



UNIVERSITI PUTRA MALAYSIA

***EXPLORING THE EXPERIENCES OF SOCIAL MEDIA USAGE AND
GRATIFICATION AMONG IRAQI IMMIGRANTS***

HUSSEIN SAADI MOHAMMED ALI

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By

HUSSEIN SAADI MOHAMMED ALI

**Thesis Submitted to the School of Graduate Studies, Universiti Putra
Malaysia, in Fulfilment of the Requirements for the Degree of
Doctor of Philosophy**

August 2022

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DEDICATION

This thesis is specially dedicated to

My parents, my family and the person that holds my happiness, in which she does not rest to make me a successful man.

All of you are dearest to my heart.



Abstract of thesis presented to the Senate of Universiti Putra Malaysia in fulfillment of the requirement for the degree of Doctor of Philosophy

EXPLORING THE EXPERIENCES OF SOCIAL MEDIA USAGE AND GRATIFICATION AMONG IRAQI IMMIGRANTS

By

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August 2022

Chairman : Megat Al-Imran bin Yasin, PhD
Faculty : Modern Languages and Communication

The primary objective of this study is to investigate and explain how and why Iraqi migrants utilise social media to migrate to Europe. The reason is that social media plays an essential role through its widespread and frequent use. Several studies in the media field were performed in previous years to answer the issue of what media did to society. Meanwhile, the current study found a solution to the mentioned question about what people did with media (exploring and explaining how Iraqi immigrants use social media for illegal immigration to Europe). Mainly, the problem focuses on investigating the role of social media in influencing the behaviour of Iraqi immigrants towards migration to Europe, as well as explaining how Iraqi immigrants use media to gratify their needs and understand the motivations of individual media behaviour. This study contributed to summarising the theoretical frameworks that focused on the phenomenon of migration through a comprehensive review of the literature related to the issue of migration and the use of social networking sites in general, according to the concept of uses and gratifications in particular. This study used a Boolean search string to query journal articles' names, abstracts, and keywords. It shows the theoretical side of this study; the previous studies do not discuss unique immigrant groups but immigrants in general or the issue of immigration. Also, this study focuses on factors that influence the behaviour of the public through media when associated with studies of media effects. The study is designed to be compatible with studies of human phenomena to comply with the phenomenology approach. Moreover, it follows the method of qualitative strategies to explore the impact of social media usage on the behaviour of illegal Iraqi immigrants to Europe through the theory of uses and gratifications and phenomenology. This study used the snowball method (study sample) to search for informants. It is based on 13 in-depth interviews with Iraqi immigrants who immigrated to Europe illegally and then returned to Iraq. In this study, videos were also employed as a research tool to analyse the body language and responses of Iraqi immigrants who participated in in-depth interviews. The

researcher then transcribed the data verbatim and analysed it using ATLAS.ti9 software to code the key themes, sub-themes and inter-relationships. The study's results gave insight into the role of social media in the illegal immigration of Iraqis to Europe. The potential of social media to establish an overall perception about illegal immigration to Europe is one of the most important and noticeable reasons for Iraqi immigrants' usage of social media about immigration to Europe. These theoretical findings explore the variables and factors in the theory of uses and gratification, as well as the facts and needs that make Iraqi immigrants use social media. At the same time, the practical findings are shown by seeking to develop further philosophical support for the theory of uses and gratification by proposing new models that clarify the relationship between electronic media and the society to which the message is directed to serve as a road map for workers and those interested in mass communication. This study contributed to understanding how Iraqi immigrants' usage of social media influenced their migration behaviour, as well as exploring the attractions and information supplied by social media platforms that enabled Iraqi immigrants' decision to move and reach their destination country.

Abstrak tesis yang dikemukakan kepada Senat Universiti Putra Malaysia
sebagai memenuhi keperluan untuk ijazah Doktor Falsafah

MENYELIDIK PENGALAMAN PENGGUNAAN MEDIA SOSIAL DAN GRATIFIKASI DI KALANGAN PENDATANG IRAQ

Oleh

HUSSEIN SAADI MOHAMMED ALI

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Objektif utama kajian ini adalah untuk menyiasat dan menjelaskan bagaimana dan mengapa pendatang Iraq menggunakan media sosial untuk berhijrah ke Eropah. Puncanya ialah media sosial memainkan peranan penting melalui penggunaannya yang meluas dan kerap. Beberapa kajian dalam bidang media telah dilakukan pada tahun-tahun sebelumnya untuk menjawab isu apa yang dilakukan oleh media kepada masyarakat. Sementara itu, kajian semasa mendapati penyelesaian kepada soalan yang disebutkan mengenai apa yang dilakukan oleh orang dengan media (meneroka dan menjelaskan bagaimana pendatang haram Iraq menggunakan media sosial untuk berhijrah ke Eropah). Terutamanya, masalah ini memberi tumpuan kepada penyiasatan peranan media sosial dalam mempengaruhi tingkah laku pendatang Iraq ke arah penghijrahan ke Eropah, serta menjelaskan bagaimana pendatang Iraq menggunakan media untuk memuaskan keperluan mereka dan memahami motivasi tingkah laku media secara individu. Kajian ini menyumbang untuk meringkaskan kerangka teoritis yang memberi tumpuan kepada fenomena penghijrahan melalui kajian menyeluruh mengenai kesusasteraan yang berkaitan dengan isu penghijrahan dan penggunaan tapak rangkaian sosial secara umum, menurut konsep penggunaan dan kepuasan khususnya. Kajian ini menggunakan rentetan carian Boolean untuk menanyakan nama, abstrak, dan kata kunci artikel. Ia menunjukkan sisi teoretikal kajian ini, di mana kajian terdahulu tidak membincangkan kumpulan imigran yang unik tetapi pendatang secara umum atau isu imigresen. Juga, kajian ini memberi tumpuan kepada faktor-faktor yang mempengaruhi tingkah laku orang ramai melalui media apabila dikaitkan dengan kajian kesan media. Kajian ini direka bersesuaian dengan kajian fenomena manusia untuk mematuhi pendekatan fenomenologi. Selain itu, ia mengikuti kaedah strategi kualitatif untuk meneroka kesan penggunaan media sosial terhadap tingkah laku pendatang Iraq yang tidak sah ke Eropah melalui teori penggunaan dan kepuasan dan fenomenologi. Kajian ini menggunakan kaedah "snowball" (sampel kajian) untuk mencari pemberi

maklumat. Ia berdasarkan 13 wawancara mendalam dengan pendatang Iraq yang berhijrah ke Eropah secara haram dan kemudian kembali ke Iraq. Dalam kajian ini, video juga digunakan sebagai alat penyelidikan untuk menganalisis bahasa badan dan reaksi pendatang Iraq yang mengambil bahagian dalam wawancara mendalam. Penyelidik kemudian menyalin verbatim data dan menganalisisnya menggunakan perisian Atlas.TI9 untuk mengkodkan tema utama, sub-tema dan hubungan antara keduanya. Keputusan kajian ini memberi gambaran tentang peranan media sosial dalam imigrasi haram pendatang Iraq ke Eropah. Potensi media sosial untuk mewujudkan persepsi keseluruhan tentang imigrasi haram ke Eropah adalah salah satu sebab yang paling penting dan ketara bagi penggunaan media sosial imigran Iraq ke Eropah. Penemuan teoritis ini meneroka pembolehubah dan faktor dalam teori kegunaan dan kepuasan, serta fakta dan keperluan yang menjadikan pendatang Iraq menggunakan media sosial. Pada masa yang sama, penemuan praktikal ditunjukkan dengan usaha untuk membangunkan sokongan falsafah selanjutnya untuk teori penggunaan dan kepuasan dengan mencadangkan model baru yang menjelaskan hubungan antara media elektronik dan masyarakat yang mana mesej itu berfungsi sebagai peta jalan bagi pekerja dan mereka yang berminat dalam komunikasi massa. Kajian ini menyumbang kepada pemahaman bagaimana penggunaan media sosial imigran Iraq mempengaruhi tingkah laku penghijrahan mereka, serta meneroka tarikan dan maklumat yang dibekalkan oleh platform media sosial yang membolehkan pendatang Iraq membuat keputusan untuk melakukan penghijrahan ke negara destinasi mereka.

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This thesis was submitted to the Senate of the Universiti Putra Malaysia and has been accepted as fulfilment of the requirement for the degree of Doctor of Philosophy. The members of the Supervisory Committee were as follows:

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LIST OF ABBREVIATIONS

CSOs	Civil Society Organizations
EBBs	Electronic Bulletin Boards
EU	European Union
GO	Gratifications Obtained
GS	Gratifications Sought
ICTs	Information and Communication Technology
IOM	International Organization of Migration
NCT	New communication technology
NGOs	Non-governmental Organizations
SNS	Social Network Sites
TV	Television
U&G	Uses and Gratification Theory
UK	United Kingdom
US	United State
USA	United States of America

CHAPTER 1

INTRODUCTION

1.1 Research Background

The primary goal of this study is to highlight social media and its involvement in the issues of Iraqi immigration to Europe and to determine the type of gratifications that can be achieved from its usage. Social media constitute an important role through its widespread and frequent use to become one of the most prominent media in influencing public opinion about an issue, problem, or phenomenon related to a broad audience (McCluskey et al., 2016). All individuals, societies, and immigrants are actively using a variety of media platforms and social media via the Internet to meet their psychological and social needs for information (Ahmed & Veronis, 2019). Social networking services have become a worldwide phenomenon since they provide a service, platform, or website through the Internet that allows social media sites to reconfigure social networks or individual connections (Chiu & Huang, 2015).

Several mass communication studies are concerned with uses and gratification (U&G), which provides foundations for understanding the motivations of conventional media advantages such as television and radio. U&G online research, being a new medium, tends to depend on studies of such traditional media (Dunne et al., 2010). Krishnatray and his colleagues (2009) identified two key research strands on Internet use and motives in general. The first strand often employs the same set of gratification appropriate for conventional mass media such as television. Such studies show that information seeking, amusement, surveillance, personal relationship, identity, status, and acquisition are recurrent gratifications. The limitation of such a line of investigation is that it assumes the Internet is similar to any traditional mass media, ignoring the characteristics of interactivity that may offer a different set of gratifications. The second research strand attempts to address this limitation. Methodologically different, researchers first qualitatively explore and identify reasons for using the Internet that is unique to it and followed by a quantitative survey (Krishnatray et al., 2009).

Also, numerous literature and research interests in studying migrants' use of social media sites indicate that they provide them with various resources of information that help to understand the lifestyle in order to adapt to the new society, as migrants' internet usage has become the most crucial factor for social communication and emotional shelter. Their sole means to communicate with their local peers might be defined as a cultural transmission instrument for future generations (Arfken et al., 2014). A study conducted by Duffett (2017) revealed that there is a significant correlation between the needs of Middle Eastern

immigrants to use social media and maintain national identity, such as searching for news of the country of origin or information related to religion and belief and maintaining contact with fellow citizens via the Internet. Also, there is a need to use the Internet for the purpose of immigrants' ambition toward the construction of a new psyche within the host community (Duffett, 2017).

This qualitative study, which focuses on the study of human phenomena, takes a different approach to view the uses and gratifications of Iraqi immigrants to social networking sites via the Internet, employing the theory of uses and gratifications (U & G) as the conceptual and theoretical foundation for this study. Thus, it is helpful to explore and understand the motives and needs that made Iraqi immigrants continue to use social media, as previous studies have used different theories in studying the interconnection between migrants and the Internet (such as flow theory, confirmation of expectations theory, and agenda-setting theory). However, in various research contexts, the roles of satiation are different in the use of the media. However, there have been studies that have investigated the individual's usage of social networking sites, as mentioned by Chiu and Gan (Chiu & Huang, 2015), (Gan & Li, 2018a).

Early theoretical formulation asserts that the U&G presupposes an active and conscious audience and is ideologically neutral, i.e., it does not seek much to take a critical position on media but instead explains how and why it serves human needs (Katz et al. 1974). It might be claimed that new media, such as the Internet, address specific or unique requirements in new ways. A frequent feature in the hypothesis is that individuals seek media for specific satisfaction. In a nutshell, the idea proposes that people's media consumption decisions are motivated by a desire to meet a set of requirements.

This study assumes that the Internet is a unique medium that provides a variety of gratifications that are distinct from conventional media. As a result, this study first sought to identify the motivators for social media usage (among Iraqi immigrants) and then to extract the saturation structure. Furthermore, it highlighted Iraqi immigrants' contentment with social media sites. Individual migrants who relocate from their home country to live temporarily or permanently in another country tend to utilise a variety of media sources to keep up with news and events in their home country as well as to acquire resources and information when adjusting to their new social environments (Ahmed & Veronis, 2019). People moving signify a migration to a new location, civilisation, and culture, which leads to migrants relying on the media on a regular basis. They utilise it for various reasons and motivations, including contributing to their new community and keeping up with events and changes concerning migrants and their homelands.

Immigration is a significant phenomenon that has occupied our globe today. Individuals have migrated throughout history to escape poverty, war, tyranny, and the pursuit of prosperity, peace, and freedom. In recent years, hundreds of thousands of Iraqis have been compelled to embark on perilous journeys to escape war, life violence, and the hardship of living and to migrate to other countries around the world, including Europe, in pursuit of stability. (Xing, 2019). The issue of illegal immigration is, therefore, the most serious social issue that continues to haunt the international community. It is a highly sensitive issue because it affects all segments of society. The phenomenon is not confined to young people only. It is men in particular, but the case has also risen in the category of women and even children. Now illegal immigration is considered a global phenomenon in technologically and economically advanced countries such as the USA, Europe, Latin America, Africa, the Middle East, and a few countries in the Arab Gulf. The high media coverage on immigration issues will prime public awareness or concern about the issue. In addition, the way immigration is framed will affect public opinion on this matter {(Trumbo & Trumbo, 1993), (Weeks et al., 2012), (Shipilov et al., 201)}.

Through this qualitative study which focuses on human phenomena, the researcher will use a different approach by looking at the causes and motives of Iraqi immigrants using social networking sites via the Internet and involving the theory of uses and gratifications (U&G) as a theoretical basis for this research (Dunne et al., 2010). Hence, it is worthwhile to explore the factors contributing to the continuous use of social media. In the literature, previous studies in the field of media research used different theories to investigate what the media does to the public. Factors on the impact of the media on migrants were revealed {(Roussillon, 1985), (Sides & Citrin, 2007), (Verwiebe et al., 2010), (van Baar, 2017), (Deacon & Smith, 2020)}. Nonetheless, from the perspective of uses and gratifications, this study will strive to understand what the public is doing with the media and expose the effects and roles of satiation (psychological, social dimensions, satisfaction, enjoyment, habits, and passion), as many studies have demonstrated {(Stafford et al., 2004), (Shao, 2009), (Kavanaugh et al., 2014), (Gan & Li, 2018)}.

In recent times, the theory of uses and gratification in the field of media research has attracted the attention of scientists and researchers who have tried to explain the use of social media from the perspective of uses and gratification, as mentioned by scholars {(Mondi et al., 2007), (Dunne et al., 2010), (Azam, 2015a), (Gan & Li, 2018a)}. The findings revealed that gratification had an excellent effect on consumers' continued usage of social media (Gan & Li, 2018b). The U&G theory emphasises the correlation between motivations and causes, media behaviour, and frequency of usage. The theory of uses and gratifications, which had previously been applied to the study of social media usage in general, was based on the notion that users restrict their access to media content based on their needs. Individuals were the focal centre of these researches (Chiu & Huang, 2015).

Based on this foundation and study, the researcher will demonstrate the gratification of Iraqi immigrants to Europe for social media by identifying the sources of migrant news. This study is being designed to suit qualitative research methodologies to help disclose the behaviour and insight of the study's target audience. Through in-depth interviews, the researcher shall employ an analytical technique to examine human phenomena through audience analysis (Iraqi immigrants to Europe).

1.2 Statement of the Research Problem

Several studies were conducted in previous years in the media field to answer a question about what the media did to people. This study sought a response to a question about what people do with the media (How do Iraqi immigrants use social media for illegal immigration to Europe?). The research problem mainly focuses on determining the role of social media on issues of Iraqi immigration to Europe and explaining how Iraqi immigrants use media to gratify their needs, understanding the motivations of individual media behaviour; identifying the consequences that follow from needs, and what the gratifications provide to the immigrants. What are the motives for Iraqi migrants to use social media? What are the causes and motives of migration?

The research problem emerged as a consequence of the fact that immigration has become a phenomenon in Iraq that threatens the entire Iraqi society, owing to the use of social media, which has helped to consolidate the concept of immigration among Iraqi immigrants through the attractions provided by social media about immigration to Europe. Its significance is demonstrated by the loss of thousands of Iraqi competencies that formed the foundation of the Iraqi state, as well as the abolition of the Iraqi middle class, which is meant to disseminate experiences and customs that are crucial in moulding the fabric of Iraqi culture. {(Bram Frouws, Melissa Phillips, 2016), (Elsouhag et al., 2015)}

To understand a complex social issue such as motives of usage of social media and its impact on the behaviour of immigrants toward immigration, the researcher needs a theory that accounts for essential social and psychological factors because past research has taught us that media effects are more than the consequence of mere media exposure (Rubin, 2009). As one of the media effects theories, "Uses and Gratifications Theory", indicates that it takes media users' socio-psychological differences, motives, and the activeness of individual media users into account when considering media influence, which is one prominent feature distinguishing it from other media effect theories (Xing, 2019). According to the uses and gratifications theory, individuals use media variably and actively to fulfil a variety of personal needs and desires {(Mondi et al., 2007), (Azam, 2015a), (Xing, 2019)}. During media usage, their needs and desires are manifested as motives for using the media (Chiu & Huang, 2015).

Due to the proliferation of media, users now have more choices than ever. At the same time, more and more media users turn to individualised media messages, such as websites that are personalised according to users' interests (Azam, 2015a). Uses and Gratifications Theory (U&G) is a psychological communication that can explore how individuals use media to satisfy their psychological and social needs (Gan & Li, 2018a). Interests in modern studies on the website and new media usage consider uses and gratification to be a suitable path where the audience can gratify their needs (Chiu & Huang, 2015). This study will utilise the typologies found by previous researchers to ascertain current media users' motives for news viewing and explain the relationships among personal characteristics, motives, news exposure, and attitudes toward immigration.

The purpose of this study is to offer a complete explanation of the reasons for motivations of uses, types and sources of gratification among Iraqi illegal immigrants; with the help of the concept of uses and gratification theory, the motives for the behaviour of individual media usage will be understood, explaining and exploring how the use of social media affected the behaviour of Iraqi immigrants towards migration to Europe.

A recent International Organisation for Migration (IOM) survey of Iraqis in Europe found that 23% and 22% of people used social media and the internet, respectively, to plan their journeys (Bram Frouws, Melissa Phillips, 2016). There are gaps in the literature regarding how ICTs and social media are employed by Iraqi people for and during irregular migration, which this study sets out to address.

1.3 Research Questions

1. How did Iraqi immigrants use social media for illegal immigration to Europe?
2. How are Iraqi immigrants gratified by using social media?
3. How did social media usage influence Iraqi immigrants' behaviour toward immigration to Europe?
4. What are the needs and motives of migrants' social media use, and how do they achieve satisfaction from it?
5. How did Iraqi immigrants use social media in deciding whether to stay in Europe or return to their homeland?

1.4 Research Objective

General Objectives:

This study explores and explains how Iraqi immigrants used social media for illegal immigration to Europe.

Specific Objectives:

1. To explore the use of social media by Iraqi immigrants on illegal immigration to Europe and how the social media sites describe immigration to Europe .
2. To explain the influence of social media usage on Iraqi Immigrants' behaviour toward immigration to Europe.
3. To find out the needs and motives of social media use by Iraqi immigrants and how they achieved satisfaction from it.
4. To explore Iraqi immigrants' use of social media to interact and face the challenges during and after migrating to Europe .
5. To explore the influence of social media on the decision made by Iraqi immigrants whether to stay in Europe or to return to their homeland.

1.5 Significance of the Study

This study would have practical and theoretical implications. In terms of practicality, this study would provide an understanding of how migrants use social media in order to migrate illegally to Europe and also useful information on the role of social media interests in its coverage of the issues of Iraqi immigrants to Europe and the importance in knowing the impact on the behaviour of Iraqi immigrants which leads them towards immigration. This understanding will help new media workers determine how and what coverage will be more influential to the people. Moreover, the electronic press is the best art to address such issues (McLaren et al., 2018a), and this study will explore the variables and factors in the Uses and Gratifications Theory and factors affecting the motivation of Iraqi immigrants to use social media. Moreover, this study seeks to know the reasons and motives contributing to establishing the concept of immigration among Iraqi immigrants for social media users.

In terms of theoretically, this work seeks to further develop empirical support for the (Uses and Gratifications Theory) by proposing new models that clarify the relationship between the electronic press and the society to which the message is directed. It is to serve as a road map for workers and those interested in mass

communication and help them to evaluate the effect of this theory on the behaviour of the public after knowing how the public evaluates the media coverage on this issue.

This study's significance is to put personal and media-related factors into perspective. Although previous literature suggested that immigration opinions were related significantly to individual characteristics and media exposure, in this study, the researcher will investigate them together within the theory Uses and Gratifications framework. In this way, the researcher not only gains a deeper understanding of the direct and indirect relationships between and among these factors but also compares the relative importance of personal and media-related factors in the context of immigration attitudes. Besides, it is essential through this research to understand enough the factors that drive the user's loyalty or continued use of websites. Many people use social media as a medium to meet their psychological and social needs, hence, the importance of research in determining new directions for that theory. This research will seek a complete explanation of public opinion on immigration and reveal the reasons that led to this immigration, as well as the treatment methods.

1.6 Scope of the Study

The scope of this study is divided into several areas. The spatial field of research means the place where the study will be conducted, that is, Iraq. As for the human scope for this study, the individuals were limited to Iraqi immigrants, who are social media users. The sampling of this study consists of active users only because users who have already stopped using social media may have different perceptions of the effect or motivations, which helps in influencing behaviour, creating perceptions, and making decisions. The findings of this study can not only be interpreted as describing existing online users 'continuing purpose. Besides, this limited study is focused on the immigrants of Iraq, those who have the experience of immigration to Europe. The reason for choosing this topic is because it is a lack of consensus in the literature on the influence on the behaviour of immigrants, and the reason for choosing social media is that it employs massive resource information to provide content of great importance to the world and in various forms and styles.

As for the selection of immigrants to Europe, there are two reasons: the first is that the immigration policy followed by the European Union, as it allows illegal immigration, is one of the countries that receives illegal immigrants, and this is what made immigrants select to immigrate to Europe. The second reason is that the geographical location of the European Union is close to Iraq, which makes illegal immigration easier; the illegal immigrants do not need to use an airport and legal procedures.

1.6.1 Limitation of the Study

This study focused on exploring and explaining the effect of using social media on the behaviour of illegal Iraqi immigrants who had the experience of illegal immigration to Europe and returned to Iraq.

The study uses a qualitative method and is limited by the population and informants of the study. The study includes the informants who were interviewed: First, the illegal Iraqi immigrants who immigrated to Europe only; the study did not include legal immigrants. Second, the study was limited only to active social media users who used social networking sites before immigration, which were selected purposively.

In addition, the study did not include illegal immigrants to countries other than the European Union, nor did it include immigrants who do not use social media.

1.7 Keywords Definition

1.7.1 Uses of Social Media

Using social media has become an integrated part of human communication, both as a means to establish and maintain social relationships and as a means of sharing and co-creating information. The usage of social media meets many possible needs of individuals as well as organisations, corporations, and authorities (Primack et al., 2017).

The use of social media allows the collaborative generation and dissemination of several types of content, such as text, images, videos, and applications. The most distinctive features of social media are that they are user-generated, interactive, and mobile. Users are creators, editors, and consumers of the media content. Traditional editorial media has also become more interactive with the advent of social media, now allowing both sharing and commenting online. Thus, information and communication flows are now more integrated into people's online as well as offline realities than ever (Bakić-Mirić, 2018).

The purpose of using social media is also considered a communication link and a significant source of information as using social media platforms continues to grow in popularity. Social media employs mobile and web-based technologies to create highly interactive platforms to enable people to communicate, share, collaborate and modify user-generated content, thereby providing a platform for real-time virtual interaction; unlike face-to-face interactions, they have a global audience with almost immediate response times and are cheap and easy to

use(Brynielsson et al., 2018). Social media includes collaborative projects (e.g. Wikipedia); blogs and microblogs (e.g. Twitter); social news networking sites (SNS) (e.g. Facebook, LinkedIn); content communities (e.g. YouTube); and virtual social worlds (e.g. Second Life)(Primack et al., 2017).

The most widely used social media platform on the social networking site is Facebook (with 1.94 billion monthly active users as of 31 March 2017) (Brynielsson et al., 2018).

1.7.2 Media's Coverage

It is known that media coverage includes all the journalistic arts adopted in the press editing process, such as news, report, article, investigation, columns, advertisements, and others.

Many specialists in the field of press editing have argued that media coverage is not different from the concept of news coverage, as it represents the process of obtaining data and details of a specific event and information related to it. The awareness of its causes or place of occurrence, the names of its participants, how it occurred, when it occurred, and other information that makes the event have the ingredients and elements that make it suitable to publish. This process can be called media coverage (L. H. Lee & Review, 2009).

It is the process that relies on a press or media institution obtaining information about a particular event and all the minor details that relate entirely to statements and facts that occur during the reception of data and details of the event. This includes the dissemination of comprehensive knowledge of the causes of the event and developments that occur and the place in which it occurs (Benesch et al., 2019). The reporter or the journalist covers the news from this place and the names of the participants.

Media coverage is the cornerstone of the media because of its psychological and moral effects on the recipient. Also, media coverage is not new in the media arena, but it has been around for a long time (Shipilov et al., 2019). Forever, media coverage is the only way to know all the facts and present them to the recipient, who depends entirely on keeping pace with events through that media coverage (Cammell, 2020).

1.7.3 The Influence of the Media on the Public

The media - whether it is traditional such as TV, radio, or press or modern such as electronic media and website news, as well as social media platforms, has

become more used worldwide. These methods have gratifying effects on the formation of the perceptual and cognitive structure of the audience or community. This structure may contribute to framing the audience and community vision towards the combined case and the ability to analyse and take appropriate behaviour on these issues. The media also have the ability to change the patterns and behaviour of the community (Damstra et al., 2019).

The media's power can often be very powerful and propagate a person's or society's behavioural, cultural, and social trends. However, in another issue, the effect of the mass media will be less influenced, and the audience or community can exit from this effect (Valenzuela, 2011). The social method that the mass media have to draw depends on the nature of the individual's or recipient's desire to be subjected to messages and information transmitted by different media. Whenever the individual or recipient has desires and satisfaction about specific information or case, he turns to the media to satisfy his desires and aspirations in what is called the theory of selective exposure in the sense that the audience is continuously searching in the mass media for what is consistent with his ideas and trends. (Dunaway et al., 2010).

The influence of the media is not limited to a specific field, as the influence of the media is defined in the framework of people and places (Abroms & Maibach, 2008). To add a fresh perspective to the results of published literature reviews and descriptive analyses in qualitative and quantitative studies, as well as our perspectives, the researcher searched the peer-reviewed literature to assess the prevalence and find examples of media impacts on the public and reported media targeting variables in each area, in the last two decades (1997-2017). For this review, the researcher defined the influence of the media on the public as any planned effort that disseminates messages through various media outlets in order to influence individuals' behaviour, produce awareness or change a certain position among the audience through the media that reach the public. These can include traditional media such as TV, radio, billboards, magazines, and newspapers, as well as new media such as websites and various social media sites.

1.7.4 Immigration

The word immigration refers to a group of individuals leaving and moving from their country of origin to settle elsewhere to achieve basic needs in their lives, such as decent housing, stability, and the search for a better life (Varshaver et al., 2017). Immigration can be described precisely as the fact that, under the influence of either compulsory or optional reasons, individuals make an influence decision to move from their country and place of residence and go to another location to achieve the goal that motivated them to move. The transfer is considered a human right enshrined in the Global Charter of Human Rights (Vollmer & Karakayali, 2018).

According to Wikipedia definition of immigration is the international movement of individuals to the country of destination who are not citizens of it or where they do not hold citizenship in order to settle as permanent residents or naturalised citizens. Travellers, tourists, and other short-term stays in the destination country do not fall within the definition of immigration.

The Oxford Dictionary defines immigration as a number of people who come to live permanently in a country that is not their own or who come to live permanently in a foreign country. Migration is of two types: legal and illegal immigration.

1.7.5 Social Media

Social media, which is a group of technologies in the form of virtual communities, and people use them for communication and interaction and allows individuals to access information with a tremendous amount, as sites such as YouTube, Facebook, Myspace, and many other websites attract millions of users all over the world. It has urged many of them to use these sites in their daily routine. These sites are based on creating and maintaining relationships, either with existing members of the social circle or linking people with similar or shared interests (Chiu & Huang, 2015).

A social network is defined as "an explicit representation of the relationship between individuals and groups in society." Also, social networks provide a virtual platform where people with similar interests can gather to communicate, exchange and discuss ideas. It is distinguished by the diversity of its content, which is concerned with all aspects of life in all areas (Gan & Li, 2018a).

The term social media is a new concept in the internet dictionary, and there is no consensus on its exact meaning. Tim O'Reilly (2005) popularised the term web and social media as the next stage in the evolution of the Internet by referring to it as a broad group of online applications that share a number of common characteristics: the web as a platform and harnessing collective intelligence, data is Intel Inside (Constantinides, 2014).

Social media is a set of economic, social, and technological trends that together form the basis for the next generation of the Internet, a more mature and distinct medium characterised by user engagement and openness (Primack et al., 2017).

It is also possible to go to the definition of (Duffett, 2017) social media sites as being a set of interactive and open-source Internet applications in which users

control to spread experiences, cooperation, and knowledge as participants in commercial, social, and cognitive processes. Applications support the creation of informal user networks that facilitate the flow of ideas, information, and knowledge and promote innovation and creativity by allowing efficient generation, dissemination, sharing, and editing of content. Social media uses mobile and web-based technologies in order to create highly interactive platforms to enable people to communicate, share, collaborate, and modify user-generated content, thus providing a platform for virtual, real-time interactions; unlike face-to-face interactions, they have a global audience with nearly instantaneous response times, and cheap and easy to use. Social media includes collaborative projects (such as Wikipedia), Big blogging and microblogging (like Twitter); Social News Network (SNS) sites (such as Facebook and LinkedIn); Content communities (such as YouTube); and virtual social worlds (George, 2011).

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APPENDICES

Appendix A

Sample of Interview Protocol (English Version)

TITLE: EXPLORING THE EXPERIENCES OF SOCIAL MEDIA USAGE AND GRATIFICATION AMONG IRAQI IMMIGRANTS

Open-ended and semi-structured questions were designed to find out how the informants described their experiences of emigration to Europe from their own point of view.

Section A: Informant's personal information

1. Name:
2. Gender:
3. Age:
4. Educational qualification:
5. Number of years of emigration:
6. Host country:
7. Are you a legal or illegal immigrant?
8. migration years?

Section B: To know the challenges and reasons of Iraqi immigrants before travelling to Europe.

1. What was your career before you migrated to Europe?
2. What are the major reasons that made you think about immigration to Europe?

Section C: To know the influence social media have on Iraqi immigrants' behaviour toward immigration to Europe.

1. Are social media have any influence on your behaviour towards immigration to Europe? If so, how?
2. Did your use of social media influence your conviction regarding immigration? If so, how?
3. How did social media sites describe to you the immigration to Europe?
4. Did social media influence your choice to travel to Europe and not others?

Section D: To know the needs and motives for migrants' use of social media and what are the gratifications achieved from it.

1. How many hours do you spend browsing social media daily?
2. What are the websites (social media) that you most used? Which do you prefer? And why?
3. What are the reasons and satisfactions that you gained from social media that led you to migrate to Europe?
4. What are your needs and motives for using social media, and what are the gratifications that you achieved from it?

Section E: To know the reasons and satisfaction motives that were on the social media that led to the migration of Iraqi to Europe.

1. What are the most important issues or news regarding Iraqi immigrants that you were interested in on social media?
2. Did you interact with news related to Iraqi immigration on social media? If so, how?
3. Are you satisfied with social media news about Iraqi immigration to Europe? If so. How?
4. Are social media news plays any role in deciding whether to stay in Europe or to return to the homeland? If so, how?

Section F: To know the challenges that the Iraqi immigrant faces after immigrating to Europe.

1. If you are an illegal immigrant, how did you get to Europe? What is the way and the means that you used?
2. Tell me about your experience when travelling to Europe? What do you advise Iraqis who wish to migrate?
3. Did you have challenges when you started living in Europe? If so, what were they?
4. What is the reason that makes you come back to Iraq?

Section G: Conclusion

a. Concluding remarks

1. May I contact you in the near future in order to clarify some of the information you shared with me?
3. Do you know anyone who might be interested in sharing their story?

b. Appreciation

BIODATA OF STUDENT

Hussein Saadi Mohammed Ali is an Iraqi nationality currently pursuing a Doctor of Philosophy in Mass Communication at the Universiti Putra Malaysia. Born on 26th April 1986, he is very fluent in communicating in five different languages, that is, Arabic, English, Persian, Russian, and Ukrainian. He obtained his higher education in Bachelor of Journalism from the College of Arts, Ahl Al-Bayt University, Iraq, in 2009. Then he pursued his Master's Degree in Ukraine and was awarded a Master of Journalism from Eastern Ukraine National University in the year 2012. He currently holds a position as a lecturer at the University of Karbala, Iraq, and also as a Public Relations Advisor at the University of Warith Al-Anbiya, Iraq. He actively takes part in conferences and seminars and has gained a lot of experience in presenting research papers locally and internationally. He also successfully published several publications related to his research. His research interests include but are not limited to the Methods of Qualitative Studies, Electronic Journalism, Public Relations, Media Strategies, and New Media. He is currently staying in Baghdad, Iraq, and he can be reached through his email husseinmali72@gmail.com.

LIST OF PUBLICATIONS

Hussein Saadi Mohammed Ali, Megat Al-Imran Yasin, Syed Agil Alsagoff, Ab Halim Mohamad (2022). Social Media News Among Iraqi Immigrants Before and After Immigration to Europe. *Journal of Positive Psychology and Wellbeing*, 6(1): 601-616

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