Etiquette

With a growing number of users of data communication technology in modern societies, it is vital to consider the responsible use of this technology due to the resulting behaviors that varied between positivity if used appropriately and negativity if its users did not adhere with the etiquette and the rules of courtesy in digital interaction on the Internet and various websites, in particular, social media. From this point of view, a new term "digital etiquette" has emerged, and has become a social necessity because of its huge significance in cyberspace, representing the individual's usage of civilized behavior in virtual societies. The word" Etiquette "was first used in the English language in the 1750s (What is Internet Etiquette, 2010). It is a science of etiquette and association, like all other sciences, that has its own rules and principles spread globally (Al-khani, 2016). Etiquette in Arabic has many meanings, such as general taste, social taste, behavior or courtesy. (Abboud, 2011, p: 9).

As far as the origin of the word etiquette is concerned, some see it as coming from the ancient Greek term "stickies," which means the system of categories or social groups, but some researchers have traced the origin of the word to the German term Stechen, which means: the prominent feature although French researchers assume that the word originally comes from the French term (Ticket), which means: the high society entry card (Al-Khani, 2016). Where on this card was written steps of behaving in an event, then it was distributed to the attendees to maintain order. Thus, the word means the right rules for a person's very kind behavior in front of people, the social etiquette that people adhere to in their dealings together (Al-hefny & Habib, 2013, p: 26). So etiquette is decent and polite, humane handling. As for digital etiquette, it is unique to means of digital communication such as the internet and social media (Facebook, Twitter, MySpace, etc.), And the term " digital etiquette "first appeared in 1983, and is described as a set of morals, ethics and behaviors in Internet usage, specializing in victimization technology, shows that communication has a role to play in raising the language of communication, correspondence and conversation, whether in social media websites or e-mails and forums, and what it reflects on the moo of users, whether they are individuals or companies, or even government institutions (Al-oqabi, 2016).

It is also understood that the standards of behaviors in the way of communication and digital interaction are respected for the strict code of behavior in communication and oral communication face-to-face (Al-ahmad, Omar, & Hudeeb, 2017). We derive from these definitions that the digital rule may be a sophisticated, tactful, respectful and good way to communicate with others in the virtual community, and there are several rules of the digital etiquette, some of which are summarized: Reducing the share of other people's updates and attempting to make updates, photos, and posts from a person's writing. If the person has friends and followers from various countries and cultures, do not write all posts in the local dialect. Use useful material, links and information, as this will improve the picture of the person in front of others. Post respectable, moral photos. Using expressions appropriate to the public standard and relevant to users (El Mallah, 2016, p: 37-40).

The importance of the digital victimization rule lies in several aspects, some of which we mention: it has a role to play in improving the language of conversation and also because of communication in cyberspace. The way of responsibility arises in people a new digital society, behaving civilly, following the values, beliefs and norms of friendly behaviour. It makes communication more efficient in virtual societies and makes it a positive image for the web user. Digital etiquette has a positive effect on others through their respectful and appropriate behaviour.

The social network Facebook

Social networking sites play a major role at the current time, considering the multitude of services they offer to their users that cover all aspects of their daily lives, in particular, the most popular social network site in the world is Facebook, by the number of its users or in the areas it occupies. The Facebook site, which was developed on 4 February 2004 by Mark Zuckerberg, which sees that "Facebook is a social movement and not just a tool or a way of communication, and that it will remove e-mail from the path and control or" colonize " all human activity on the worldwide Web, So he described it as "the world's population guide" and that it is a site that allows ordinary people to define themselves by providing their information, mental and emotional nature, and posting their pictures, and so it aims to make the world a more accessible place. (Al-fatafta, 2011, p:

22) Facebook has crossed geographical borders and has become a social network for knowledge, communication, friendships and building social relationships in a virtual space that brings together millions of users from different countries of the world, allowing them to communicate with each other through many equivalent advantages of a wall that allows} them to insert their personal information. Adding friends to connect with them, exchanging comments and, like anyone else, adding photos (etc.), which facilitates the development of fast communication links between users and enables them to move and thus socialize, has made Facebook, with its revived technology and its diverse uses, proximity to the daily behaviors of individuals, which led to an increase in demand for its use, and has raised new issues within the effects of this use; there are scientific studies that have highlighted its positive effects on the lives of individuals, whereas other studies have shown the opposite. From this viewpoint, we discuss the positive and negative consequences of using Facebook from a psychosocial perspective.

Facebook positive effects

- Emotional catharsis: Facebook helps individuals to express their emotions, share their thoughts, and reveal what they've been hiding and covering.

- Self-discovery: This means looking at how others respond, particularly females, and how they appear in people's flaws, due to the anonymity that characterizes the use of Facebook, which allows users to reveal some aspects of themselves since the consequences of this revealing are non-existent or limited. (Al-aifa, 2014).

- A sense of happiness: according to "kim&lee," the number of friends on Facebook is connected, in particular, to a sense of psychological comfort and happiness, and that they have an indirect benefit to mental health by increasing social support and reducing tension and stress (Nabi, 2013).

Facebook negative effects

- Social isolation: A person who spends long hours on Facebook makes him leave normal social life, so he avoids interacting and integrating with others and thus becomes disconnected from the real world, which leads to

the loss of his normal social life. (Wazi & Youssef, 2013, p. 6).

- Security risks: The forms of cultural globalization that Facebook has conveyed in daily life became a threat to the security of people, families and communities, as several electronic and criminal phenomena are constantly on the rise, such as impersonation, the spread of fraud, the threat of fabricated pictures, and sexual perversion. (Sara & Nouman, 2013, p. 352).

- Addiction: Facebook has become a {significant} part of almost daily life for individuals, and the most significant aspect of this use is the addictive nature of this site, where individuals experience a desire to communicate and interact in addictive behaviors that have significant implications for their mental, physical and social health, such as ignoring work and changes in mood, inner struggle. (Zaremohzzabieh, 2014).

We conclude from above that Facebook has various psychological and social effects on individuals and societies, either positively or negatively, and shows that it is a double-edged weapon, and the method of its use determines which edge of the two?

Study method

This study adopted the content analysis method, which is "a series of methodological steps to discover the meanings inherent in the content and the correlation of those meanings, byways of quantitative, objective and systematic research into the characteristics that appear in the content" (Hassouna, n.d, p: 3).

As the definition shows, we used this approach to detect the digital etiquette that university students (the study sample) may use on their Facebook profiles, through the meanings inherent in their electronic pages, and to explain their contents showing quantitatively through the interpretation and analysis of all relevant data.

The study sample

The study sample comprised female university students using the Facebook social network and counted (four students) who were chosen to use the

intention sample method to provide them with a set of conditions that serve the research and thus are: They receive their academic education at the University of Biskra / Algeria In one year of graduation (Bachelor's or Master's degree) regardless of their specialization and academic level. They're using the Facebook social network. Their cooperation in the study by enabling us to access their personal Facebook pages using their emails and passwords, so we can analyze the content of their pages as needed.

Study tool

The content analysis tool was used to analyze the Facebook accounts of each student, achieve study objectives and answer questions. The content analysis method 'is any standardized method used to analyze the nature of the collected information' (Al-kiswani, 2009, p: 54). From this, we designed the content analysis form to collect data and track the frequency of the digital etiquette indicators on Facebook accounts (at a rate of 04 profiles) by defining:

- Categories and units of analysis: A major category of analysis was identified in this study because of its significance in achieving scientific results and based on the questions and objectives of the study, where "Stample" claims that the categories of analysis should be sufficient for the study (Abid & Al-Saleh, 2008). Knowing that there are no valid categories for all research, but the choice of these categories depends on the research issue and its objectives and the content to be analyzed, and since we are analyzing the content of Facebook accounts and the detection of digital etiquette, and we do not have ready categories, we have relied on content categories (What was said We included the digital etiquette category, which was divided into seven basic indicators: 'Use courtesy phrases with users,' 'criticizing users tactfully,' 'not being too proud,' 'respecting users' posts,' using a method appropriate to the level and culture of users 'stop the blame and find excuses for not responding to her messages,' 'use photos that take into account social and ethical standards. "So that each indicator answers questions from the study.

As for the units of analysis that we relied on in this study to measure the content elements, the unit is the "idea" as it is the largest and most important and most useful content analysis unit and one of the main pillars

in the analysis of media, advertising, trends, values and beliefs. (Al-mazahra, 2014, p: 389).

The psychometric properties of the instrument: The study instrument has the following psychometric conditions:

Truthfulness: The validity of the content analysis type has been checked by introducing it to a group of jurors at the University of Biskra / Algeria, from a variety of scientific specialties in psychology and information and communication Sciences, to discuss their views on the form of study and its accuracy for what practiced it, and once the observations we take under consideration are formed, the shape is in its final form from a significant category and has seven indicators.

Stability: To detect the stability of the tool, we consistently analyzed the content over time and then calculated the quantitative relationship between the 2 analyzes by applying the Holste equation and also the agreement reached between them (0.74). This quantitative relation is sufficient for the stability of the tool. Some studies have shown that, if the agreement is reached by 70 to 80%, the results are acceptable, and Gellert claims that the agreement ratio shows the stability of the study if the agreement ratio is less than 70% and is considered low. However, if the agreement rate is 85% or more, then the stability of analysis is high and also it is considered acceptable if the agreement is between 70-75%. (Al-kiswani, 2009, p: 54).

After planning the content analysis form and verifying its psychometric properties, we analyzed four pages of the Female

User name	Fake

Students' Facebook (Study Sample) during the period: from 01 May 2016 to thirty June 2016, and the analysis duration was 2 months, up to sixty one days. Because the quantitative analysis does not exceed the frequency of the unit of analysis, we were required to add qualitative analysis (which was the interpretation and analysis of the effects of the quantitative dimensions).

Analysis of the social networking pages of female university students:

Analysis of the first student Facebook page:

Table 1: *Shows the primary data of the first student Facebook page*

Profile picture	Fake
Daily distribution	From 1st May to 30th June
Annual distribution	2016

Table 2: *It shows the frequency and ratios of digital etiquette indicators on the first student Facebook page*

Number	Pointers	Repetition	Percentage
1	Use of courtesy phrases with users	28	6.29
2	Criticize users tactfully	03	0.67
3	Not to be overly proud	25	5.61
4	Respecting user's posts	37	8.31
5	Use a style appropriate to the level and culture of users	37	8.31
6	Avoid blame and find excuses for not responding to her messages	16	3.59
7	Post photos that respect societal and ethical standards	299	67.19
	The total	445	100

Table 2: shows that the student has focused on the development of photos that respect social and ethical standards by (67.19 %), after that the percentage of users' posts will be reduced by (8.31%) and it is like a compatible method the user's level and culture (8.31%) The percentage of the use of courteous phrases decreased to 6.29%, though bragging was

not exaggerated in particular, it was calculated at 5.61 so that the rate of avoiding blame and finding excuses for not responding to her messages was reached at 3.59%, while the user's criticism was tactful as a percentage (0.67%) as the lowest percentage.

We conclude that the percentages of most digital etiquette indicators were low, and this shows that the first student does not practice digital etiquette on her Facebook profile.

Analysis of the second student's Facebook page:

Table 3: *It shows the primary data of the second page of Facebook for the second student*

User name	Real
Profile picture	Fake
Daily distribution	From 1st May to 30th
	June
Annual distribution	2016

Table 4: *Shows the frequency and percentages of digital etiquette indicators on the second student's Facebook page*

Number	Pointers	Repetition	Percentage
1	Use of courtesy phrases with users	96	14.41
2	Criticize users tactfully	12	1.80
3	Not to be overly proud	94	14.11
4	Respecting user's posts	130	19.51
5	Use a style appropriate to the level and culture of	101	15.16

	users		
6	Avoid blame and find excuses for not responding to her messages	23	3.45
7	Post photos that respect societal and ethical standards	210	31.45
	The total	666	100

It is obvious from table 4: the student focuses more on her Facebook profile, posting photos that thoughtful social and ethical standards (31.45%), and we find that respect for user posts are achieved (19.51%), and we notice that the utilization of a method that suits the level and culture of users has been achieved (15.16%), and the percentage of users using courteous expressions (14.41%), which is just like the percentage of self-exaggeration (14.11 percent), whereas avoiding blame and finding excuses for not responding to her messages, is reflected by (3.45%), once users criticize tactfully, it is measured at (1.80 percent), which is the lowest percentage.

We conclude that the percentages of most digital etiquette indicators were high, showing that the student is practicing digital etiquette on her Facebook account.

Analysis of the third student's Facebook page:

Table 5: *Shows the primary data of the third student Facebook page:*

User name	Fake
Profile picture	Fake
Daily distribution	From 1 st May to 30 th June
Annual distribution	2016

Table 6: *It shows the frequency and percentage of digital etiquette indicators on the student's Facebook page*

Number	Pointers	Repetition	Percentage
1	Use of courtesy phrases with users	30	7.35
2	Criticize users tactfully	00	00
3	Not to be overly proud	21	5.27
4	Respecting user's posts	35	8.79
5	Use a style appropriate to the level and culture of users	32	8.04
6	Avoid blame and find excuses for not responding to her messages	17	4.27
7	Post photos that respect societal and ethical standards	263	66.08
	The total	398	100

Table 6: shows that the largest percentage on the student's Facebook account was to post photos that adhere with social and ethical standards by (66.08%), to decrease the percentage of respect for user's posts by (8.79%) and to use a compatible method with users level and culture by (8.04%) As for the use of courtesy phrases with users (7.53 %), the lack of pride in itself was measured at 5.27%, avoiding blame and finding excuses for not responding to messages at (4.27%) while the percentage (0%) is lacking when criticizing users in a tactfully.

We conclude that the percentages of most digital etiquette indicators were low, and this shows that the student does not practice digital etiquette on her Facebook account.

Analysis of the fourth student's Facebook page:

Table 7: *Shows the primary data of the fourth student's Facebook page*

User name	Fake
Profile picture	Fake
Daily distribution	From 1st May to 30th June
Annual distribution	2016

Table 8: *Shows the frequency and proportions of digital etiquette indicators on the fourth student's Facebook page*

Number	Pointers	Repetition	Percentage
1	Use of courtesy phrases with users	89	14.10
2	Criticize users tactfully	09	1.42
3	Not to be overly proud	96	15.21
4	Respecting user's posts	120	19.01
5	Use a style appropriate to the level and culture of users	105	16.64
6	Avoid blame and find excuses for not responding to her messages	21	3.32
7	Post photos that respect societal and ethical standards	191	30.26
	The total	631	100

Table 8: shows that the highest percentage was to post photos that considerate social and ethical standards (30.26%), followed by respecting user's posts with a rate of (19.01%). We notice that the percentage of non-exaggeration of pride itself has reached (15.21%) and we have measured the use of courteous phrases with users at (14.10 percent). They have achieved a tactful manner (1.42%).

We conclude that the percentages of most digital etiquette indicators were high, showing that the student is practicing digital etiquette on her Facebook account.

Interpretation and analysis of study results:

By a quantitative analysis of the content of each student's Facebook account, we found that the digital etiquette indicators were low for both first and third students and high for second and fourth students. From this, we can answer the fundamental question of the study that two students do not practice digital etiquette on their personal Facebook profile, and two students who practice digital etiquette on Facebook. This result can be explained and analyzed from a psychosocial perspective:

The university student's use of courtesy phrases with users:

It can be attributed to the fact that Facebook has allowed her to express her various thoughts, feelings and emotions in complete freedom and privacy through the various services and options it offers, such as wall writing, comment and chat rooms). Or (the language of uniformity) as some terms facilitating conversation, so a university student finds a new social activity to reveal her desires and show herself the way she wants, through anonymity and also the appearance of pseudonyms, especially if a university student has a weakness in social communication skills with others and her social relations because of a lack of communication, shyness, introverted, hesitation, or afraid from others ... etc., she could be compensated by the use of courteous expressions of praise, gratitude, motivation, etc., while people's interaction with others on her Facebook profile as social compensation, in particular with virtual friends who contact her with what she shows them through her Profile viewing to Social Acceptance, according to Abraham Maslow, in his pyramid of desires, there is a sense of belonging, familiarity and prestige within the society besides being valued and not threatened by fear, danger or ostracism. (Al-dureidi, 2010, p: 29).

The university student criticizes users courteously:

This result is also explained by students using Facebook in conversation and discussion, sharing their thoughts and opinions on subjects, issues and other people in an appropriate and civilized manner, however in a} very sophisticated talk language that reflects here academic level. Being a university student means representing the education, and an up-to-date category of the digital etiquette, that has a role and importance in society, such that her university level has a major role in using the prescriptive criticism as part of the culture of social communication on Facebook.

The university student is not exaggerating in her pride:

This result maybe because of the student having proper self-esteem through self-love, pride and respect for her whereas not specializing in her, but focusing on self and others. this is also proof of typical narcissism, defined by self-confidence, ability, self-esteem and love at an acceptable level, an average level of narcissism, because of any increase or decrease in the amount of narcissism, is a proof that narcissism is satisfactory, and if the university student overstates herself on Facebook, it could be an indication of either a low level of narcissism because of her low self-esteem, lack of confidence and ability, and her contempt for herself, Compared to others because of a narcissistic wound, and this was confirmed by the study. (Sadia malik, Maheen Khan, 2015)Which ended that low self-esteem resulted in I even have to spend a lot of my time on Facebook to build up self-inferiority and be subconscious by egotistic behavior. Or, on the opposite, it's a high level of narcissism, and this means that it is obsessed, characterized by devotion and affection for it and selfishness, and also by the enjoyment of showing absolute gratitude and respect for her friends on Facebook. (Mooney, 2009, p:1). Whereas Facebook allowed her to emerge and build several social connections, and this is a significant factor that drives narcissism by allowing her to show her abilities and to force herself on others by adding friends. (Christopher,2012). Especially with the several friendship opportunities provided by Facebook, which costs just clicking on the "Add as a Friend" button.

The university student's respect for user posts:

This can be explained by the student's fulfillment for herself and her sense of inferiority compared to others, which makes her treat users respectfully

on Facebook and not respond to profanity, vilification or violence, and if the student feels a weakness, her appreciation for herself and others may be decreased. Family social education frequently adds to the student's appreciation for colleagues. If a student receives techniques to treat family together, similar to acceptance, affection, respect, and emotional support that may fulfill her psychological and social needs, and to develop a positive sense of self and others, that may help her achieve psycho-social compatibility in her real and virtual social relations On Facebook, Whereas if you were exposed to inappropriate parenting practices such as ostracism, abuse, violence, and rejection, this might lead to the creation of negative thoughts about yourself and others and a problem of psychological and social change, as confirmed by Adler through that way of existence Whoever loses the person because of obscuring the four objectives (her behavior towards others, the achievement of her ambitions, affection, the development of her abilities) whereby if a student gains a traditional picture by promoting a healthy parenting that respects others, then the mental specificity of the self corresponds to the image of a society that achieves social compatibility and doesn't eventually lead to disrespect.

The student uses a method appropriate to the level and culture of the users:

This is also because of the power of the university student to socialize within the virtual world with entirely totally different age groups, in particular, because it's a scientific level that allows her to socialize with different social activities and to exchange experiences and data with others on Facebook profiles. In the minimum effort, it is available to all or any person, and this is also confirmed by Alberta Robert, Wherever it's a virtual town that doesn't sleep, as there are still individuals concerned over virtual interactions even in the middle of the night. This result can also be explained by the desire of university students to belong to social, cultural, political groups, etc., so she thinks she fulfils herself and satisfies her need for social connection by her interaction with some groups on Facebook, and this is confirmed by the account holder's theory through the (expectation) method. Value developed by Edwards, where he sees people adopting attitudes that lead to greater expectations of the potential for positive effects and rejecting attitudes that might lead to undesirable negative effects. (Darwish, 1999, p: 102-103).

Avoid blame and find excuses for not responding to her messages:

After we have studied the contents of the Facebook accounts of the four students, we have found that this indicator has given them an impression of a similar percentage or a very closed rate and that they're avoiding blame and finding excuses for not responding to their Facebook messages is also because of their knowledge They connect in a very virtual environment that enables its users to appear with virtual identities that decrease real social relations. This is also confirmed by a study (Alkhamssa Ramadan, 2012), wherever We have noticed that most of the sample population of university students in Biskra consider social media sites to be ineffective in connecting real and strong relationships, And that's what the "Dana Boyd" researcher stated in how social networking sites are a way of connecting with old friends rather than making new friends. This result can even be explained because female students have the opportunity for direct interactions that trust face-to-face communication with their real friends who communicate with them on Facebook or use technological {ways|ways that|ways in which} to connect with them, such as mobile devices, Viber, WhatsApp, Twitter and others.

Uploading photos that considerate societal and ethical standards:

The results of Tables (02), (04), (06) and (08) showed that the Uploading picture Index, which considerate social and ethical standards, had the highest percentage of female university students, and perhaps the importance of the prevalence of posting this picture between their Facebook friends, Through our analysis of the contents of their Facebook accounts, we have recorded an active presence of photos that considerate social and ethical standards, and this result is also attributed to their social education, which competes with giving them values, ethics, standards and rules that guide and regulate behavior within the real society and their connection while engaging the virtual world. That led to their adoption of social and moral standards when writing, posting or admiring them acceptably and morally on their Facebook accounts. This is also what Johnson is referring to by saying: "social standards are part of their personalities," so the individual falls into a social norm and communicates with it and becomes the standard as it has shown (Ghaith Muhammad and Saad Ismail, 2012), "Part of the motives that drive the members of the social system, although the individual does

not feel it all the time (Ghaith & Saad, 2012). As a result, social and ethical standards become inner energy for university students and a vital guide that influences their identity and achieves a social self (the supreme ego).

Conclusion:

In this study, we highlight on an important subject related to the analysis of female university student's practice of the digital etiquette on the social network Facebook, which has become part of the daily behavior of many university students who have varied in the ways they socialize and their digital interaction between positive and negative. This necessity comes from the requirement to practice digital etiquette, especially between university students, as they are the educated and cultured category and they can prove themselves and maintain using the digital etiquette, which plays a role in the advancement and improvement of the range of electronic interactions on the Facebook social network.

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