The Role of Some Violence Factors on Jordanian Universities` Students to Increase the Level of Violence among Students

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Abstract

The problems among students in Jordanian universities has increased recently. This research investigates to evaluate the relationship between some marital of movies and Jordanian university students through tow entirely new movie elements which are: Physically abuse and verbal abuse. There are many problems that Jordan is still facing in this reform process and support education and one of them is violence on the campuses. As such, this study intends to conduct a pilot study on two factors in the movies and their impact on the target audience. Data were collected from questionnaires with a total of 30 respondents within Al Zaytoonah Private University (Faculty of Economics and Business) and Yarmouk University (Faculty of Economics and Administrative Sciences) in Jordan and analyzed by using Reliability test. Findings of study reliability for all variables ranged from 0.90 to 0.909. Future work focuses on hypotheses testing to evaluate the proposed model among financial employees in the Jordanian public sector.

Keywords: *Physically Abuse, Verbally Abuse, Jordanian University Students, Increase Violence among Students*

INTRODUCTION

The media have considerable developments in the technologies which guide people to integrate the cinema, television, radio, and other methods of media with techniques that ultimately led to the creation of competition among technology sectors in the media (Zhang et al., 2016). However, modern studies explain some cases to show the role of movies as mentioned in the study of video retrieval by video subtitles (Mocanu et al., 2016), and this led the research appeared to suggest the importance and role of movies in people's life. The other example as teaching the students a new language through study the impact movies on them (Azlan, N & Rahmat, N. 2018) more discussion regarding the case in the next.

Movies are one of the media which have a high impact and movies have a high rate globally on-screen Violence coming from movies is inevitable. Thus, this research is going to investigate the role of movies in Jordan, while the target audience constitutes Jordanian university students.

Yildirim (2016) concluded the existence of violence against women in his study through the measure of the current index of violence. Likewise, Grove and another study on campus sexual assault victims in the USA based on the American Association of University Women (AAUW) concluded that is violence is a real problem facing the community in Campuses (Grove et al., 2017).

In general, the violence problem exists due to many factors, and among the most important factors include social behavior, environment, psychology, and culture (Alrawwad & Alrfooh, 2014). To evaluate the results of violence, it is essential to study the results which are psychological or physical harm as well as the synonym of words of hurt in the current century. However, a lot of evidence refers to violence as evil. Additionally, many studies found violence to impact society negatively. It's easy to create spark among students in Jordan which is evident among Northern and Southern youths in Jordan, categories also between poor and rich other standards contributed to creating what is called racism. This paper investigates the role of verbally abusing and physically abuse from movies on Jordanian university students.

The weak obligation to Islamic values (Alshoraty, 2015) is contributory to this issue where the target audience would follow or imitate acts of television or cinema stars regardless if the action is good or evil. Many people do not forget to imitate actor stars like Jackie Chan or any actors who use a weapon like Stick, Nechako (Nunchaku), etc. A lot of youth prefer martial arts actions which are dangerous in real life, and some of them even risked their lives for a challenge which had happened recently through some online games like "the blue whale."

LITERATURE REVIEW

The impact of media on people recorded in police increase the researcher to study the reasons for violence among people. The role of movies does not appear only between two parts. For example, the impact movies on target audience studies but became the third part in modern studies like Fortunato and Schwartz study where they created a triple relationship between cinema, flexibility and positive psychology. Through this study, the authors prove that the role of cinema can help humans to the resilience of self, self-determination and decision making (Fortunato & Schwartz. 2019). It's worth mention that the previous study used the movie as an experiment on the target audience, which is close with the current research and the sharing point is to study the impact movies on the target audience. The researcher believes, companies can use this point by providing positive positions to attract more spectators.

PHYSICALLY ABUSE

Physically abuse has many forms and it's common among students and previous studies mentioned to students' use their hands usually in the fight but all of them lead to harm on personal or group as the definition of violence. Previous researches assert that physical abuse is evil, and they provided many solutions to decrease this problem in society. Prichard et al. (2013) study mentioned to sexual assault as well as many reports recorded in Jordan contain fights among students in Jordanian universities.

The students tried to imitate stars in the movies by their acts on the campuses and that observed by reports. Whatever abuse is delinquent behavior and harmful with all its forms and physical abuse is prevalent among the target audience.

The behaviors are essential in this research although students can learn the violence from movies, it's not necessary to imitate violence by movie stars in the campuses. Elsner and Isphording's (2016) study

asserts that different ranks of students are significant to exposure delinquent behavior such as engage in physical fights. Thus, the researcher can summarize that students support scientifically could decrease the level of violence among students. Also, parents and teachers have an important role in limiting violence. Islamic values encouraged people to have peace and circulating with each other additional teach children and youth to apply tolerance and brotherhood.

Therefore, this study proposes the following hypothesis:

H1: There is a statistically significant relationship between the use of physical abuse in the movies and apply it on real through increase violence on the target audience.

VERBALLY ABUSE

Verbally abuse: despite available verbal abuse among students' but they use widely in the Jordanian universities. To study this factor can decrease the violence among students in the Jordanian universities.

There are many types of abuse researchers can study deeply and measure the influence of all of them on the people. Social media can contribute to moving the level of that impact while the audience would visit and follow up in search of product reviews such as Twitter. The previous studies assert that movie box office revenue can influence through tweets (Rui et al. 2013). Whatever, regarding negative tweets, is contained abuse verbally and can affect on the movie or products and extreme abuse perhaps in the fake accounts.

The previous researches have mentioned the causal influence of tweeting on Television shows such as (Gong et al. 2017; Seiler et al. 2015) and others. Anyway, Facebook, Twitter, Snapchat or any other method in social media can provide manipulation to achieve specific aims that can serve owners, but they ignored the side effects of this manipulation.

The verbal abuse can lead to a pejorative personality or group. Whatever, the sender who is using this type of abuse to achieve goals or more by attack people such as Sophie Gilbert when provided negative examples about female journalists on television and in movies (McIntosh & McIntosh. 2018). However, to attack journalists or any category in the community negatively may work on exposure to hatred and led ultimately to hurt to the intended person or group.

Therefore, this study proposes the following hypothesis:

H2: There is a statistically significant relationship between using of Abuse verbally in the movies and apply it on real through increase violence on the target audience.

INCREASE VIOLENCE AMONG STUDENTS

Many studies focused on violence among people. Howard (2006) asserts the relationship violence among staff. Howard's study provides many definitions of violence, and some points were shared with the current research as the definition of violence among people. Whatever, the samples are different while the one and more goals are matching with the current study.

This study highlight violence in Jordan universities, which is coming by television and specifically from movies. Through a study of Konrad-Adenauer-Stiftung Jordan Office (KAS) by the second session with the title "The Role of Student Affairs Department in Reducing University Violence," the author mentioned to sanctions on violent students inside universities and its problem the external interventions or what is called favoritism. The author recommended emphasized extracurricular lectures which are to guide students to create mutual understanding and friendships among university students (Konrad Adenauer Stiftung, 2014). Many reasons led to raising the level of violence, and most of them studied in previous researches. Favoritism and other causes can play a role to increase violence among the target

audience. Thus, the researcher focus on another purpose, like television violence movies in Jordan. Next, figure 1 shows the liner diagram of this study.
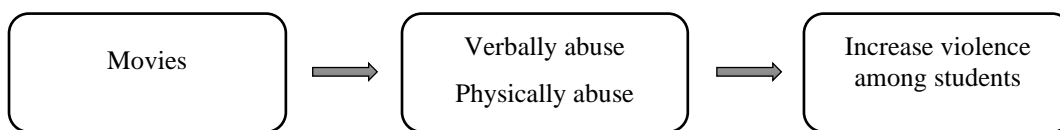

Fig. 1: Linear Diagram of this Study
Source: Authors

PROPOSED RESEARCH MODEL

The proposed framework enables the integration of elements that will examine the impact of verbally abusing and physically abuse from movies on the students. The research framework in Figure 2 pictorially demonstrates the relationship of variables under study. Moving from left to right, the independent variables are verbally abused and physically abuse, meanwhile the dependent variable is increased violence among students.
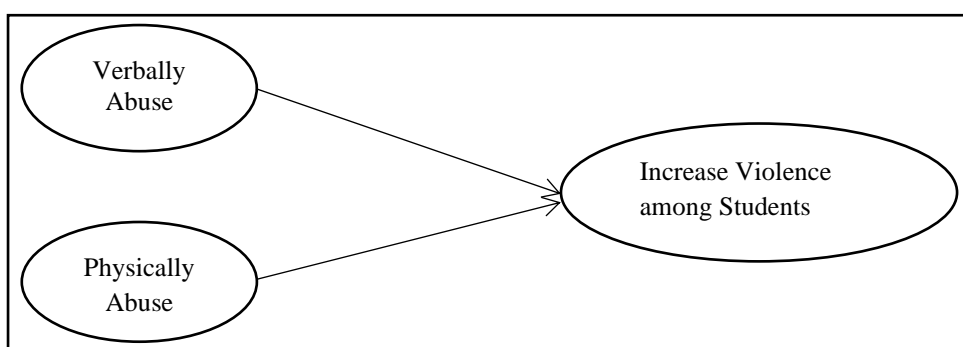

Fig. 2: Proposed Research Model
Source: Authors

METHODOLOGY

A quantitative design was employed using a questionnaire survey. The questionnaire adapted from (Tausch et al., 2011; Hagan et al., 2001; Russell et al., 2004; Cafri et al., 2008; Swann et al., 2009; Leung et al., 2011; Griskevicius et al., 2011) In addition, the five-point Likert scale used for data collection. The last step in the process of developing the measurements was to conduct a pilot study of the instrument. The survey was conducted in the Yarmouk and Al-Zaytoonah Universities and these universities have a peak number of enrolments as reported by the High Education of Jordan. (Ministry of Higher Education & Scientific Research, 2015).

The face to face survey began on FEB 28 and continued until MAR 18, 2019. The face to face survey was distributed to 35 students at Yarmouk University and Al-Zaytoonah Private University. During this period, 30 out of 35 from the sample replied to the survey and 5 of them were excluded due to it is not valid for analysis. This study attempts to conduct a pilot study to investigate increase violence among students in Jordan by the impact of movies via two factors in the movies.

RELIABILITY RESULTS

The main reason for the pilot study is to test the reliability and validity of the research instrument as well to determine the potential time to conduct the main study. Hence, the reliability for each construct was calculated using the internal consistency criteria of the scales (Cronbach's Alpha reliability coefficients). In regards to validity, and based on the result from the pilot study, the researcher takes into

account the potential comments and suggestions to improve the final form of the questionnaire. The table below shows the reliability coefficient for all constructs. The results of the Cronbach's alpha conducted using the Statistical Package for Social Science (SPSS 22 software) program. Table 1 shows the list of Cronbach's Alpha for each question in this research.

Table 1: Reliability Coefficients for all the variables in the study

Scale Name	Reliability	Items
Verbally abuse	0.909	3
Physically abuse	0.90	3
Increase violence among students	0.90	10

Source: Reliability Analysis

As displayed in Table above, all the construct score Cronbach's alpha records that higher than the acceptable threshold, which is 0.60 as suggested by Hair, et al (2010). It can be seen that reliability for all constructs ranged from 0.90 to 0.909 where 0.90 was the bottom and 0.909 arrived at the peak and all of them accepted.

CONCLUSION

Inspired by the continuous popularity of violent movies, this study aims to explore the experiences of vicarious violence through popular movies. It is often thought that to achieve success, violent movies should be appealing to contemporary culture. Hence, this study aims to identify how viewers rationalize the acts of violence on screen. It is envisaged that the identification of these justifications toward the acts of violence through movies will provide meaningful insights into the benefits gained by the viewers from such experiences.

In general, the violence has many types in reality like sexual abuse, physical abuse, verbal abuse, mental abuse, and others but the researcher chooses two of them. These types usually directed to category and more in the community such as children, women, youth, and others. In this study, the researcher shows many sides of violence combined with previous studies and its worth mention that some issues in the society helped to circulate violence by vicarious and direct by imitation star movies and that what is the researcher focus through violence in the movies.

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