ROLE OF FACEBOOK IN PROMOTING SOCIAL PEACE IN AFGHANISTAN: CASE OF STUDY NANGARHAR CITY

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Abstract

Virtual Social Media, especially Facebook, has redefined the various categories of personal and social life that have transformed the concept of social peace from the same categories. The cyberspace and the digital world are a product of a massive technological breakthrough that has changed the concept of time and space and has created synchronization for everyone at any time. Undoubtedly, communication technologies, in particular, the Internet, have created a radical change in the structure of relationships and - human communications and created new opportunities in a variety of fields, and global advances in ICT have expanded vast opportunities.

Learning and access to resources of peace and social peace, so that this is not fundamentally conceivable by traditional means and methods. The present study examines the role of Facebook in promoting social peace in Afghanistan. The findings show that Newville Social Media, especially Facebook, has the potential to promote social peace. Also, using these Social Media can be used to effectively address the root causes of administrative corruption, economic development, illiteracy, and the elimination of permanent warfare in Afghanistan.

Keyword: Media, Social Media, Facebook, Peace, And Afghanistan.

1.1 Introduction

In this world, some discoveries changed the entire status of living. In the 20th century development of technology and the launching of these technologies in the 21st century is an example of this lifestyle. If we think just about recent 50 or 40 years before, that time was a time when people didn't have a mobile phone and either they are not familiar with the name of computer or internet, but today, if we imagine that we don't have mobile phones, computers or internet so do our lives are simple? No! Indeed, they will not either think that peoples will live without these technologies.

Technology has changed the lifestyle of humankind. In technology, the internet and inside the internet, especially social sites, have brought changes among the public. Social websites are those pages where people are linked to each other. Each one could efficiently study, see or listen to other's topics. For example, Facebook, Twitter, YouTube, Instagram, and so one are famous social sites. Moreover, in Afghanistan, the most useful site is a Facebook page.

Today Facebook is a word that people could hear it from a child, young, old, and every aged person. Facebook was created in 2004, and today this page has more than two milliard users. It seems that Facebook got enough development in his 13 years' lifespan. In social sites, Facebook has brought a revolution. Today in Afghanistan bypassing days, Facebook is becoming famous among people, and from reduced labor up to the president of a country is using Facebook. Moreover, by using this site for hours, it shows that it has many impacts as well. In Afghanistan, as a result of decades of war and Misery, Afghan communities are faced with a lack of knowledge than other developed countries.

Moreover, among such social sites like Facebook has many impacts. Because of the popularity that Facebook has among our nations, and this popularity is increasing day by day, so this topic sounds useful for explaining. We have a law that everything has positive and negative aspects, and on this topic, the research wants to mention all positive aspects of the Facebook social site. People will learn that how people could make a peaceful and safe nation through Facebook.

1.2 The problem of research

In the first decade of the 21st century, Facebook was invented, and after some time, it becomes common in public. Today, if anyone is sleeping, its last task is seeing Facebook. If a person is waking up in the morning, his/her first task is seeing Facebook. An Afghan community, Facebook is like the forest fire, which is incredibly spreading among people. If people are a little bit sad about time-consuming but on the other hand, they are happy about their advantages. In our research, we attempt to find about its positive aspects or role in Afghan communities. We could trigger problems of research as below:

What is the concept of peace?
Which kind of social site is Facebook?
How could we work for peace and development through Facebook?
1.3 The objective of research

The main goal or objective of the research is to show positive aspects of Facebook and will study its effects, which is the cause of community development. Specially to find out those channels that Facebook has a great role in these communities. It means to show to people how Facebook is useful and is a device of peaceful. All of the readers could read the objectives of this research as below, which is listed:
To transfer the real meaning of peace.
To show the right way of the usage of Facebook.
We are working for peace.

1.4 Hypothesis

Our most people up to still today do not know the real meaning of peace. The researcher believes that when we understand the real meaning of peace, then some percentage of sadness will be sad and will find daring. Moreover, after this achievement, we could make more attempts for a peaceful community and make a developed, full of happiness and peaceful community. In recent times Facebook is one of the most essential and famous resources. If we work for peace and community through Facebook, then these communities and people will be not listed as today’s status. Moreover, people will understand that Facebook will drive a significant role for us.

Literature review

The primary goal of this part is to review the existing literature of the main concepts under investigation in this paper. The first section focused on Facebook pace, and then the subject of social media concept and social media in Afghanistan is discussed. After that, the study will argue with emphasizing on the Facebook pace in a society of Afghanistan previous studies.

2.1 Media

Before to talk about Afghan media history, it is better to know what media is?
Media means any device that transmits cultures and thoughts. Moreover, now what is meant by this definition are devices such as newspapers, magazines, radio, television, satellite, the Internet, CDs, video, and more.

Media and its concepts are the most essential and most effective means of transferring information and awareness in the realization of the communication process. In Persian culture, “intently” against the word “of the media” has come: “Any means to bring news or news to the public, such as radio and television, and the newspaper.” Today, with the help of new technology and the growth of tools for the transfer of information and the exchange of ideas and opinions through the press, radio, and television, the structure of traditional media has been torn and the communications world has entered a new stage in its life (Fraenkel, Schoemaker, Himelfarb, 2010, 22). «Media means any device that transfers cultures and thoughts to others» (Azimi, Shokarkhah, 2015, 3).

When we know the media, now we will talk about media history in Afghanistan, be targeting the urban elites, was always under the heavy washing of those who were in power. The country’s severe first newspaper was Seraj al-Akhbar, its regular publications began in 1911. Other newspapers were launched in the following years, and government radio programs began in 1925. Afghanistan in April 1978, when the coup began on Dawood Khan, the president of Afghanistan and intensified the civil war in 1979 in Afghanistan. The Soviet invasion controlled all media. By the time the Taliban had been, the state of the media was not in a state when the Taliban controlled (Ghobar, 2012, 46).

Kabul in 1996, they banned TV as un-Islamic, and Radio Shariat began to operate. After In 2002, foreign donors, especially the United States, have supported the development of various media in the country. Since 2002, there are 250 radio stations available. There are more than 80 television stations in 34 provinces of Afghanistan, and there are more than 1,000 newspapers, magazines, and more (Human Rights, 2015, 12).

2.2 WHAT IS SOCIAL MEDIA?

Social Media are considered as a type of Social Media in recent years online, and offline online users have been so influential that these new Media have also influenced forms of social communication. Social Media today is part of the sector. The whole life of many people has become. Social Media are part of the social media that have been created for many purposes and have attracted many users. Today, some Social Media have become a news media with the services they provide and have become users of the news and have had profound effects on different events in the real world. Social Media are also very influential in the lives of people who are members. Here we define Social Media as well as the ideas of scientists about social media. «Social media shatters the boundaries between the real world and the virtual world» (Rasuli, N. D.4.), «Social Media Mining is the process of representing, analyzing, and extracting actionable patterns from social media data» (Synthesis Report, 2010, 81).

Social media mining cultivates a new kind of data scientist who is well versed in social and computational theories, specialized to analyze recalcitrant social media data, and skilled to help bridge the gap from what we know to what we want to know about the vast social media world with computational tools (Zafarani, Abbasi&Liui, 43). Social Media is an environment in which information is designed to support in-depth social interaction, community formation, collaborative opportunities, and collaborative work (Fuchs, 2017, 38).

Social media refers to those digital media that are interactive, incorporate two-way communication, and involve some form of computing (Ndonye, 2014, 1).
Social Media is 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 (Effing, Hillegersberg, Huibers, 2011, 28).

It also refers to on-demand access to content anytime, anywhere, on any digital device, as well as interactive user feedback, creative and participative. Social Media is a form of media that emerges after the mass media. It enables the interaction between the message producer and the author of the message, meaning that in this medium, the addressee or receiver of the message is not passive and engages in dynamic It actively communicates with the message, the sender, the sending and receiving process, and the context for the presentation of the message, and the ability to make changes to the message being transmitted and re-publishing it to remind the other people of a message combined with their thoughts and doctrines. From the figures provided every day, research finds that social media has grown exponentially and rapidly (poor, Tabar, 2013, 9).

Social Media, while being a space for new friends, allows individuals to connect with their old friends. Also, there are places to exchange views in which people share their opinions and points. Social Media, in general, are places in the virtual world that introduce their people briefly and provide the basis for communicating between themselves and their mentors in various fields of interest.

2.3 History of Social Media

In this section, research will review the history of Social Media to better understand the context of their creation and different Social Media. Some believe that dating sites are the first Internet Social Media. The first dating sites began when Internet usage was almost overwhelming. These sites allowed users to subscribe to and make calls to other members. Online discussions have also played an essential role in the advancement and development of Social Media (Aftah, 2011, 24).

However, a concept called Internet Social Media with Template. Today, it was first introduced in 1960 at the University of Illinois in the United States. After that, the first modern Social Media website was launched in 1997, called "six degrees." However, it was blocked in 2000 and after three years of activity. It was sold in 2000 and shut down in 2001. The most important reason was the incorrect use of his works, which caused several complaints from the site (Akbari, 2009, 23).

Since 2001, various Social Media have been created with a variety of applications, and in reality, a new wave of Social Media was formed. Live journal and Ryze were among the first Social Media for professional purposes. The Live Journal was a social Media based on the review of the journals, and in Ryze, users could network around their business activities. Ryze was formed for business and trade purposes and became the most extensive business service network. Ryze’s Social Media, launched in 2001, was the second wave of Social Media sites that removed these kinds of websites from focusing on entertainment (Islami, 2012, 5).

After this networking (LinkedIn in 2002 arose, as well as other networks such as Friendster, Orkut was launched and in 2003 another Social Media called Myspace also came into being, each one of them in his partly Fred Steer with millions of users and Myspace in 2004 had the most users in the field of Social Media with their millions of users (Akbari, 2010, 25).

However, when Facebook was created, all these networks either blocked one by one or they changed their activities.

Social media in Afghanistan: For the first time, Afghanistan acquired domain name of in2003. The Afghanistan Network Information Center (AFNIC) is responsible for managing global Internet access. The current government recognizes the Internet as an essential source of growth for the country and believes that ICTs can provide opportunities, suitable for all sectors of the community. In November 2006, the Ministry of Communications signed a contract with a Chinese company to establish a fiber-optic cable network throughout the country (Altai, 2015, 41). Now people have information about Social Media, but the main topic of this article is Facebook.

2.4 Introduction to Facebook

Facebook is one of the social web pages that people from different countries are enrolling themselves in it and create linkage with each other. (Facebook is a social site launched by its young builder Mark Zuckerberg designed the Facebook site from his room at Harvard University and launched it on February 4, 2004, as a Harvard Student Social Web site. But his site went so far beyond the boundaries of a university and its students that it was so popular that more than half of the Harvard students enrolled in it by the weekend of its launch, and that it was used as a way of communication in the short term, millions of people came to join in the first few months and established a vast, broad, influential Social Media community (katahwazi, 2017, 3).
After impressive Facebook success, Zuckerberg decided to expand. So he also helped his roommate Dustin Moskovitz. The two first set up the site for Stanford, Columbia, and Yale, and then set up several other universities in the state of Boston for the United States. By the beginning of the summer of the same year, Facebook was used by thousands in more than 45 US universities. At the same time, Zuckerberg, along with several of his friends who helped him in the office, went to Palo Alto, California, where he managed a small house. This is the first official office of the Hubood. He was going to Zacherberg to California, introducing her to the first investor in Facebook, Peter Thiel (Manorian, 2009).

According to a report in September 2019, based upon Facebook’s official investor relations information. Worldwide, there are over 2.41 billion monthly active users (MAU) as of June 30, 2019. This is an 8 percent increase in Facebook MAUs year over year (statista, 2019). According to a report released in June 2019, the population of Afghanistan is 37,209,007, with an internet user of 7,337,489. (internet world stats, 2019). Penetration % population is 19.7%. From those people how to use the internet in Afghanistan, 94.09% of persons use Facebook (gs. Statcounter, 2019).

Its mean is that 95% use of the internet has Facebook; this social media is so famous in Afghanistan. The younger founder Mark zokarbrak is the created of this page, who is born on 14th of May-1984, he was the man of personality in times magazine in 2010. His private share until today is 13.5 milliard USD. Facebook is that social channel, media, and webpage through which people could freely change their ideas, Information, thoughts, questions. As written, sound, video, or as images.

When this webpage was created in 2004 by Mark Zokobrag, then, in short, took the attention of people and found more and more users. Today in the whole world, Facebook has so many users, and the organizer of this webpage Mark Zobarg stands in the top 10 world wealthiest people. Each person at first should make for him a Facebook Account, and after they could work in, it means after making an account, they could share their ideas, concepts, Information, and as well as could see others shared Information.

2.5 The concept of Peace

The general or ordinary meaning of peace is no presence of war. We are not rejecting this meaning, but we are just adding that regarding time and place issues in human knowledge’s each thought is not fixed, and it is changeable. In past times people might accept this meaning entirely, but for today this explanation is not complete. Today war unavailability is real peace, which is uncompleted. Complete peace has a broad meaning. In today’s life, complete peace has the meaning of a good life or improvement of life. Development is peace. Serving is peace, mind comfortability is peace, SO in short, we could say that all those activities through which our lives are improving are related to peace.

In Quran Almighty, Allah Says: people all melt, and do not dispute between God and the Holy Prophet Blessings on God, when human is one of the enemies, so bring in love with your hearts(Zahir, 2017, 6).

In translation we are reading that Allah Says tightly take my rope and Allah’s Rope is Holly Quran, In Quran only and only differences are not mentioned all living principles, and rules indeed are mentioned for Muslims, and we believe that whoever believes and accept rules of Quran than both worlds will be pretty helpful for them. Here are a few definitions of peace. Peace is considered a global ideal. Peace is not a simple concept and can be different depending on the religious and cultural viewpoint. Similarly, peace can be studied in different aspects.

Peace means relaxation and, in a broader relationship, the stability and balance of power(Hasrat, 2015, 12). Peace is better with one another, and this general divine command is expressed in which all disputes, conflicts, transactions, individual, social, political,
economic, intrinsic, and international hostilities are covered because the Quran's words are universal. Peace is better (Peace Council, 2011).

«Peace Absence of War» (Silver, 2017, 1). But Jafari sad about peace like this. Peace means tranquility; and in broader relationships, stability, and balance of power are considered (Jafari, 2013).

Peace, evolution, goodness, and honesty about the concept of a unit (collection of a scientific article, 2009, 28). The cradle of this concept is somewhat different in the east and west. In the West, the concept of peace is emphasized with the emphasis on the absence of violence (negative peace). Eastern emphases are now underlined by the presence of certain conditions for peace. Peaceful (Askari, Khorasani, 2016, 6).

Peace is Quranic words. Reforms, righteousness, rationality, and goodness versus concepts called Corruption, dishonest, and corruptor (Safavardi, 2009, 38). «The road to peace is to provide democratic systems, universal respect for human rights and the formation and development of civil society» (ajili, ardokani, 2013, 6).

We had different opinions about peace, but Another point is that, whenever in our country, word of peace is used than in mind of people political peace is passed, it means they think about Government and opponent's battles and peace. People think that peace is a political expression and nothing else. Peace is a public phenomenon, and people have a basic role in bringing peace. It means that we are talking about social peace like the peace between Me and you or peace between others. Helping people for their social lifestyle is working for peace, and working for losses is against peace. In this research, we are talking about this meaning of peace.

2.5 Does on Facebook we could work for social peace?

The channel of sending a message is media. All those information or topics that belong to people is essential that people come together for, and a discussion must be taken for it, as well as ideas and opinions must be shared to find a good result. The media has a responsibility to get together with such people. People could deliver their message to most people through media (Tasal, 2013, 37).

In the past, when someone wants to make a linkage for an important message to someone else, then he/she must climb a hill and will light up a fire. Moreover, whenever the near people saw the fire, then they will go to the hill. Moreover, all people get together and will share their issues and after making a decision then returning to their homes. That was the way of taking linkage between each other in the past. Nevertheless, today, the way of taking linkage is media. From Mosque loudspeaker to mobile, radio, television, internet, all of them are related to media. Each type of media has its advantages and disadvantages. For example, in Afghanistan in rural parts, we do not have electricity soon these places people hear radio programs, and in cities, people are using TVs and the Internet more than other places, so which Media is how much useful for peace? It belongs to time and place.

Overall, New Media allows people to be the change they want to see in the world. Social Media such as Facebook, YouTube, and Twitter can build bridges of understanding through lateral learning. New media can address peace and dialogue in the following ways:

- Frame news stories in a way that encourages conflict analysis and aims to resolve problems without using violence.
- Promote peace initiatives, respect humanity, and be objective and unbiased.
- Give accurate, balanced, and reliable information.
- Represent diverse points of view, and think of what to report and how to report it.
- Carry a message of peace and understanding, possible solutions, and a positive vision.
- Provide explanations of events and give a voice to those who work to build and not destroy.
- Collaborate with NGOs that aim to foster peace through the social work they carry.

Out. This can help society to understand how to work together for a better future (Jorda, 2010, 48).

2.6 Theoretical Framework

In this article, the researcher used the American Harold Lass well theory. "Harold Lass well, an expert in political science, wrote in 1927, writing his famous treatise on "Political Advertising in World War I," the first scientific research in this field. In his famous article in 1947, "The structure and work of communication in society" wrote the first comprehensive classification in the field of social functions of the new communication tools.

2.7 Social Community Theory

This theory, which relies more on analyzing the way people communicate in a Social Media structure, was first introduced in 1954 by Barnes. This theory considers the study of how a social relationship is structured around an individual, group, organization, or beliefs or behaviors. In general, Social theory relies on people-to-people relationships rather than the characteristics of people. How the effects of communicating with each other on social structures on each other in each other's relationships in the context of the investigations of Social theorists. These relationships may be a kind of tool of common emotion, the exchange of information and views, or even the exchange of some services, goods, and services. Social analysts believe that by analyzing the patterns governing this kind of relationship, one can discover the personal relations of the ruler Paying for an organization or community.

Creating Social Media makes decentralizing the many aspects of the social and economic organization with a focus on decision making. Many oppressors of the term "Social society" for the "intelligence community" prefer Van Dyke and Castells to come from this category, although they do not neglect the concept of the intelligence community. In the context of the information society, the emphasis is on changing the "essence" of activities and processes. However, in the context of the Social community, attention is being paid to changing the forms of organization and infrastructure of these societies (Shamlou, 2013, N.D).

We want to know that Does in community Facebook have a role to bringing social peace or not?
Fortunately, the media has been making significant changes in the media to provide information on peace, and today the media is reporting on the causes of the war and its damages, which is a kind of encouragement for a trend towards peace, and we need peace. Socially, Social Media, especially Facebook, have been able to lead the way (Peace Council, 2011).

Afghan users in the cyberspace of the Facebook social media announce their qualities, disclose, and create groups for events and happens that seek to entertain or solve community problems, or their views on national and global issues are partnering with others. Currently, in Afghanistan, where the crisis is flowing and corruption and lawlessness, social media is an essential source of quick information. Insulting each other and personalities, as well as abusing the identity and names of others, and making accounts in different names from some Afghan users, has made the hacking and despicable of legal and personal characters an effortless action. Moreover, this social media has become a safe area for emptying personal complexes (Karimi, 2013). According to a report released in June 2017, Afghanistan internet users of 4,005,414. Moreover, 94.09% of users of the internet using Facebook users (internet world stats, 2017).

Statistics showed that in Afghanistan, Facebook has more users than any other media. So, as a result, this is more important to study this social media as much as we can. For this purpose, we conduct research, and also researcher saw a lot of Facebook pages, and also on Facebook, the researcher has more than 3500 friends, researchers know about their friends, that what kind of post the do, and what kind of post people of Afghanistan they like. We should investigate posts of 10 Facebook users and after investigation, should share this report with you all. As all the people know that our topic is Social, therefore we could not discuss in each post and each topic. The 21st of September is the world day of peace. A researcher wants to share a post of 10 users on the same day.

Post Number 1:
Matiullah Abid

“In KABUL for cricket match coming of the public in peace day. The best example of peace showing to the world. Go to Shpageza ground and show to the world that Afghans without peace and Peace without Afghanistan is incomplete”.

Post Nu 2:
Numan Dost

“At 1 Am we came from wedding party; not scaring from anything. Only scared of one thing; that was trees on footages. We heard that ghosts are in these trees. But thanks to ghosts, they don’t tell us anything. Our home door was closed, and after we directly went to the mosque and slept on soft sands. We woke up to the sweet heart beating sound of Azan, prayed to Almighty Allah and went to our homes. We need such time, again and again, that was the time of peace and peace has gone very far. Peace, are you not coming?

Peace?

((I swear you that come once again on this way…..))

The Peace day”.

Post Nu 4:
Zahir Ammar

“I believe that if Peace were human and cried for coming as much as we are doing to both sides of the battle for not fighting and stop their battle with each other, So I believe that peace will melt to water of so much shy and probably will apologize of coming late”.

Post Nu 5:
Karima Naimi

“Peace is not only placing heavy irons on earth.
Positive thinking is peace.
Success on hate is peace.
Peace is a success on our illegal activities.
Peace is to respect to others beliefs.
Peace is creating and rehabilitate. Peace is love.
Peace is not the weakness of humanity, not slavery, expressing of good ethics.
Peace is smiling, observing of art, hearing of sounds, the feeling of human pain.

Peace is...
See all human beings at a glance.

Peace is justice, the clean sigh of sole, Profit of humanity.

It is mental comfortability.

Peace is the contrast between humanity and Brutality.

And hope peace for each human, Community, and country”.

Post Nu 6:
Omarloor Bashir

"Peace is coming after education, first, customize education, and if we welcome to education, peace will come by itself”.

Post Nu 7:
Zarlakhta Hafez

"Peace is the happiness of life, Afghan boys and girls are the history makers that they will invite their countrymen to peace by the power of pen not gun”.

Post Nu 8:
Hamdullah Arbab

"Peace:
That is called peace!!
The two life friends of Arbab, who were passing from Kunar River are giving to each other hands of helping!!

Lesson: those Damn whom are not giving way to each other in the concrete road and in Facebook must correct themselves!!
# Felling: Antepaq!!”.

Post Nu 9:
Khoshal Khalil

"Today is the world day of peace, if we can’t do a huge task, then we could peace with our neighbors, brother, cousins and any other to whom we are in conflict. Could take out hate from us hear, or just could give an answer to someone else with a smile.
If we take out hate from our homes and hearts, then probably we could take out it from our country. Peace is dutiful, and for political peace as an individual person, I could make long my beard for the opponent. Even I am ready to start teaching in a rural part of Afghanistan.
For stable peace”.

Post Nu 10:
Naqib Shafaq

"Peace!
by increased educated generation, peace can be brought and peace will come probably.
Fist walk of Yousef Jan to the door of School!
21st of December, world day of peace”.
Here just want to aware people regarding message transferring and viewing. Thus it was the world day of peace; regarding peace, joint comping was in progress; everyone posted for peace. Moreover, we prefer such a post instead of another post to show them here. We do not accompany that who posts what, but got a result from the above pictures, which is as below:

![Posting of Facebooks](chart)

Here we are considering reading or seeing, and as a conclusion, we are getting the idea that each day how much people are reading these posts. Furthermore, some people are sharing this post with their friends, and this is clear that more people also read these posts. Some people are seeing the post but not liking them, and it seems that Facebook posts are reaching people very quickly. These are the posts that are giving people ideas. Moreover, when people are discussing these posts, then sharing their opinions and change their information with each other.

As people are working on Facebook and Facebook usage is common in people, so for peace and a recreation of people's thinking, we could get benefits from Facebook. Another side, as you know, the people of Afghanistan need more peace and social peace than anything else. There are a lot of Facebook pages. They are posting that kind of message that does not have any connection to the community; and, besides, it does not benefit; it will harm society.

People do not like this kind of posts, the people of Afghanistan like those messages that require the community to consider. For this reason, the Afghan people are now struggling through Facebook to post messages that are needed by the community and attract more attention to the people. For more improving our cases, the researcher had interviewed those people how are very famous for their social posting in Nangarhar province.

"Today's Facebook is not the Facebook of first days which was read as a newspaper by those who were educated. Today's Facebook has got characteristics of all media. We could write, post videos, share pictures, post voice records and people could come on live through Facebook it means that Facebook has characteristics of all Medias and all these features are free of charges. Therefore, I am saying that we could get maximum advantages from Facebook. Not even in peace but also in any kind of discussion or in messages, and we must take benefits from Facebook" Qarebullah teacher in Khorasan University Nangarhar (Personal contact, 23/11/2017).

In this regard, the use of Facebook Shinwari says:

"If we overlook Facebook, most percentages of its users are young people. Adult children are becoming quick emotional, are not patient. And many times they are taking their judgment on topics and are taking false decisions. So if our writers and elders help them about the way of their thinking through Facebook and share their experiences and information than that will affect positively on them. This activity by itself works for peace and capacity building in the community" Nangarhar representative of Education Directorate Asif Shenwari (Personal contact, 26/11/2017).

Zahir says about using the public media and creating Facebook pages.

"Facebook is not only for Afghanistan but to the entire world a gift or booty. He says if we all take a look huge TV stations are also working in social media. For instance, BBC Pashto or BBC English, they have their own webpage but their page doesn't have many users, therefore they are using Facebook. They are uploading reports on their website and after giving their links through Facebook and by this style people are entering in their websites. SO if the discussion takes place about peace through internet then we must not ignore Facebook from this list and must take consideration to Facebook. He includes that everything has good and bad usage. From Facebook, we can take much had advantages but if a person wants to use it correctly then this is a perfect channel" Shamshad Zaher Facebook worker and Afghanistan computer instructor (personal contact, 28/11/2017).
2.8 How to Use Facebook for the Peace?

If Facebook is selected for peace message publication, then it is crucial that identify how to make effective our message. Mark Zuckerberg Sayed: it is proud to be doing its bit for world peace by using technology to "help people better understand each other." A statement on its website adds: “By enabling people from diverse backgrounds to easily connect and share their ideas, we can decrease world conflict in the short and long-term (the guardian, 2017).

On Facebook, all users could not read, so this is not necessary that only peace and peace stories, messages, and topics written on Facebook by users. On Facebook, modern peace researchers and scholars must come live and discuss peace. Facebook is better than TVs because, on Facebook, people could directly speak, discuss, ask questions, and share their opinions. Not like one-way idea sharing like TV and people could satisfy their friends and opponents. The written post is not as much as useful as short videos, and we should try to upload videos with good messages because those who are not educated and could not read, could catch their message and goals. If a book is written on the life of someone and after a movie is prepared in this book, so we could say that the movie has more effects than the written book, furthermore, people could download these short videos to their smartphones and computers and will share them with others. Those images that have a message regarding peace must be shared with others. No matter if there are ordinary people or managerial workers, they must work and reflect on peace and should persuade other people for peace (Tasal, 2017, 24).

Facebook could be creating a community and also could Ruin a community. Thus each user of Facebook must identify each message correctly; sometimes, most people are sharing negative posts. So this is clear that these messages are also read by users and have many bad aspects like Philipp budeikin story. In Russia, there are other common social media like Facebook. In which Philipp Budeikin is persuading Users for suicide by playing Blue whale game. Furthermore, by this attempt, 150 people at different times and places killed themselves. Police went and caught the offender. When the offender stands in court, he said that the researcher wants to clear those people who are useless in society. You all see that the offender believes that he did good work, but he persuades 150 people for suicide. Researchers showed that pictures had more likes and comments than any other post on Facebook, it means that people are more looking to pictures on Facebook. Most people are reading short topics and messages.

"In Facebook also contest between one or two people couldn't make a result. Thus for this purpose, Facebook has created group system. People from each part of the world could join together social peace scholars, contestants and etc. to Facebook groups. And after, through these groups, they are able to share peace messages with thousands and hundreds of thousand people"

In Nangarhar province, Computer teacher Nasratullah Niazi who is conducting workshops and seminars regarding Social Media (personal contact, 30/05/2019). To continue about talking of Niazi, I have to add that at the beginning, Most Facebook campaigns are planned in such types of groups and after sharing with others. From his point of view, if a message belongs to peace, patience, unity, or capacity building, then it is good to use (#) symbol. This symbol is called (Hash). In social media, for instance, if we want that our peace-related post is seen by people, then it is a must to use a hashtag. For instance, in 2019, for world peace day, a #paceDayChallenge was provided. If anyone wants to share peace-related posts, then they used HashTag with it. By this it has an advantage that through this Facebook could easily calculate regarding topics it means Facebook could identify that how many posts are uploaded about one issue and on the other hand if who have friends or not and wants to search Facebook used the tag in any part of the world than all related posts will come in front of him.

If anything has benefits, on the other hand, it has disadvantages as well, till now that we have collected and shared our Data, was that, that how people could share peace messages in Facebook or how to use it positively. Now want to find that without posts how Facebook has bad aspects of the social lifestyle of people.

"Facebook has worsened our adults' ethics, impolite our child, entered to private privacy of other, learn how to lie, ruined our beliefs, insult our elders, make distances between us, stamped each other, cross our ethic borders..... create more than 20 wrong accounts: (sex angel, bad boy, foolish......) and what else that we didn't perform on Facebook? Let's come and start from ourselves, first bring change in ourselves and then in others" Kabul University teacher Mahboob Shah Mahboob (From Facebook page of Mahboob).

When seeing something on Facebook, it is crucial to find its reality, whether this is right or lie. Believing with closed eyes have always regret. Most times in Facebook happens that from ignorance of someone, others are getting advantages?

Finding sadness to someone, creating a disturbance to the mental stability of someone, crossing someone's own privacy could harm peace. Just in the recent past, one of my friends was very sad and had a bad status, I asked him what is going on. He was just silent and had no dare of talking, but finally, I made him for telling me the truth, he said that: I had Family pictures in my mobile phone, someone had stolen it and uploaded them in the Fake Facebook account. This is Afghan Society, and you all know that if someone's Family pictures are posted in public then how Misery it will create, I am trying to close this Fake account, but I am unable.

If someone is using Facebook for insulting and worrying about someone else, so then this is the strike to peace. It is important that people should learn Facebook ethics when people learn the real meaning of Facebook after we could get the best advantages from Facebook.

Research methodology

In this part, there will be described of the research methodology which will adopt by this study in the role of Facebook marketing in attract of costumes to Herat businesswomen. It consists of research design, sampling, sample size, participation, data collection, research instruments, and data analysis.

3.1 Research design

The methodology of this research is based on qualitative which data was collected after conducting in-depth interviews with Naagarhar who are most active in Facebook. Based on (Guest, 2013) definition, in-depth is a method for collecting qualitative data that deeply explores a wide range of subject details for a better understanding. Sampling was stopped when reaching the level of saturation.
3.2 Target population

To get a valid finding, it is not needed to collect data from everyone in a community, even if it was possible. For any study, the only sample of the population is selected that has objective and characteristics of the study population (MACK, 2005). The target population for this study is Nangarhar how are most active in Facebook page.

3.3 Sampling procedure

To select the target population, there are many strategies. "Snowball sampling Strategy is being used for this research. Snowball sampling consists of identifying respondents who are then used to refer researchers on to other respondents" (Atkinson, 2001). On the other hand, the sample group is homogenous. Homogenous sampling is a type of purposive sampling technique in which participants are chosen based on a trait or characteristic of interest to the researcher and describe a particular group in depth (MACK, 2005). In this study, all the respondents are women how are busy in business.

3.4 Data collection procedure

As a primary source the qualitative data directly from the interviewees through an In-depth interview which is done as a face to face interviews. The interviewee's respondents recorded as were written.

3.5 Data analysis procedures

The study uses qualitative analysis in order to gain insights into data. The data will group into different categories for analyzing. Regarding collected data from interviews, the researchers will transcribe all the issues of interviews. The thematic analysis and frequencies determination will do manually by the researchers.

Result

Our most people up to still today do not know the real meaning of peace. The researcher believes that when we understand the real meaning of peace, then some percentage of sadness will be sad and will find daring. Moreover, after this achievement, we could make more attempts for a peaceful community and make a developed, full of happiness and peaceful community.

Furthermore, this will take time to give people a sense of peace and social peace and give them mentality through messages from The channel of sending a message is media. All those information or topics that belong to people is essential that people come together for, and a discussion must be taken for it, as well as ideas and opinions must be shared to find a good result. The media has a responsibility to get together with such people. People could deliver their message to most people through media, but nowadays, if Facebook user wants to send message to others, the best media is Facebook, if Facebook user wants they will send message to every corner of the world. Then you must use Facebook.

One thing is more Today's Facebook is not Facebook for the first days, which was read like a newspaper by those who were educated. Today's Facebook has got characteristics of all media. We could write, post videos, share pictures, post voice records, and people could come on live through Facebook. It means that Facebook has characteristics of all Medias and all these features are free of charges. Therefore, the researcher said that we could get maximum advantages from Facebook. Not even in peace but also in any discussion or messages, and we must take benefits from Facebook.

On Facebook, all users could not read, so this is not necessary that only peace and peace stories, messages, and topics written on Facebook by users. On Facebook, modern peace researchers and scholars must come live and discuss peace. Facebook is better than TVs because, on Facebook, people could directly speak, discuss, ask questions, and share their opinions. Not like one-way idea sharing like TV and people could satisfy their friends and opponents. The written post is not as much as useful as short videos, and we should try to upload videos with good messages because those who are not educated and could not read, could catch their message and goals.

Furthermore, people could download these short videos to their smartphones and computers and will share them with others. Those images that have a message regarding peace must be shared with others. No matter if there are common people or managerial workers, they must work and reflect on peace and should persuade other people for peace. Facebook also contests between one or two people could not make a result. Thus for this purpose, Facebook has created a group system. People from each part of the world could join together social peace scholars, contestants, etc. to Facebook groups. Moreover, after, through these groups, they can share peace messages with thousands and hundreds of thousands of people.

Moreover, one thing else for those people how using Facebook for insulting and worrying about someone else, so then this is the strike to peace. People must learn Facebook ethics when people learn the real meaning of Facebook after we could get the best advantages from Facebook.

Conclusion

Peace is an essential area in which intact social relations are formed. Because the peaceful environment refers to the context and social conditions, as well as any mental, verbal, and physical violence that threatens and disrupts social relations, of course, the community will experience a degree of violence in any given situation. However, if the graph of this violence passes through its normal state and endangers the social order, it has also broken the atmosphere of peace. So one of the actual activities of peace is to create entirely social relationships. In excellent condition, relationships make you feel relaxed.
Now, most Afghan people use Facebook. In the beginning, for many years, people do not know how to use Facebook for Positive activities because the post their pictures to gate likes and comments, up to now some people use for that, but now who are educated people that most of them are young generation change the activates from negative to positive. Most of them posting about the realities and problems of the community. The government's positive activity they are support and weakness of the government are showing to the people. As long as the government does not solve their mistake or weakness, people continue their posting; up to that time, they are posting and give more Forcing to the government to correct their mistakes. Nowadays, people of Afghanistan need more peace, from any other thing. Facebook has attracted the attention of all Afghans people.in this way; the people of Afghanistan send the sound of peace to the world. If People want a peaceful community, people must understand what people are publishing, for example.

Sometimes and some people are insulting people on Facebook. They lie behind them, as long as they prove the lie. The person's social character is being hit, which is hitting social peace. Facebook is a free media because of that everyone can make an account for themselves to do any activity, that some people are an activity for hypocrisy and prejudice, that is not good we should not do this, it will hit a powerful social strike. From the perspective of Facebook should not insult some one's personal life, such as his pictures, videos, and others should not have uploaded on Facebook. This type of action can damage societies, and it can guide society toward bluster. Fortunately, nowadays people of Afghanistan use Facebook in the positive way they are uploading the posts which have to motivate the society toward positive way, and it motivates a new generation to the positive way and thinking and explain the activity of positive government way also it has a positive role in applying peace and security in Afghanistan and they are struggling to apply peace in the whole country.

Contents

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appendix

Post Nu 1:

Post Nu 2:

Post Nu 4:

Post Nu 5:
Post Nu 6:

[Image of a Facebook post by Omarloor Bashir, dated Sep 21 at 11:47am. The post is in Arabic, but the translation is not provided.]

Post Nu 7:

[Image of a Facebook post by Zareenate Hafeez, dated Sep 21 at 4:48pm. The post is in Pashto, but the translation is not provided.]

Post Nu 8:
خوشال خلیل

تن د سولی نریواله ورخ ده، مویه که کوم لوی کار نشو کولی خیل نیدی گاوندی. ورور، تربور او هر همه چا سره چی به شخبر کی یووه، سوله کولی شو، کره نفرت خو له زره ویستی شو، یا لی تر اره په موسکا پی چاته خواب ویلبی شو.

که له زرونو او کورنیو مو کره او نفرت ووبست، له وطنه پی هم ویستی شو، سوله سیبخلی ده او له د سیلسي سولی لیاره دیو فرد په توهنه وسله وآل مخالفان یروه راکی کیروه پیره اوودوي شم او جومات کی حاضری لهکولی شم، حتا حاضر په د افغانستان یوی لری پرچی صحرومی سبمی کی معلی شروع کرم.

د پايداری سولی په هیله

879
32 Comments 18 Shares
پست NU: 10

سوال‌ها
د لیستی نمایه زیاتید، د سولی رنگ شوئی دی. د شوتوکی په ور د يوسف جان اومرئی پل! # د سپتامبر 21 فه د سولی نریواله ورخ