The Digital Social Actor: The Marginalized Player in the Sociology of Social Change

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Abstract

This study aimed to describe The Digital Social Actor, by researching the role of The Digital Social Actor in bringing about social change. It is not subject to social structures and formats, as described by Turin in his books. He relies on his tools on social media, his tool Facebook, being the most widely used in the Arab world, enabling him to mobilize public opinion towards his issues and provide support and support for them, which contributes to creating support for the desired change and striving to achieve successes at the level The social as well as the political in the environment that preserves its traditional structures and formats, where social networks have transformed the average user, with its knowledge, scientific and technical characteristics, and the interest in the values of society into the Digital Social Actor, which contributes to making social as well as political change, especially since the change in the old days started from cafes and clubs in An approach to social networks in today's world.

Keywords: digital social actor, social networks, sociology of social change

Introduction

Toffler says that change and the speed of change in light of the information revolution is a feature of the era and its disease at the same time. The will and advance planning for the practice of the act of transformation based on the element of time, the decisive factor in the process of change, as well as the effect of spatial relations (Al-Harmazi, 2015).

Haber Mas believes that the public sphere in Western societies started from salons and cafes in London, Paris and other cities. People discussed current issues, and they gained special importance, despite the lack of participants, but they played a vital role in the growth of democracy in its early stages, as it provided the opportunity for the exchange of opinions. It is described as the beginning of the emergence of what is known as The Digital Social Actor, who started with opinion and then turned into "new means of communication that worked to support political and social debate, dust off suspicious issues and remove ambiguity from issues, and sought to provide the elements of freedom and equality for everyone to provide the opportunity to address issues and form a collective public opinion about them (Ibrahim, 2015).(

The change, which means the difference of a thing from what it was during a specific period of time, while "change" when the word "social" is added to it, becomes the term (social change) and its

meaning is everything related to society. Society or the transformation that occurs in the social structure or social relations during a period of time (Al-Daqs, 2005). From clear and specific rules, and based on the digital revolution witnessed by contemporary societies, the term digital, or what is known as digital social actors or cyber actor) was added to the term The Digital Social Actor, whose first tool and community are social media and digital sites (virtual society) among the most prominent means of change In all societies and in the Arab community in particular, especially after the success of political change based on the virtual community.

Study Problem

The interest in The Digital Social Actor goes back to political science, especially after the success of the Arab Spring revolutions, which started from the virtual community to the ground, and which succeeded in bringing about political change in the Arab countries. The Digital Social Actor is one of the possibilities of the intelligent power controlling social relations in the twenty-first century, noting that the term "The Digital Social Actor" is a term commonly used in the eighties of the twentieth century and was based on the studies of the classics from sociologists such as Weber and Parsons and returned to the interface with modern scholars in The eighties of the twentieth century, such as Alain Touraine, Manuel Castells, and Pierre Berdeau, who called him the agent or agent, "which was described in classical sociology as having no role within the social act except that it is subject to the influence of ready and previous templates on it and is under social, cultural and symbolic control that it exercises over it." The field, the symbol, and the habitus" (Gdwini, 2018). The research of The Digital Social Actor has focused on the relationship between The Digital Social Actor and its relationship to construction. and social system, systems and network society, as the focus is on the ways, methods and models that digital players follow to produce informational choices in the context of social change that requires cognitive, sociological and technical acumen. The importance of transforming the user into an actor capable of bringing about the desired goal in a complex social structure, so the question of this study concludes: What is the role of the Digital Social Actor in bringing about social change?

Study Questions

This study answers a number of questions, including:

1. What is the role of the Digital Social Actor in bringing about social change?

2. What are the characteristics of The Digital Social Actor?

3. What are the most frequently used platforms by actors to bring about change?

Study importance

The importance of this study stems from the fact that it sheds light on the term The Digital Social Actor, which is a marginalized term in Arab sociology, as it has been growing recently, especially after the Arab Spring, and the crisis of the Corona pandemic, the power of social networks. Through it, and through understanding the social structure of virtual communities, possessing a new force that contributes to a planned social change, especially with regard to the wide and widespread social movements in Palestinian society. Which contributes to giving strength to electronic change, which contributes to its transfer to reality.

Study Objectives

This study aims to research the term The Digital Social Actor as a marginalized term in Arab sociology, as the importance of social networks and their role in change is often highlighted without paying attention to the users based on these networks. Movements that seek to bring about clear social change, especially after the success of political actors. In the use of social networks as tools to control change, which allows the importance of moving sociological research to the reformer of The Digital Social Actor or the digital user, which summarizes the purpose of the study.

Study Methodology

This research is considered an analytical descriptive research, as it aims to provide an analysis related to "The Digital Social Actor in sociology, especially Arabic, to study the phenomena related to phenomena in the virtual community and social networks in particular. It is based on the study of the users of social networks that have relied on them as a tool of social change, in order to get acquainted with the methodology and procedures associated with the study and analysis of social networks, data collection techniques and structural procedures used to define the term. This is based on the previous literature related to the analysis of The Digital Social Actor, especially in the studies of social networks, in order to contribute in the future to the development of understanding and interpretation of phenomena related to social change from the virtual community.

The first axis: The concept of The Digital Social Actor and its characteristics

The concept of the Digital Social Actor

The starting point for thinking was The Digital Social Actor, which has recently turned into The Digital Social Actor, with (Alain Touraine 1982) in which the analysis of social movements and the actor was discussed, where the perspective differed thinking about social action to begin thinking about the unit of society; Which calls for an explanation of the reasons behind this. The situation in which is due to the combination of several factors, for example, the emergence of individualism and freedom (pragmatic thinking) in its best manifestations, and the individual has become aware of his role in change. We cannot be satisfied with the general principles alone that establish the idea of the whole. For the sake of stability alone, it is necessary to think with the individual and the self and the logic of the ego instead of the principle of the collective we, so the subject of sociology, especially the sociology of change, focuses on society and the whole in its interpretations of social change (Touraine, 1982)

The Digital Social Actor is defined as anyone who does social work. The term is used with the assumption that social actors always consciously "manage" their actions. As the concept of ROLE indicates in sociology, social action often includes actors who play a "role," although it is usually not without the potential for other actors to interpret and reshape this. Some sociologists foretell the term social actor or agent. Or delegate, while other sociologists reject the use of the term "social actor" because of its dramatic connotations, preferring to use the term "member" or actor instead. To social actors that they have an independent role in social change, as these discussions played a prominent role in the importance of the role that real people play in social life. (Fligstein, 2001)

Where the Digital Social Actor is defined as that intangible influencer that depends on the information network and international communications in influencing the social system and structures, negatively or positively. Snowden, who published American documents, or ISIS, which declared its state digitally and later became a reality on the ground (Al-Huwazi, 2015)

The actors here are also an actor/object which includes individuals/ and also includes things and symbols/ and may also include objects and symbols together and refers in this research to each of the actors from users and social networks, especially Facebook.

Table (1) Concepts of Actor and Network Theory (Lamb, 2001)

Actor	An actor (or actor) is a category that includes both humans and symbols, such as technological devices. These interactions assume social asymmetries, hierarchies or cultures
Network Actor	An operative network is a heterogeneous network of aligned interests, including, for example: people, organizations and norms. The alignment of long networks represents the institutional aspects of the social structure.
limitations	These processes create a set of allies by translating their interests into active networks
the delegates	Delegates are the actors who "stand and speak for" particular viewpoints being discussed
Tools	Irreversibility is the degree to which it is later impossible to return to a point where alternative possibilities exist, or where network elements can be reconfigured. These fixation of interpretive flexibility make social bonds permanent; That is, it reinforces asymmetry and defines boundaries that require traversal by others.

Table (2) Supplementary Social Concepts Focusing on Dimensions of The Digital Social Actor (Lamb, 2001)

Dimensions of The Digital Social Actor	Network Actor Theory	Structure theory	Institutional	Focus
Identities and Interactions	Actor-delegate	Interaction - Reflexology	symbolic interaction	Foundation
Interactions	Irreversibility	Initialization process	Similarity and institutionalization	A change
Environment	Actor Network - Frontier Objects	Building	pillars structure	Structure
belonging	Border	-	levels	The level
Identities and Environmental Interactions	The Digital Social Actor)Network(	Structure duality	vector	information technology

Affiliation	The Digital Social Actor	-	Institutional field	the network

Characteristics of The Digital Social Actor

The Digital Social Actor is distinguished by the fact that it is no longer confined to one dimension with a Marxist connotation linked to class and the class struggle that drives change only, but rather distributes the concept of the actor, so that it does not remain attached to a specific meaning; In order not to remain confined to a specific understanding, that is, to the person or group that brings together all the threads of the game and controls the individuals, or that mastermind person who is at the top at the top of the pyramid and is in control of making fateful decisions. Rather, the concept of the actor has become distributed in all folds and affiliations of society. Which gave it a broader dimension. It is no longer linked to social hierarchy (slave and master/dominant and dominant), but its characteristics touch on forms of life, affiliations, and even identity. The actor has multiple roles according to the locations in which he moves and his affiliations that determine his existence. This allows talking about the concept of leadership in interaction with the events of daily life and virtual and real social interactions. Characteristics of The Digital Social Actor (Gdwini, 2018). The Digital Social Actor is described as being highly informed, possessing knowledge, the ability to influence and direct public opinion, possessing a goal or a cause for which he works, his goal is the interest of society through changes in the social structure and coordination, enjoys By belonging to the community, which makes him keen on positive change in it.

Table (2) Multidimensional Visualization of Properties for The Digital Social Actor (Lamb, 2001)

Dimensions The Digital Social Actor	Characteristics and behaviors of people who are already connected
Belonging to organizational and professional relations that link the actor in society with national and international networks	The relationships of social actors are shaped by networks of organizational affiliations
	Dynamic relationships that change with the exchange of information
	multi-level relationships, multi-networks, co-organization, culture(
	Relationships change ,interaction practices move within and across organizations
Environment practices, stability,	Regulatory environments put pressure on their members

roles that restrict action	Technology is part of the work environment
Interactions (information, media, affiliate members)	Members of the organization seek to communicate in legitimate ways
	Members seek to organize and develop interactions
	ICTs become a part") interaction technologies") that transform existing information resources and integrate them into communications and interactions
Identity	Social actor identities use the ICT component
	Enhanced ICT networks augment multiple ethnic and other identities
	Social actors use ICTs to build identities and control perceptions

Based on the following factors, The Digital Social Actor has formed the characteristics and the growing role in organizations and in society as a whole. Networks are fundamental to the organization of social, economic and political exchanges. All social actors relationships are shaped by networks of organizational affiliations whether the actors are individuals, groups, political movements, the digital social actor across virtual communities, or a mixed mix of people and their ICTs. This is a much stronger statement about the forms of networking than institutionalization. Within networks, relationships are dynamic, and relevant information exchanges change with "flows" of capital, labor, and other resources. To be disconnected from a network is to be essentially isolated from resource flows. Organizations are heterogeneous networks of aligned interests, and the enterprise network is a major configuration that relies on ICTs to achieve economically lean patterns in terms of exchange between social actors. Relationships are multilevel, that is, multi-networked (i.e. global/local, local/global, group, organization, joint group, organization, culture), with their different forms and functions (e.g. teams, social movements, union representatives, etc.), which become registered As multiple networks and start translating the interests of the community actually. A characteristic of the Digital Social Actor is the concepts of network-level pressure, as relationships change, the recording of social actors through interaction practices within and across organizations and networks where practices are transmitted - through chains of (often standardized) network interactions between social actors. related. However, the terms 'belonging' and 'network connection' do not convey the same sense of belonging. Affiliation may be passive association, or even intrusiveness or actively resisting interference. Change needed It is clear that there must be different types and degrees of interdependence, where social networks assist social actors in the preparation of (demographic databases or user systems) or lists of other actors, or they can provide an agent in the list of others and speak on their behalf. , or it can provide a proxy for those with whom contact has been cut off (King, , & Whetten. 2008).

virtual environments. The idea of the environment is more difficult to convey institutional ideas. However, concepts of social structure theory suffer from the duality of thought and its robustness in the effects of human social memory as it provides a transition from the seemingly fluid world of interactions in the virtual community to a world of choice-constrained environments. Where social environments exert technical and institutional pressures on their members? So Callon (1991) asserts that stable environments tend to shape the future translation processes of new thought. The use of

technical elements, such as e-mail, can be made unified through the alignment of active social interests. Behaviors, through coercion through legal and political action on social actors in the state, and networks mobilize to put laws, codes of ethics, and social practices on them. Environmental dynamics in dealing with actors vary over time. Actors are different and irreversible elements in various practices that transfer them to the real social environment. Through these dynamics, as Giddens points out, society produces the historical context for its future and undertakes the process of change through these actors through Cognitive transformation.

Regulatory and normative pillars. In this context, ICT forms part of the regulatory environment once it is established as an element of a networked institution and ICT is part of the global meeting as soon as it sometimes collides with the idea of being a globalized technology. These networks of stable and dynamic elements, of actors along with corresponding underlined characteristics and behaviors exemplified by The Digital Social Actor.

interactions. The members of the organization are by definition registered in the active networks that are formed in the virtual community, as is the case with the individuals who do not. These organizations, in their organizational actions, may seek to advance their own interests; But it seeks to support The Digital Social Actor in its efforts. As users (based on role), very specific actions on behalf of a community or social network. These exchanges and interactions take forms and follow practices that are established within the relevant networks, and members of the network seek to communicate in legitimate ways. They reflect in the work to express innovative work, as well as the development of routine patterns of work on the ground. A network, connected through multiple networks, has relationships with other actors (from various sectors) that are considered competent in their field, and often puts pressure on the organization's members to build, design and develop interactions that facilitate the "flow" of changes and that would be more In line with society, these changes are activated by the organization and member agency through a set of modalities that are channeled through networks whose dynamism is stabilized such as civil society elements where members of the organization register both the actors and their networks of actors. As ICTs become part of the interaction process ("interaction technologies"), people transform and include available information resources in communications and interactions. These concepts provide a powerful lens through which the Digital Social Actor and its interactions through ICTs can be viewed as vectors of social change. (Lamb, 2006).

(Scott, 1995) indicates that organizations consist of normative knowledge and Organizational structures and activities that provide stability for social actors, as these institutions operate through a set of vectors to multiple levels. The organizing opinion emphasizes primarily the role of control, coercion, and sanctions and their role in maintaining formal and informal systems of behavior. Where the normative opinion is based on the concepts of values and societal standards, and it is keen to avoid conflict with the values of the systems and coordination of society. It seeks to legitimize the role-based actions and cultural routines carried out by certain individuals (the actor) during their social construction.

The Growing Role of The Digital Social Actor.

The modern digital communications revolution has played the greatest role in facilitating and accelerating the processes of accessing information and news sources and communicating with

officials and public policy makers. Thus, the technical and digital revolution has the credit for its positive results on the individual and society, so the individual turned to this space in his practice. Digital Social Actor One who grew up by interacting with digital technology from an early age and has a great deal of familiarity with these concepts. This term focuses on people who grew up with the technology that spread in the latter part of the 20th century and continues to evolve to this day. He is the person who understands the value of digital technology and uses it to research and modify the values of practice (Bashir, 2019). Currently, in the information revolution market and open space, the citizen has become a key player in the field of change and in making and communicating information, as he seized the fifth media authority (which indicates the broadcast media Through social networks and new media), "this citizen turned the scales in his favor, thanks to modern communication technology and Internet technologies, which enabled the increase in the power and authority of the virtual actor, and increased his dominance over the circulated and transmitted media, not only in the new media, but even in the media. Traditional media, which succumbed to the content produced by citizens and was forced to broadcast it (Baziz, 2011).

In this regard, the writer Yochai Benkler goes: "The change in digital media and the adoption of a culture of participation by individuals has affected the authority of the media and how issues are presented and addressed, and this is what made these new communication applications gain the label (the fifth authority). (previous source) and here are a group of factors that contributed to the return and strength of The Digital Social Actor.

 1- The growth of the digital revolution and the widening of freedoms with it

 2 - Flexibility and the collapse of the idea of the reference group in its traditional sense. The virtual community is not determined by geography, but by the common interests that bring together actors who did not necessarily know each other before meeting electronically. (Al-Rawi, 2012).

 3 - Attitudes that reject determinism in modern sociology, and in particular the diminishing power of interpretation for some major variables, and their inability to absorb some topics are what justifies the interest in the independence of the actor's behavior. Analysis is the understanding of this margin. This position is located within a specific cultural context, which is the decline and decline of structural and Marxist approaches, which prompted the search for the importance of the actor.

 4 - The desire to pay attention to the conflicts left aside by the integrative approach - which seeks through its mechanisms to identify the private and dissolve it in what is general and comprehensive, which gives the impression of unity and harmony - or that it did not study it except as a social failure, thus the concept of The Digital Social Actor and what it derived from it has returned. By digitally, to studies and research that shed light on his role again.

 5 - The credit goes to the sociology of organizations, especially that step that requires entry to dismantle the mechanism of the internal action of these social actors and not as independent faculties, which is described by returning to the level of individual actors and sub-groups that make up the institution or movements (Ghadwini, 2018).

The second axis: Social media and the power of the Digital Social Actor

The comprehensive definition of the term "social networking" is related to the two terms: social media and interactive. Social media is media content that is characterized by a personal nature, and transmitted between two parties, one of whom is a sender and the other is a receiver, and also refers to: "New ways of communication in the digital environment that allow Smaller groups of people have the possibility to meet and gather on the Internet and exchange benefits and information, and it is an environment that allows individuals. Interactive means the passage of the communicative message in and groups to make their voice and the voice of their communities heard to the whole world. So it is "a natural characteristic in personal communication, and the user on the network is not just, the new media Unlike traditional, it provides a more opportunity for a receiver of messages, but a product for them at the same time." Videos and comments, all of this is done in a virtual world, cutting the barrier of time and space. The site is one of the most famous sites on the Internet. The global network, and the pioneer of social networking, is today a virtual platform for expression. Facebook was started by a Harvard student, named "Mark Joker Berg", who started designing a website that aims to communicate with his colleagues at the university, and enable them to exchange their files and photos And his opinions and ideas (Bashir, 2016).

Why Facebook the first tool?

According to the annual report for the year 2019 on the "HOOT SUITE" global platform, the number of website users reached 3.484 billion users.

 around the world, including 136.1 million people in the Arab world, or about 53% of the region's population The features of Facebook, as mentioned by (Al-Dunani, 2001) are the most prominent features in social networks, which made it the first refuge for actors in their quest for change.

The site offers its services to users for free, and it makes its profits from advertisements, including banner ads. We mention the features that Facebook has added since its appearance:

 1 - Wall Theme, which is a space on a user's profile page that allows users to send a virtual poke to draw attention to each other (a notification that a friend welcomes them).

 2 - The Photo feature that enables users to upload albums and photos from their devices to the site.

 3 - Status feature that allows users to inform their friends of where they are and what they are doing at the moment.

 4 - In July 2007, Facebook made it possible to send attached messages that include anything on the wall board, which was previously limited to text content only.

 5 - On September 6, 2006, it was announced that the News Feed feature appears on the home page of all users, highlighting data such as profile changes, upcoming events and birthdays of a user's friends.

6 - The Facebook Notes or Facebook Comments feature was introduced on August 22, 2006 and is a blogging feature that allows the addition of tags and embed images.

 7 - In 2008, Facebook released an application for sending instant messages to communication networks using the Comet program and called it Chat.

8 - Also in 2007, Facebook launched the Marketplace feature, which allows users to post free classified ads.

9 - In 2008, Facebook introduced the possibility of Facebook Beta, a beta version of Facebook, which is usually an innovative design for the user interfaces of its users to specific networks.

The social network Facebook allows users to get to know each other more closely by publishing photos taken of them in and publishing what is going on in their minds. The viewer of the photo or the post is re-published on his page to allow those who are in his friends list to see what has been published. In addition, Facebook allows users to create private groups to increase interaction between users and also allows the possibility of playing various games. Many other websites interact with Facebook in a new way, allowing its visitors to publish what is published on the website on the pages of Facebook users who access this website, of course, for promotional reasons. Because of all these features and more, Facebook was able to top the list of all social sites, outperforming Twitter, Google Plus and other social sites. Everyone should deal with it and benefit from it, each according to its purpose and method (Shaqra, 2014).

Facebook is a tool for the digital actor

The Facebook network provides a wealth of opportunities for actors, but the personal information in it can be deceptive, like many sites that feed users with content, so the user or actor should exercise caution when using this social network. They must search for materials for their work targeting Groups related to the topic they are interested in by means of a quick search on the Facebook network (Ibrahim, Hussein, 2015). Although many groups express their personal opinions and are biased, some of them were established and continued with the efforts of well-informed and knowledgeable people in the relevant topic and adding To use the personal features displayed on Facebook as bases for the production of influential media materials by following up on his notes, comments, photos and what he adds of recent data about his situation. As well as for the average user who is involved in a cause through which they seek social change, where the Facebook network represents the land of dreams where It is an outlet and a voice for the actor who wants to say something (Shaqra, 2014).

Dialectical inevitable values of communication technology and change in society

Looking at social change lies in seeing the inevitability of transformation in three tracks. The first is what is known as Technological Determinism. And the second, what is known as social determinism, and both paths have views that support its interpretation, but the explanation given by some thinkers in the difference in the rate of change in both material and immaterial culture, as a result of technical influence in societies is the basis for social analysis of communication technology, with the possibility of a collision Between technical change and cultural change, (Bailey, 2009) and it results in dysfunction, which affects the thinking of members of society and stresses the prevailing values and ideologies, and social determinism emerges in contrast to technical determinism on the basis that social forces of all kinds have control over the development of technology, and affect its development. And famous in this direction, the American (Leslie White). White made the following proposition: "The social fabric is the culture advanced at the pace of technology, and human societies are culturally built through technological materialism, and the adoption of social development" (previous source), the means of communication are a basic element in society, but looking at them as the basis of the process

of social change moves them to the circle of inevitability, and this is what contemporary sociology rejected. Immaterial culture, such as political and social ideologies, leads to a wide change in the life of society more From the impact of immaterial culture in its technological dimension, but it is difficult to measure material or immaterial change, which led to the launch of the relativistic view. Then the concept of informational determinism appeared at the beginning of the third millennium, as the extent of the progress of countries is no longer measured on the basis of their national product, but rather: their total product The national informatics and the most important thinker in this is the sociologist (Scott Lash), as he was interested in contemporary change in the postmodern era, and he drew attention to the contradiction of the postmodern era, as he was able to impose on man the difficulty of living in it without his communication tools that connect him to society. Any technical forms of social life. Scott Lash asserts, "The forms of life acquire new characteristics by working with technology, and the most important of these characteristics: that life forms flatten, and everything interacts through means of communication." (previous source) It can be said that the factors of change can be explained by a single factor, as the social reality is built and supported by several factors, economic, educational, labor, geography, technology, social actors, responsible media, and oriented ideology, these factors interact to bring about change. Therefore, it is difficult to determine the determining factor in the change, dynamically over time. But we can say that culture has lost control of the technical field, and turned into a tool that volunteers the requirements imposed by this technology. This is evident in the tradition of technical determinism and later on to global determinism (Al-Rawi, 2012).

Social media is a tool for change in the industry. The Digital Social Actor

Research confirms studies on the cultural practices and behaviors of young people as large users of social media and media culture. This shift is supported by the trend of media privacy and social cultural entertainment, and the growing independence of new cultural contents in relation to traditional institutions and systems of upbringing. Young people who possessed a high degree of awareness and responsibility were able to fill the void resulting from the absence of educational systems, so they carried the torch of change and were able to exploit the vast space provided by modern means of communication to pass their ideas and speeches away from censorship and control. Digital technology has added a new segment to the educated, which includes the technician of computer arts and the data of the digital revolution, as well as the consciously interacting user of the network, regardless of his age or specialization, (Rhumah, 2007), which leads us to the deterioration of The Digital Social Actor and with the establishment of the ruling regimes In the Arab world, due to the security grip that it imposed on traditional media and expression, it was necessary for young people to search for alternatives through which they could pass their speeches, and social networking sites emerged as an active and motivating factor for Arab protest movements. Thanks to them, young people were able to circumvent censorship and media blackout, and allowed many By transferring a huge amount of information, photos and videos to the world, both internally and externally, which helped convince Arab societies to move out of virtual reality into the street and join the youth in its revolution. of the population in Arab countries (or as applicable to The Digital Social actor), however, after that it plunged either into consumer culture, apolitical, social and flat conditions at times, or into engaging in religious or sectarian identities at other times. virtual network. Social networking sites are among the most prevalent sites in the world, and Facebook became famous in the Arab world and spread in an amazing way and played an important role in shaping public opinion and motivating peoples. He

appeared as a media hero in all scenes of the Arab revolutions, becoming the most widespread and fastest way of basic social media in achieving mass mobilization to bring about change. (Mansoori, 2012,) The number of Facebook users in the Arab world at the beginning of 2020 is about 2.4 billion, at a rate of 1.6 billion per day, approximately 56 minutes per user. (https://www.dimofinf.net/blog/%D8%A5%D8), which explains The importance and role of this communicative mediator, which has turned into a revolutionary technology par excellence, and in which community initiatives can flourish. The plurality of actors alone is through which they can choose democratic cultural development and present several identities, and new ideas about progress and development, in spaces that were not compatible with them, and it can be A product of cultural inevitable resistance. (Rahouma, 2007) and (Macrobi) explained in this regard that the alternative media is a policy that wants to transform social critics into actors. Social media can be defined as "an intellectual and practical system that seeks to advance society through the actor, as it seems that the alternative media is the opportunity for civil society to present its various components , to get to know each other and to negotiate with each other, which is the virtual place open to every citizen to enter freely and effectively and communicate with another citizen or another group in an atmosphere of tolerance, where it seems that the alternative media has the task of placing marginalized individuals and groups in communicative groups connected to each other. It is separated from social activation, as it is in respect of the personal freedom of individuals, so it aims to activate experiences of dialogue between cultures that coexist and collide.

each other. Despite this, the media lacks clarity, with regard to its scope and extent. There is no agreement on acceptable borders. The alternative media tries to focus on freedom of opinion and expression, but as a victorious actor, not as a defeated actor, i.e. as a positive actor whose ideas and positions escaped from the censorship authority, through the margin of freedom that it creates. This actor or by saying the field of certainty (Al-Qadri, 2013) The emergence of this new space with a margin of freedom contributed to the qualitative transformation that occurred in the use of social networks, from being a tool for entertainment and communication, to a tool for theorizing, organizing and leadership, and then to an effective means Change is the product of a general will, motivated by the natural motive of people towards this change. In an approach to the ability of The Digital Social Actor to bring about change through social media, Michel Foucault says that the Iranian revolution was spread by cassette tape, "He who made the revolution! Which was an alternative media at the time, and what is evidenced by what the Arab countries witnessed, what happened is the result of factors that interacted with each other to produce for us a change in a way that the Arab world had not known before, and changed the patterns of social and political life, adding to it more interaction and communication. It is the way to an organized effort, to employ it for just social causes? Where the Digital Social Actor has become a tool for change that does not need any capital, all your capital is your mobile phone or your personal computer. Change has its inevitable hit, which causes circumstantial setbacks at the political, economic, social, media, and even intellectual, cultural and sociological levels. It is a natural thing resulting from a historical review, the present and future of peoples. Either they are able to determine their own destiny, build their social and political future, and replace the traditional tools of change with mechanisms and tools. Modern societal and official censorship does not play a big role in it. (Al-Rawi, 2012).

Thus, the generation of change is the term that the Arab youth aspires to, which will gradually move from formal writing on the Internet to the real impact in the process of changing the social and political structures. The updated social space has a larger area and a clearer impact (Abdul-Raziq, 2011, p. 538) and the ability to change comes from the ability to do so, whatever the obstacles, and the individual as well as the group recruits according to it, their abilities to give and sacrifice and surrender in ambition or life. The ability here is not governed by a private interest, individual and direct, and is not based on self-interest, whether material or symbolic. It is the interest of the group and society (previous source).

The Digital Social Actor and the redistribution of power in society

The Internet has changed the dynamics of communication and social communication, as it has become a means and a platform for competition between the state and civil society, and between opposing movements, and the actual societies that arise and take root after many public manifestations are almost independent outside the control of the state and society, although they can be monitored, monitored and even exploited by the state. More citizens learn to use the Internet, develop and refine their search skills in Internet sites, and become more educated and knowledgeable in digesting and consuming information. Certainly, not all of these virtual communities are united in purpose, despite the fact that their existence itself is a societal phenomenon, especially since society and official organizations, including the state, have worked hard to monitor and control communities outside the Internet, as civil society tends to find other organizational forms that are empowered through Network Technologies. (Bicney, 2019).

Therefore, addressing the subject of the virtual is a natural result of the developments we are witnessing today in the formation of civil society, changes in political and social practice, and the shrinking role of traditional parties and movements that began to decline in favor of the emergence of new actors who depend on modern means of communication, and furnish new spaces that are neither spatial nor temporal, the basis of which is Positioning globally through communication networks, and communicating with the other Digital Social Actor, whatever his choices and orientations and wherever his geographical location is, as information and communication technology and networks have become the basis for communication and information exchange, and even for practicing politics and protesting against the authority. (Al-Jamousi, 2016).

The culture of contemporary media is the real actor in today's societies, with the systems it imposes, and the leaks of symbols and signs that reinforce the dominance of the superstructure of society, and this means, according to the Frankfurt School, that history has deviated from its right course, because the ideology of the dominant class succeeded in adapting the economic structure It also succeeded in winning and containing the loyalty of the working class (ibid.) This success was made possible by the popular commercial mass culture. Public opinion invades homes, old conflicts are moderated in the heart of society, and in all these equations we find the greatest position of hypothetical actors. Consequently, the digital revolution witnessed by the knowledge and information society has transformed the virtual actor into a force that has a significant impact on public opinion that interferes in the political and social affairs of society. The world is witnessing an actual revolution, in which society plays a pivotal and strategic role, contributing directly and indirectly to the emergence of new dimensions of the concept of formal and informal work, and the concept of political, social and cultural

practice, which has resulted in a number of stakes and challenges with emerging peculiarities that were not familiar in the recent past. (Bicny, 2019).

This redistribution of power relations is embodied in the conflict experienced by civil forces, the ordinary user, and the political forces in society, and complicates the relationship between the space of what is civil and the space of what is political in the transitional period, where the power relations are redistributed between society and the state.

And between the individual, the state, and institutions under the influence of virtual media and their open sources (Hamada, 2013). Digital social networks combined the technological aspect and the societal social aspect, including economic and political transformations. These networks have become "a set of social identities established by individuals or organizations who have ties as a result of social interaction between them, and represent a structure or a dynamic form of a social group" that has influence that struggles with political parties in the battle to seize positions, power and strength. (Bicney, 2019).

The virtual has contributed to the decline of most of the traditional political and social parties, and some professional and union organizations, and the traditional media and cultural media, which were suddenly overtaken by the strength and momentum of the societal movement in the last few years. They no longer possess the intellectual, material and technological mechanisms that allow them to keep pace with and control the process of political and social change within society, enabling it to understand and manage the dynamics of change we live in today, in contrast to the success of new digital media in positive interaction with the general context of society, and the success of virtual groups and civil forces in employing these media intensively, in order to create a new public sphere in which virtual groups are positively positioned To replace the direct political, and thus accompany development and the state (Ibid).

The impact of social media on the impact of social movements

Historically, the Digital Social Actor has played important roles in communication, mobilization, and mobilization. Social movements have invested in leadership development as one of the main mechanisms for transforming individual resources into a collective force that achieves the goals of social movements. Leadership is critical to the effectiveness of the movement at the individual, community and institutional levels. An example in recent history of the role of leaders in social movements is Emmeline Pankhurst, founder of The Women's Franchise League, 1889 in England. Pankhurst demonstrated unique leadership qualities, and was able to influence many feminist sectors and change their convictions about their rights. She led large-scale protests demanding that women be given the right to vote, which they were deprived of. After a series of struggles and protests, British women extracted a law granting them the right to vote in 1928.

Social movements started by a group of actors and leaders who are the main victims or owners of ideas that oppose the political and social systems. These leaders play a leadership role throughout the life cycle of the movement to achieve its goals, and this type of leadership is called representatives of the main social movement (Andrews, 2002). During a period of least activity in the movement, key leaders remain active to circulate information and situations and interact with each other to keep the movement

going, and they remain active until the end (previous source). Which summarizes the actor's activity in social and political change.

Social media has underestimated the importance of charismatic and central leaders in social movements. It has facilitated mobilization through various technical platforms, and mitigated the effects of the absence of charismatic leaders despite their necessity, Poell, Abdulla (Rieder, Woltering, & Zack, 2015) and social movements have become dependent on various levels of leaders and activists to convey their messages and ideas, or solidarity with them in Some campaigns consider these social actors if they are given the opportunity, tools and appropriate message that fit with their directions and goals.

Results

Through research, review, description and analysis of the relationship of The Digital Social Actor to social change using social networks, especially Facebook, the researcher concluded that what Facebook enjoys made it the first platform for the digital actor who seeks social change either by using the site as a trumpet To disseminate ideas, direct public opinion, and recruit other actors for the cause in which they believe and seek to bring about change that targets social structures and phenomena through organized campaigns carried out by these actors who enjoy a broad level of knowledge and culture in addition to the margin of freedom provided by social networks, and through social networks. The role of the Digital Social Actor lies in bringing about social change as well as political change, although it is more difficult because of the ideas it targets and the systemic structures and values that the society has adhered to for periods as well as the phenomena of what is known as honor killing, or laws that aim to modify the legal status of women, the role of The Digital Social Actor By raising public awareness through media campaigns that aim to intensify knowledge to modify behavior by increasing the information sent, to influence The audience is concerned with the targeted sectors of the public, and media messages are supported by personal communications, as well as continuing to display messages in the means of communication, then the audience becomes interested in forming a mental image through information and ideas, and here the communicating entity seeks to form a mental image to link the subject with the interests and aspirations of the public. In a later step, the organizer begins to design new messages to reach more specific behavioral results such as making a decision, then comes the stage of making certain events to ensure continued interest in the topic and its media and public coverage, then urge the public to take a specific action expressing the idea, by calling for the adoption of ideas that focus It has communication messages. Flexibility and the collapse of the idea of the reference group in its traditional sense, the virtual community is not determined by geography, but by common interests that bring together people who did not necessarily know each other before meeting electronically, which provides a gathering of actors to support a particular social cause, and to reach The Digital Social Actor, the search for real interactive , requires public participation in.

the act of calling." A different or alternative view of political, cultural and social life. Where the recipient of the message is a partner worthy of independence, and not a passive recipient, therefore, the ability of The Digital Social Actor is able to make change, whether it is an individual, a group or an organization, and therefore this is considered the Digital Social Actor that leads change in societies, especially Arab ones, and is mostly marginalized by official authorities Thus, The Digital Social Actor,

the marginalized term derived from the term agent, which was targeted by classical studies in sociology as subject to structures and patterns, can be an independent actor who has the initiative to lead change.

Conclusion

Through our review of the previous results of the research, which adopted the descriptive approach, it can be said that the marginalization of the term "The Digital Social Actor" in Arab sociology, and despite its successes on the ground and not only in the virtual community, its success and highlighting is due to the fact that the actor in the political field was able Achieving gains and successes that can be measured by changing tangible concepts in the political community, in contrast to social concepts that are difficult to measure at the present time, especially with regard to values and beliefs, in addition to the failure of The Digital Social Actor to achieve sustainable successes within societies, in addition to the continued absence of curricula Measurement in the social sciences, especially the Arabic ones, such as the network analysis methodology, which is still in its infancy in Arab sociology, which makes the term "The Digital Social Actor" absent from Arab sociological studies, and the nature of Arab society, which preserves its traditional structures and formats, makes change a difficult process. And it needs great efforts and coordinated operations, as well as long years of work, which we do not notice in advanced societies. The rent of change, rapid change is the characteristic and spirit of the era, but we need to build digital actors that seek to change through self- or collective initiatives through the average user of social networks, which has been distinguished in the Arab regions as consumer patterns for technology as it is a tool for entertainment and follow-up news without being The user has any role in bringing about any social change, which is what Arab sociologists have recently noticed, who have begun to study the impact of the virtual structure and interactions on individuals, groups and social changes, as social movements have begun to use, although the results are not yet clear, in conclusion, as the political actor succeeded in bringing about political changes Stemming from the virtual community, the social actor can succeed in bringing about fundamental changes in the structure and coordination of the Arab community on a well-thought-out and organized basis that contributes to improving the reality of the Arab community. Which contributes to creating a positive interactive social environment that leads to clear social change that can be navigated His opinion in the social issues and phenomena that have touched the doors of Arab society for change since years ago.

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