

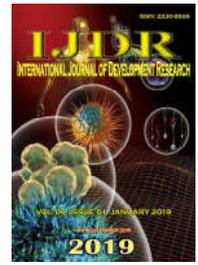


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EXPLORING STRATEGIC LEADERSHIP'S ROLE IN MANAGING SOCIAL MEDIA CRISIS INSIDE THE UNITED ARAB EMIRATES

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ABSTRACT

The problem of this research rise from the subject of social media and its effect on the Gulf region in general and on the society of United Arab Emirates in particular in terms of security and stability of the community due to its negative and positive effects. It is clear to all that the impact of the social media became clear on the stability of society as it become a major challenge in the way of life and in the coherence and stability of the family starting from parents until all the children in terms of; the excessive use, the privacy of the use, and the ability to distinguish between the different contents that have clear impact in the distribution of rumors and the annoyance of society due to its hidden agendas supported by extremist groups and terrorist whether in the areas of religion, politics, society or family.

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INTRODUCTION

The social media and information exchange are parts from the components of mankind personality; means of social media were developed along with the development of media technology where the use of electronic messaging increased versus the use of text messages. It is no longer necessary to travel for numerous miles in order to meet friends because social media shorten the time and effort to interact with friends (Stelzner, 2009). Social media has become an urgent necessity in every home and every member of the family has a smart phone due to the availability of entertainment and information means in terms of time and quality in these phones as well as the quality of programs offered in these smart phones which undoubtedly are a good thing (Stelzner, 2009). Social media applications are defined as "a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0 and that allow the creation and exchange of user-generated content" (Kaplan and Haenlein, 2010). The versatility of leader and strategic administration lies in the possible perception of converting crisis and its potential risks

into opportunities in order to launch creative abilities which invest the crisis as an opportunity in order to reform conditions and find sound solutions (Shelton, 2001). It can be said that this positive trend enables crisis management department in order to interact creatively with the great challenges facing it in the extent that convert risk into an investable opportunity and turn that frustrations into a climate which stimulate creative efforts. There are several justifications for such leadership strategy in order to be ready for facing the crisis; these justifications are as the following; Improving the mental image of the operating environment by obtaining a good mental image as an essential factor of business success. Moral and ethical issues related to the principle of social responsibility which should be undertaken by the organizations towards its environment. Economic factors regarding principles of economic responsibility for losses resulting from economic activities especially with denial of these problems. Descriptive and analytical approach was applied in this paper which describes variables of the study of in order to achieve the following objectives, as;

- Introducing hierarchical model of role theory in the UAE perspective.
- Introducing role model theory for solving social media crisis in the UAE.

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- Investigating the leadership role in dealing with social media crisis in the UAE.
- Implementing proposed model in the UAE based on findings and recommendations.
- Exploring strategic role of the UAE leadership in dealing with the social media crisis.

LITERATURE REVIEW

Preliminary definitions of social media

Electronic media has become lifeblood of our contemporary reality, especially after its wide spread in modern societies, especially social networking sites, which have become characteristic of modern state. Progress of the state is measured by its per capita share, and the level of health, education and expenditure on scientific research, social networking sites reflect the views of individuals and the transfer of their experiences and contribute to the formation of trends and may work in order to solve their problems (Askew and Wilk, 2002). It is necessary to recognize here the difficulty of providing a specific definition of the social media. Despite its technical richness and its political, economic and cultural importance, it is still confused between the sciences of humanities and the theories of information and communication.

This research will provide a modest attempt in this field. First, we can say that the new term of social media is the media of the information era. It was the birth of two prominent phenomena known as the phenomenon of information explosion, and telecommunication (Brants, 2005). New term of social media can be defined as the mating origin between the new and traditional communication and broadcasting technologies with the computer and its networks. Its names have not yet crystallized and it takes its name as it does not resemble traditional communication media. The social media is defined in the Digital Technology Dictionary as "the fusion of computers, computer networks and multimedia." Leicester defined it as "The set of communication technologies generated by mating between computers and traditional means of information.

On the other hand, the Encyclopedia Webde fined the social media as: "a term that incorporates various forms of electronic communication that have become possible through the use of computer technologies (Boyd and Ellison, 2007). Social networking sites have spread widely among young people around the world and have become essential in the community. These sites offer many ideas, topics and information that help educate, educate and create a picture of the world we live in. Cognitive awareness of young people because they provide information and guide it in the way they want, and it plays a prominent role in shaping political awareness and raise the level of people. Social media also features multimedia media, which means that the information is displayed in a combination of text, image and video, making the information more powerful. This information is digital information that is prepared, stored, modified and transmitted electronically (Chambers, 2013). The social media is also characterized by its variety and ease of use, and these characteristics have altered the patterns of communication behavior. Behind the phenomenon of social media; there are technical, economic and political factors which can be summarized as the following (Chambers, 2013);

- Technical factor of the tremendous progress in computer technology: its equipment and software, and communication technology, especially with respect to satellites and fiber optic networks. These technological elements have been integrated into several communication combinations until they have emerged as an intermediary in which all other media - print, audio and video, as well as the Jamahiriya and the individual - are integrated into the Internet. The impact of these technological developments has been reflected in all the media channels: journalism, radio and television, and it has also been reflected on the nature of the relations between the producer of the media message, its distributor and its recipients. The world has shrunk a place and a time and the barriers between distant and near have fallen. Virtual reality technology has almost eliminated the barrier between the real and imaginary and the present and the absent, and connecting with the real-world beings and the symbolic beings inhabiting the information space.
- Economic factor represented by the globalization of the economy and the required acceleration of the movement of goods and capital, which in turn requires the acceleration of the flow of information. This is not just because information is a common denominator that supports all economic activities without exception, but because any information is an economic commodity in itself, whose importance is growing day by day. In other words, the globalization of information and communication systems is the economic means of globalization of markets and the development of consumerism on the one hand, and the distribution of cultural goods of music, games and television programs on the other.
- Political factor of the increasing use of the media by the political forces in order to tighten their grip on the course of things and maintain the stability of the balance of power in a very turbulent world full of conflicts and contradictions.

Social media in security awareness: Security media is one of the specialized media, which is the media that broadcast messages, information, ideas, reports, news and opinions that must be characterized by credibility, objectivity, impartiality and neutrality issued by the security apparatus and its sponsors and broadcast media owned by the security establishment or through cooperation with other media institutions to publish security awareness in order to achieve media interaction and communication between the police and the public and the positive interaction through the media security to achieve security awareness, which seeks to achieve the objectives of the most important (Fenton and Barassi, 2011)

- Gain security awareness by all strata and members of society and their sense of security in community issues.
- The individuals understand the nature of the work of the security apparatus and the security responsibilities entrusted in order to it and the formations it faces in this context.
- Encourage the public to participate in taking responsibility for the security problems in the community and create a kind of cooperation between

the security apparatus and members of the community to resolve.

It can be said that security awareness is one of the most important functions of the security media which encourage the police departments use social media upon dealing with security crisis as they developed specialized sections that utilize security media for dealing with social crisis issues which in turn sheds light on the sites of events and provides the media with the correct information and documented news (Fountain, 2001). It faces rumors and lies that affect the morale of the people and the security apparatus, monitors and responds to what is published in the media. The other focuses mainly on crime and the protection of the community from being notified and the effectiveness of the security media and its success in raising awareness about security;

- The media should develop a media plan within the media strategy to address the security issue based on specific objectives of the citizen, society and the security apparatus.
- Security media messages should be flexible in the way they communicate with the public in general and with the law-abiding public in particular for the difference in crime.
- The security media should deal with the security issue and raise awareness about it in a scientific manner based on identifying the phenomenon or issue that it wants to deal with media and then based on studying and analyzing it convincingly and make appropriate recommendations to solve it.
- The security media should vary in security awareness through the use of various media in directing media messages and broadcasting security news, as well as clarifying the laws governing the life of citizens and enhancing their security.

Global impacts of social media and UAE

Political Impacts of Social Media

Internet has proven to be a power and a method of change which is more effective than other means of media despite it needs more time due to the relatively limitations of accessing internet- especially in most of the Middle East Countries- because the nature of this interactive network creates suitable intellectual environment that opens the way to political change. Social media can generate political pressures due to its democratic environment that enables public participation; there're no limits for expression freedom which in turn enables massive number of individuals to put their political opinions for a wide range of followers (Sepp, 2011). This situation may make governments change their policies in order to cope with requirements of public opinions. Thus, political change supporters don't have to risk during actual demonstrations; instead they can form a considerable virtual political pressure by using social media. Getting information and publishing it without censorship or control is considered informative democracy. Freedom is a right for all despite of their intentions and purposes, but violating that freedom may occur which make the concerned authorities in the UAE do its best to regulate this issue to the stability of the community (Nasser and Al jenaibi, 2011). Therefore, social media played a prominent role in sparking protesting rage that led to political

changes in many countries like Egypt and Tunisia. On the same hand, social media which utilized communication technology like smart phones – especially Twitter and Facebook – proved extraordinary effectiveness in crowding supporters in order to perform virtual and real demonstrations (Sepp, 2011). Social media helped us to live in what so called “documented life”; so, it's necessary to point that every progress in social media consequently involves a tremendous influence on audience interactivity from one side and interactivity between public and government from the other side.

Social Impacts of Social Media

The world is witnessing a post-modernism and post-industrial era which created a universal digital society that produced what is known now by "Digital Human" and "Internet human" who asks himself "what will happen next?" instead of the traditional question "what will we do?" (Khory, 2005). The communication abundance became a torrent within the society and no one can neglect it with its huge amount of information, thoughts and emotions. This abundance created a great burden on human in many fields as he finds himself in many confusing and perplexing situations which may in turn drive many people for; isolation, neglecting reality, being more aware of reality, being angry, etc... which means that influences are dissimilar or even conflicting. These dissimilar influences usually characterized by; emotional inertia, invulnerable to criticism, lack of responding to advices and directing, lack of verbal communication, etc... which prompted psychiatrists to call this situation as "Alienation" or "Inwardness". Some psychiatrists consider that enormous communication flow an enrichment for the human thoughts, while others see it as mental violation, psychological pressure, and ideological disorder (Hity, 2003). Anyway, social impacts of social media became clear in many fields, as many researchers tend to describe bloggers and social media users as "historians of this era" (Eisha, 2009). In light of the above, traditional social relationships between individual have been weakened and retreated in favor of virtual relations by skipping geographical, economical, and lingual communication barriers. Social media has created a live and interactive virtual society which is often similar in its features with the real society enabling continuous communication without any material barriers. Consequently, life of individuals changed to depend gradually on electronic communication in order to live within virtual world and form a virtual family into the virtual society. These new trans-boundary relationships created new values and traditions due to the overlapping and interaction between local and international values and traditions which may lead to a kind of globalization for values and traditions adopted by many humans with the emerging minority that fights back this trend which tends rottenly to extremism in the resistance (Carragher and Sullivan, 2006). Economic Impacts of Social Media: There're some direct and indirect impacts for social media on the economic level which may occur after a period of time depending on the speed of the economic transforms in the world and the ability in order to overcome economic and financial crisis which can affect negatively or positively according to the nature of the general economic system (Roxburgh, 2013), as the following;

- Changing trade dependability; consumer has the greatest influence in producing and promoting different products as a result of his fast reaction

toward any products whether by approval or refusal via social media; this situation makes consumer as an affective partner in determining qualities of the required products in the future. Thus, trade dependability has changed from the strategy of "individuality of production companies" to the bilateral strategy of "producer and consumer" which impose on producers in order to recognize opinions of consumers before mass production and consider his claims and requirements which means to increase production and making profits. So, there're some products that may disappear if it didn't response to consumers' requirements.

- Transferring towards knowledge economy; the role of social media is increasing and spreading which will empower the knowledge economy more than products and services economy as a result of depending on advanced technology and its applications with the great demand on the knowledge and information which make the knowledge as a very important strategic product and an essential base for competitiveness in the 21st century.
- Transferring towards virtual economy; internet in general and social media in particular provide chances in order to increase the virtual economy and pass through customs barriers in addition to decreasing local economy in front of international economy which means that a new economy will appear parallel to the current economy which has mutual overt or reverse relationship.

Security Impacts of Social Media

Researchers aware about the close link between social media and spread of negative security phenomena that could be a threat to social security and stability like; terrorism, extremism, etc... Some groups that use social media as chatting platforms prefer to keep their virtual societies relatively closed only on them by using social communication and interaction between its members; while other groups prefer to establish virtual countries that have violent and extremist ethics which in turn puts the concerned security authorities in the face of difficult security challenges in dealing with such virtual countries that can empower the powers of terrorist parties because communication is a basic factor for insuring effectiveness and unity of these terrorist organizations (Sepp, 2011). There's no clear evidence on that situation except what happens with Al-Qaeda terrorist organization as it used internet sites and social media in spreading their thoughts and recruiting or train its extremist members on criminal acts or preparing booms and other criminal activities (Sepp, 2011). So, it's not strange that Al-Qaeda's communication via thousands of internet sites and social media widen its international presence despite of its limited land because it has its own virtual land which is enough for planning and performing its criminal activities (Rollins, 2011). Social media let the chance for civil and human communication; however it produced many negatives as mentioned before as it contributed in globalizing the crime which linked with many crimes as; impersonation, slander, defamation, insulting, hacking, harassing through chat programs and personal blogs, assaulting privacy, incitement, stirring religious and ethnic strife (Shafik, 2010). Also, using smart phones as a method of social media during a specific timing such as driving is considered to be one

of traffic accident on high ways which in turn lead to negative security and social influences. On the same hand, some security systems recognized the increasing importance of social media and applied it in order to enhance the security performance. Thus, security and intelligences systems in the Arab Gulf Cooperation Council and especially the United Arab Emirates seek to hold a meeting between their administrators to discuss its statues regarding the social media attacks into a continuous cooperation (Emirates Etihad Newspaper, 2013). Consequently, social media is more effective than the traditional printed media to communicate with youth because youth are no longer subscribing in the printed newspapers and magazines but they exclusively get news from social media applications (BBC Arabic, 2012).

Media Impacts of Social Media: Usage of Social media has multiplied the preparation of opinion leaders massively who participate in forming beliefs and direct public opinion, thus the power of traditional authorities on current beliefs and trends towards various cases and subjects has been remarkably retreated. It became natural that social media users turned to form their own beliefs whether by exchanging opinions or forming the content and information they share among each other instead of receiving information from its traditional sources or adopt the opinions included into the traditional media (Eisha, 2009). The wide freedom space created by social media shaped many questions regarding its impact on destiny of official media announcements and if social media will contribute in building common features between wide sectors of the audience. Some researchers see that audience is basically divided about standards of patriotism and loyalty as they vary heavily in opinions, education level and culture in addition to their traditional intellectual divisions between liberals, nationalists, leftists, and Islamists. Therefore, there will be an opportunity in order to integrate many sectors of audience regardless the boundaries according to the intellectual, ideological, religious and political consensus. Also, this opportunity will be open in order to build common features between intellectuals and political activists who are more expatriate and less connected with their homeland societies, so they contact nationally and internationally in order to practice what is called "Private World of Digital Technology" or "cavalries of digital space" (Saied, 2009).

Social media was the cause for the corrosion of many media concepts, as; reliability, creditability, and source of the news, etc... because it played a prominent role in spreading rumors and adding more reliability to it making news from rumors in many cases which in turn considered as media dishonesty after adding rumors and informative deception to the truth. Many anonymous pages became rumor sources on social media like Facebook; the most dangerous action happens when newspapers and channels are racing in order to publish what such media share without questioning its credibility (Aljasim, 2006). Current situation points that social media and media globalization will compete the state in some of its powers especially in media sector and its influence on public opinion to the extent of diminishing national sovereignty because social media influence on media sovereignty after the end of authorities' monopoly on news and information and disappearance of misleading facts principle allowing only to publish what the authorities want (Elalyan, 2010).

Military Impacts of Social Media: Social media has many influences on the work nature of the military organization and its relations with surrounding social environment (Chief of Public Affairs Office, 2016); the following are the most important impacts of social media in the military field;

- Gaining public support and building active communication; social media enables concerned departments in military organization to post news, interactive reactions, and transmit visual data that allow gaining support and public compassion by targeting youth category to empower their loyalty and support their patriot sense.
- Communicating with public in crisis and disasters; media division in military organization broadcasts urgent information and news about crisis and disasters for as many people as possible by using the most suitable social media application to limit casualties and increase their awareness towards emergent incidents that will affect their daily life.
- Communicating with military personnel; social media is utilized to link different levels inside the military organization whether inside or outside the country which helps to cut down costs of traditional communication means and empowering bonds and relations between personnel of these organizations.
- Rumors fighting; concerned departments inside the military organizations fight rumors using social media effectively to contain any rumor that can threaten the organization. Also, social media can be used conversely in order to broadcast false news that target certain categories to achieve the goals of Psychological and information warfare.
- Exchanging encrypted data; intelligence services depend on social media in exchanging encrypted untraceable data with external agencies systems or even their own agents with limited chances to be detected. So, some intelligence services form specialized departments equipped with the latest technologies and programs in order to follow up what happens on social media to detect any threats to the national security of the country.
- Remote war; intelligence services depend on social media to carry out various information war which makes it difficult for opponent in order to detect threat source; which requires the intelligence services to have capabilities for defending infrastructure of the countries against such attacks.

Role of leadership towards social media: If the social media provided many benefits, it produced many legal problems resulted from misuse as determination of criminal responsibility for cybercrimes that are done on the social media pages; is the internet service provider responsible for the issue as it's the main part in managing the site information program on the internet, or it is treated as merely the provider of communication technology that has no relation to the content or the information it includes? Is the user responsible for the issue as he is the editor who formulates the posted information and data on social media, or it's the responsible for managing the internet? Sometime the two responsibilities may come together when the site creator is the same person who edit the content. That means, it will be difficult to determine the end of legal responsibility of social media and the start of the

responsibility for the content's owner. Generally, managing legal rules for using internet and social media is a vital part for the role of leadership towards social media (Mostafa, 2013). To conclude, leadership cannot ignore the new social media, this is an opportunity but also a tool of self and even a risk factor for organizations that do not properly manage their image and internal communication. Social networks cannot be controlled and subdued. Through their pressure, leadership must evolve to authentic values, decisional transparency and direct and personalized communication. In our opinion, the charismatic and visionary leader will be one that will be able to align the group in achieving its objectives and bring added value to the organization in an open and competitive economy.

Leadership and social media in the United Arab Emirates:

There is no doubt that the emergence of modern communication means created a qualitative leap in communication between individuals and groups, resulting in positive and negative practices and effects which have been reflected in general on the society in general and on the family in particular. Although the degree of impact is linked to a strong link in how they are used and invested in them, the distinction between positive technology and its negatives in modern times depends on how individual use it. In front of these technologies, which have become a double-edged sword, and invade our societies and homes and the minds of our generations without permission; number of specialists, experts and activists in this sector see that despite the benefits that are not hidden from any of us, but the negative aspects of the most likely positive. These means and channels are a hotbed for weak souls, extremists with dubious agendas to spread their poisonous ideas and programs, and to hunt victims by blackmailing them and choosing between money and scandal, even now we witness what is now called "cyber terrorism" and cybercrime (Al-Khaja, 2015). Therefore, the leadership of the state must not stand idly in front of what happened for the individual and the society from attack on the mind by deceiving and misleading him for known or unknown objectives through various social media in the framework of what can be called cybercrimes which aim mainly reputation, distortion of the image, obtain money through compromises with those affected, and took these forms of multiple forms, including access to the sites of enterprises and companies and disable them (Rami Ayesh, 2015).

The role of leadership is clear in the so-called information security, which is concerned with providing protection against the threatening threats through providing the necessary tools and means for protecting information from internal or external risks, the standards and procedures taken in order to prevent the access of information to the hands of unauthorized persons through communications and to ensure authenticity and health of these contacts (Al-Khaja, 2015). Thus, in order to face the chaos of spreading information through social media and manage the modern social media in accordance of; citizen rights, society safety and security, and integrity and transparency of the media and its accountability; the United Arab Emirates tried to create some entries which are previously tested for achieving such control on social media (Supreme Council for National Security, 2016), some of these entries include the following;

- Controlling through monitoring for what is broadcasted on the web and mobiles.
- Removing the unwanted subjects using the most advanced technologies for that aim.
- Putting moral restrictions represented in honor agreements by civil society organizations that are interested in media and other organizations.
- Putting moral restrictions represented in behavior blogs developed by the digital and no digital media organizations.
- Criminalizing and pursuing through punishing providers of unsuitable content on the network, like law pursuing and punishing the internet activists especially the bloggers and social media users for publishing information.
- Awareness to the damages and consequences of the irresponsible publishing on the internet or what is called digital and informative literacy for presenting ethics of dealing on the social media applications.

Despite community activities in order to avoid problems of social media, the most important step taken by the leadership of the United Arab Emirates comes clear in the Emirati's Constitution in order to regulate and legalize the use of social media; there is the Federal Decree-Law no. (5) of 2012 on combating cybercrimes Issued on 25 Ramadan 1433 AH corresponding to 13 August 2012 AD- has criminalized the electronic extortion in two unrestricted and restricted forms as the following (Federal Decree-Law no 5, 2012);

- The restricted condition stated into the second paragraph of Article 16 of the Decree referring; "The punishment shall be imprisonment up to ten years if the subject of threat is to commit a felony or engage in matters against honor or morals".
- The unrestricted condition stated into the first paragraph of Article 16 of the Decree referring; "Shall be punished by imprisonment for a period of two years at most and a fine not less than two hundred fifty thousand Dirhams and not in excess of five hundred thousand Dirhams or either of these two penalties whoever uses a computer network or information technology means to extort or threaten another person in order to force him to engage in or prevent him from engaging in a certain act".

Proposed framework: Any research or study depends on giving a number of information and theories to determine the problematic nature of the research. In order for the research to meet its scientific and practical value, it is important to deal with the most appropriate methodological procedures. In this chapter, I will attempt to explain the scientific methods upon which the study was based such as; the associated methodology, the sampling procedures, the data collection tools, the validity of their application, and the knowledge of their reliability in addition to exposure to the techniques used in the study.

Introduction to AHP: Using operational research methods and quantitative techniques have been broadened in terms of administrative, productive, economic and even political decisions as the result of its holistic approach and taking into consideration all the criteria that may be contradictory - from the viewpoints of decision makers - at the level of institutions

and bodies and even states. Also, it's difficult for organizations in order to solve these problems with intuition and guesswork upon exercising the basic functions successfully which depends on their efficiency in making rational decisions because of the complexity of organizational and administrative structure which will complicate the objectives and entanglement. As a result, the different departments realized the need to shift from improvisational management style to a more conscious management style of using modern quantitative models and methods in planning and decision-making as they have an effective role in rationalizing managerial and planning decision-making. Hence, the concept of multi-criteria decision-making appeared since individuals, organizations and states in practice face many problems whose solution involves achieving several objectives, that is, several criteria should be considered when deciding rather than a single criterion or objective which in turn requires a specific approach known as the Analytic Hierarchy Process "AHP".

In 1970s, a structured method that involves breaking down complex or difficult and formless elements into an organized set of components was introduced. It was called the Analytic Hierarchy Process or "AHP", these set of components are arranged in a multilevel and hierarchical way by decision making involving different alternatives (Saaty, 1982). In AHP method, the decision process results into a hierarchy. Developing a matrix indicating the strength with an element dominating another with respect to a given criterion is possible through making a set of pair-wise comparisons at each level of the hierarchy. This process provides an effective structure that imposes system and commitment on the decision-making process. The need to determine a numerical value for each variable of the problem helps decision-makers in order to maintain a coherent conceptual model which in turn help them reach to a clear conclusion. In addition to that, the managerial nature of decision makers improves the coherence of decisions and enhances the credibility of the analytic hierarchy process as a tool for strategic decision-making (Saaty, 1982).

Steps of AHP Questionnaire

The AHP method comprises of more than one phase including; hierarchical structuring of the problem, data collection and priority analysis, consistency verification, and determination of normalized weights and synthesis and finding solution to the problem (Tummala and Wan, 1994). The main phases are as the following;

Hierarchical structuring of the problem; there is no fixed base for building hierarchical forms because the hierarchical process depends on the type of decision to be made. If this decision is an alternative choice among several alternatives, we can start with the last level by placing the available alternatives in the list for the basic structure of the AHP consisting of level 1 of the goal, level 2 of the main criteria and sub criteria, and level 3 of the alternatives. The next level will have the criteria by which we will judge these alternatives while the higher level will consist of only one element which is the overall purpose for which the decision is made based on existing standards and the importance of their respective contribution in its achievement.

The most successful way to form a hierarchical structure is to examine the subject in depth and then to list all its related

elements and alternatives which are grouped and organized in a hierarchical way later (Vargas, R. V, 2010).

Priority Analysis; the AHP calculates the priorities among the elements of the pyramid and compiles the judgments in order to obtain a set of overall priorities in addition to check the consistency of these judgments in order to draw a final decision based on the results of this process. Analytic Hierarchy Process uses two approaches at the same time; it uses systems thinking to construct ideas hierarchically and causal thinking or explanation through the binary comparison between elements of the pyramid by the compilation of applied provisions in the work which in turn mixes the logical thinking with the generated feelings from the experience resulting from knowledge. However, the end result is not necessarily to be correct if the solution derived from the use of hierarchical analysis does not sound right to an informed decision maker; the solution would be better when the decision maker repeats/rebuilds the process or re-examines the judgments. On the other hand, experiences have shown that the results of the method of AHP converge decisions reached with great effort in the business world (Saaty, 2007).

Consistency Verification; when the matrix is constant, the standard sum of each row tells how much each element is relatively dominated by the other elements and how much other elements are dominant over each of the total inputs of each column. The two values must be multiplicative inverse to each other so that the multiplication of the two values equal to one. It's noticed that the elements in the column are the inverted of the elements in the row for that activity. Elements in each column are summed and multiples by the standard value of the corresponding row and then results are aggregated for all columns. If judgments are contradictory; this value known as Lambda Max (λ_{max}) which will be greater than number of compared elements (n). AHP measures overall consistency of judgments to get acceptable results by calculating consistency ratio (CR) by applying consistency index equation $CI = \frac{\lambda_{max} - n}{n - 1}$. Random pair-wise comparisons have been simulated to produce average random indices for different sized matrices. After obtaining CI, it should be compared with RI as shown in *table 1* to identify CR using equation of $CR = \frac{CI}{RI}$ (Vargas, R. V, 2010). According to Saaty (1980), if the value of CR is smaller or equal to 0.10, inconsistency is acceptable.

Table 1. Random Index Values

N	1	2	3	4	5	6	7	8	9	10
RI	0.00	0.00	0.58	0.90	1.12	1.24	1.32	1.41	1.45	1.48

Conclusion

The study tackled the impact of social media on the society and its behavior. Hence, the researcher tackled the problem of research, namely, that modern media has become a strong and rapidly influencing challenge both in terms of influencing societal behavior and lifestyle, influencing family relationships, isolating some people and living with the virtual world without restrictions. The mixing of cultures and influence on values and good habits has become a modern media platform for all members of the community in order to exchange the contents of the negative and positive also affected the official bodies, the government in terms of transmitting rumors and the exchange of contents not

documented by the official authorities Which impact on the reputation and strength of the decisions as well as the means of social communication has become an effective means of terrorists in the world arrived in adolescents and others in order to exploit society in terms of reality live with daily if not without any home or an individual or institution from a device or modern means of social communication programs. The researcher wants to find solutions to problems of social communication and deal with them positively and use them in order to support the stability of society as a result of the increasing use of the wrong programs in terms of time and effort, as well as problems of privacy and blackmail and circulation of rumors and the exploitation of the weak souls it became necessary in order to give the subject of importance and the work of legalization or programs or education departments and in order to educate the community as well as to evaluate programs and planning in order to create solutions to support the community and in order to achieve stability and security.

The research explains the multi stages of crisis which caused mainly by the social media in the modern time and its characteristics into the era of technology that are difference from catastrophe and disaster. The study depended predictability and influence possibilities as a classification of crisis using the Analytic Hierarchy Process "AHP" to show that there are sub crises with the main crisis caused by the social media. Important one is the Maida Crisis which is related with the informational dimension and the Psychological Crisis which is related with the Human dimension or the victim management which are two main elements of the leader which he must handle in order to avoid the destructive effect of such crises in the future.

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