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Academic scientific publishing and its role in enriching the Arabic content on the Internet, and its obstacles: A survey study from the point of view of faculty members at Al-Ahliyya Amman University

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Abstract---The study aimed to assess the view of faculty members at Al-Ahliyya Amman University towards academic scientific publishing houses in enriching Arabic content on the Internet and to reveal the most important obstacles and problems that hinder Arab academic publishing on the Internet. A questionnaire was built that included (28) items, prepared via Google Drive and distributed electronically via WhatsApp to a sample size of (217) faculty members. The results of the study showed that the average responses of faculty members in the field of academic scientific publishing houses in enriching Arabic content on the Internet came at a high degree, and also their average response to the field of obstacles to Arab academic publication to a high degree. It also showed no statistically significant differences between the mathematical averages of respondents in the academic scientific publishing houses in enriching Arabic content on the Internet due to the changing scientific and college rank. There are statistically significant differences between the mathematical averages of respondents in the field of obstacles to Arab academic publication due to the college variable for scientific colleges.

Keywords---Arabic, Arabic content, Digital Arabic Content, Academic Scientific Publishing, Al-Ahliyya Amman University, Jordan

1. Introduction

Academic scientific publishing is the final outcome of the efforts of researchers, and one of the most important mechanisms for enriching scientific knowledge and knowledge exchange, in addition to the role of scientific publishing in classifying universities and scientific and research institutions and arranging them in the Arab world and globally. It was the main outlet for the transfer, dissemination, and exchange of this scientific production for scientific societies (Al-Ghanim, 2020); Where web applications were exploited in writing and processing texts, producing information sources in multiple forms, archiving and making them available electronically, with the Employment of all developments related to processing and access software, which led to the manufacture of scientific information content and the digital dissemination of its content in several languages on the Internet (Fathi and Ben Al-Sabti, 2021).

Badi and Badi (2019) emphasized that the importance of creating Arabic content on the Internet comes from the fact that it represents a prerequisite for the advancement of Arab societies, their transformation into a knowledge society, and narrowing the widening digital divide. To access it and develop the available capabilities; To use the Arabic language, and devote the Arab presence on the Internet; for this reason, enriching Arabic content is no longer the responsibility of a specific party or country but rather the responsibility of all academic institutions and research centers, most notably universities; Through the academic digital content represented by scientific publishing.

Digital content is "a multi-media digital document, structured or unstructured, on-line or off-line" (Alawi, 2017, 15). As El Gohary (2018, 151) defines it as "that huge amount of textual, audio, or image or video information that is exchanged through the network."

As for the academic digital content available on the Internet, it is represented by "all contents of an educational, research and scientific nature, such as the sites of university institutions of all kinds, information centers, distance education institutions, e-learning, various electronic library sites, research laboratories, research centers, and studies" (Sari and Ain Hajar), 2018, 283). It is a digital science product produced by faculty, staff, and graduate students, such as scientific papers, presentations, posters, and images (Waugh et al., 2015, p.2).

Universities are the most productive institutions for academic digital content through their faculty members who publish scientific publications on the Internet. In fact, the availability of digital content for academic scientific publications has become one of the foundations of the global evaluation of universities, as it is difficult to evaluate universities in the absence of production. Scientific and research papers are published in digital form on the official websites of these universities, despite the fact that it is available on paper (Al Mubarraz, 2012).

Hence, many universities have taken effective measures; To enrich the digital Arabic content by adopting mechanisms and initiatives that would improve academic scientific publishing, including Making full academic scientific

publications available in digital form on the Internet and social networks; to increase the chances of researchers accessing it, raising the number of references for these researches, and motivating faculty members to register on the Google Scholar website; To expand the visibility of these academic scientific publications (Bin Al-Sabti and Bin Al-Sabti, 2019).

Bizan and Sabbour (2019) pointed out the role of academic scientific publications in enriching Arabic content; This is through its impact on searching in search engines for Arabic scientific references, enhancing the publishing process in open-access Arab journals and in full texts, adopting publishing initiatives, and making free availability in Arabic in various scientific fields, particularly humanitarian and scientific, due to the lack of scientific publications in these fields.

Badi and Badi (2019) point out that the Budapest Initiative for Free Access, which was issued in 2002, is the most initiative that urged researchers and academics to publish scientifically on the Internet, especially with the high rate of Internet use in the Arab world. That is why the need has become urgent; To enhance the digital Arabic content available on the Internet, which made several Arab conferences and seminars call for the need to pay attention to the Arabic language and to increase the volume of academic scientific publications in Arabic in the digital environment, taking into account the quality of those publications.

Despite the unremitting efforts and efforts to enrich the Arabic content on the Internet through academic scientific publishing, it is still weak and did not live up to the hoped-for level, despite the fact that Arabic is one of the six languages used in the United Nations, and one of the ten most important languages recognized globally. Bizan and Sabbour, 2019), and this is due to many challenges and obstacles that weakened scientific publishing, which led to the weakening of digital Arabic content, represented in the general weakness in the structure of scientific research and development, weak funding for Arab research, and the limited financial support to foreign research for medical and technical specializations, and the absence of An Arab strategy for the information content industry, in addition to academics seeking to publish their research in international languages, especially English, considering promotion, Employment, academic reputation, and reference citations with modest publication in Arabic, and the use of foreign abbreviations when preparing Arabic publications, and the weakness of the translation movement (Fathi and Ben Al-Sabti, 2021), In addition to the fact that the reality of scientific publishing in the Arabic language in the vessels of open sources is weak (Solomon, Al-Noor and Yahya, 2017); In addition to the academic reputation, which is often related to the number of research published in English, as the results of Arab publications are often theoretical and do not receive attention, as well as weak references to research published in Arabic, the absence of Arab periodicals ranked globally, and the lack of recognition by universities of Arab electronic periodicals for Employment and promotion (Al-Ghanim, 2020), in addition to the restriction of promotion in universities to the number of research quantitatively at the expense of quality, which made Arab scientific publishing not meet the research needs (Al-Khathami, 2015).

Al-Hafiz (2019) also indicates that the size of the academic scientific publication is traditionally much larger than that published digitally, as the bulk of the texts of these publications is translated from other languages; Also, despite the global diversity of digital content applications in various fields of science, the content of Arab scientific publications is still limited to mostly media and entertainment fields, as well as the digital religious field, which has expanded into its spread, and that the percentage of Arabic content in scientific publications in the humanitarian and scientific fields is the lowest ever (Taybi and Sebkhauui, 2019).

Badrakhan, Taha and Haimour (2022) added other obstacles that weakened the enrichment of Arabic content on social networks and the Internet in the era of digital media, which threatened the structure of the Arabic language, including: the use of English and Arabic in all fields, the dominance of English over Arabic in the educational aspect, and the lack of Critical implementation of the policies and strategies established by universities to produce or market university digital Arabic content, the few regional initiatives compared to the small percentage of digital Arabic content, the lack of trained staff and competencies to create Arabic content, in addition to the loss of confidence by professors and university students in the quality of Arabic content on web networks In addition to the problem of "cut and paste", the movement of translation of knowledge from other languages into Arabic has declined in the scientific and human fields, as well as the problems and issues of digitization that stand as a stumbling block in the development and enrichment of digital Arabic content.

2. Study problem

Universities are the most productive institutions for academic research; And that is through what its faculty members publish, and the rapid development in various sources of information that resulted from the Internet has formed a qualitative leap in the field of providing digital content, as the Internet has formed a suitable environment for the scientific publishing industry, for this reason, universities are heading through faculty members to Supporting the objectives of a number of Arab initiatives that call for enriching the electronic Arabic content through the adoption of the Internet as a means to make available and disseminate academic scientific production.

Despite the many initiatives and projects that have joined to support Arabic digital content, the Arabic content industry on the Internet is still small, and it needs a lot of effort to match the level and value of Western digital content. The most important aspect that contributed to its enrichment and support is academic scientific publishing due to the scientific and communication environments it provides that enrich digital content and promote scientific research. Despite the technical progress, the scientific renaissance, and the increase in the volume of scientific publications by Jordanian researchers and academics in international journals, periodicals, and scouts, most of them were written in English instead of Arabic, which limited the expansion of the spread of the Arabic language as a developed language of science in various research and scientific fields, which negatively affected the Arabic digital content. This raised a problem for researchers about the level of faculty member's evaluation of the role

of academic scientific publishing in enriching Arabic content on the Internet, and from this angle came the idea of this study; To answer the following questions:

- 1) What is the level of evaluation of faculty members towards the role of academic scientific publishing in enriching Arabic content on the Internet?
- 2) Are there statistically significant differences at the level ($\alpha = 0.05$) between the average responses of the study sample members towards the role of academic scientific publishing in enriching Arabic content on the Internet from the point of view of faculty members at Al-Ahliyya Amman University, according to the different demographic variables: Rank Practical, college?
- 3) What are the main obstacles that hinder Arab academic publishing on the Internet from the point of view of faculty members at Al-Ahliyya Amman University?
- 4) Are there statistically significant differences at the level ($\alpha = 0.05$) between the average responses of the study sample members towards the obstacles that hinder Arab academic publishing on the Internet from the point of view of faculty members at Al-Ahliyya Amman University, according to the different demographic variables: practical rank And college?"

Significance of the study:

The importance of this study stems from the following:

- The study derives its importance from the importance of the subject itself and its role in raising public awareness and enhancing scientific culture among researchers and faculty members.
- It contributes to providing Arab libraries and enriching them with a balance of knowledge about the reality of Arabic content on the Internet, introducing the value and status of academic publishing and scientific research, and demonstrating its impact on Arabic content on the Internet.
- This study may be a theoretical basis and an important reference for academics, researchers, and workers in Arabic language academies and Arab institutions and bodies on the subject of creating digital Arabic content in terms of broadcasting, research, or communication.
- The study may contribute to organizing local and Arab initiatives to restore the Arabic language's status and activate its role, as it is the language of scientific research capable of containing all scientific and academic terms.
- This study is an indication for conducting other similar studies that monitor the role of academic institutions and research centers in enriching digital Arabic content.

3. Objectives of the study

This study aims to:

- 1- Attempting to identify the reality of academic scientific publishing in the Arabic language at Al-Ahliyya Amman University.
- 2- Knowing the level of awareness and awareness of faculty members about the importance of academic scientific publishing in the Arabic language and the degree of their agreement and disagreement in its role in enriching and supporting Arabic content on the Internet based on personal data of the study sample.
- 3- Uncovering the most important obstacles and problems that hinder Arab academic publishing on the Internet.

- 4- Attempting to come up with recommendations and suggestions based on the facts of reality and what it has and what it is based on; To reach solutions that would contribute to improving the current situation, promoting scientific publishing and Arab academic content, enriching it, and supporting it in the digital environment.

4. Terminology of study

Following is a conceptual definition of the study terms:

Scientific Publication: It is the final process carried out by the researcher. In order to distribute and publish his achievements, communicate the results of his scientific research in the field in question to those around him and those interested in the field of research using digital and traditional methods, and try to facilitate the use of this information in practical academic life (Bedouins, 2021).

- **Arabic content on the Internet:** It is defined as: "All Arabic data or information sources (articles, research, books, theses...) that are manufactured, stored and presented in an electronic digital format on the Internet, regardless of the form and nature of these data and media. Stored, dependent on the free movement of access to information, or following a service charge policy" (Abboud, 2018: 67-70). It is procedurally measured by the degree of response of the faculty members - the study sample - in the scientific and humanities faculties to the first area of the study tool.

Obstacles: obstacles are the difficulties and impediments that hinder or impede a specific goal and prevent contributing to its achievement, and passing it requires more mental and physical efforts (Al-Kadhim, 2019). It is procedurally defined as the problems that hinder faculty members from distributing and publishing their achievements in communicating the results of their scientific and academic research in Arabic on the Internet, and it is measured by the degree of response of faculty members - the study sample - in the scientific and humanities faculties to the second field in the study tool.

- **Faculty member:** According to Article (22) of Law No. (18) of 2018, the Jordanian Universities Law issued by the Jordanian Ministry of Higher Education, it is defined as Anyone who holds a high academic qualification (Master's or Ph.D.) in one of the fields of science and basic scientific or human knowledge, He practices the teaching profession in a higher education institution in accordance with the criteria for special accreditation, and occupies one of the following academic ranks: professor, associate professor, assistant professor, teacher assistant teacher, and practicing professor. It is defined procedurally as Anyone who performs the tasks of teaching students in one of the academic departments in the scientific or humanities faculties at Al-Ahliyya Amman University.

5. Study limitations

Human and spatial boundaries: This study was limited to a sample of faculty members at Al-Ahliyya Amman University from the various faculties of the university: humanity and science.

Time limits: This study was carried out during the first semester of the academic year 2021/2022.

Objective limits: This study was limited to the topic of academic scientific publishing houses in enriching Arabic content on the Internet.

6. Literature review

1- Fathi and Bin Al-Sabti's study (2021) aimed to identify the nature of the Arab academic information content industry, the reasons for the weakness of Arabic digital content, and the procedures for its development. The study relied on the method of analyzing the content of scientific publications published in Algerian universities. The results of the study showed the weakness of the Arabic digital content, and the reasons for this weakness are mainly due to the general weakness in the structure of research and development in the Arab countries, the absence of an Arab strategy for the information content industry, the insufficiency of government initiatives at the two levels: national and regional concerned with Arabic digital content, and the lack of Arabization University education in scientific and technological disciplines in many Algerian universities, and the limited mechanisms of research in Arabic texts.

2- Al-Ghanim's study (2020) aimed at knowing the trends of academics in the College of Economics and Administrative Sciences at Imam Muhammad bin Saud Islamic University toward open Arab institutional digital repositories. The study adopted the descriptive method by preparing a questionnaire that was distributed to a sample of (48) faculty members. The study showed a set of results, most notably: (68.75%) of the respondents publish their research on the web through their websites, and there is a high level of awareness among the respondents of the importance of scientific publishing in the open Arab institutional digital repositories in enriching the digital Arabic content.

3- Ben Al-Sabti and Ben Al-Sabti (2019) conducted a study aimed at revealing the role of academic electronic publishing at the Algerian University in promoting and making Arabic digital content available at the University of Constantine 2 in Algeria. The study adopted the descriptive analytical method by preparing a questionnaire distributed to a sample of (96) faculty members. The study showed a set of results, most notably: (86.50%) of all respondents, the total electronic academic publication was based on the English language, and that (86.50%) believed that Arab intellectual production does not meet research needs and that digital Arabic content in its current state does not contribute to Promote scientific research, especially in the field of technical and applied sciences.

4- Bizan and Sabbour (2019) conducted a study aimed at knowing the role of academic digital repositories in Algerian universities in enriching digital Arabic content on the Internet, knowing the language of information sources in Algerian academic digital repositories, and their role in disseminating gray literature and university works in Arabic. The study relied on analyzing the content of the academic digital repository of the Higher School of Professors Sheikh Al-Bashir Al-Ibrahimi Al-Qubba. The results of the study showed that most of the repositories are available in Arabic, in addition to French and English, in full text, and in various sources, covering all disciplines taught by the university. And it lacks articles and translated materials of a special quality that are specialized in the

exact social and human sciences. It also lacks visual products based on reliable sources.

5- The study of Suleiman, Al-Noor, and Yahya (2017) also aimed to know the reality of scientific publishing in the Arabic language in the vessels of open-access sources from the viewpoint of faculty members at King Faisal University in Saudi Arabia and the reasons for the scarcity of scientific publishing in the Arabic language. The study adopted the descriptive survey method, where a questionnaire was prepared and distributed to a random sample of (115) faculty members. The results of the study also showed that (59%) of the sample members had not seen any of the free publishing initiatives, and (59%) of the sample members also reported that they had not seen any of the free publishing initiatives in the Arabic language, and (74%) indicated) From the sample members that there are no free-access scientific journals in the Arabic language that are published in the areas of their research interests. It also showed that the most important reasons for not publishing scientific research in Arabic in the academic community are the lack of recognition in the systems of Employment, academic promotions, and granting of funding and that the citation rate of academic scientific research published in Arabic in the field of scientific disciplines, in particular, is not high.

7. Commenting on Literature review

It is clear from the objectives and results of previous studies that they differ from the current study in some aspects and agree with it in others. Looking at the previous studies, it is clear that the previous studies and the current study agree in terms of their subject matter; It deals with the reality of Arabic content on the Internet, and the current study agrees with previous studies in emphasizing that the Internet has a role in enriching Arabic content on the Internet. Resolution.

While the previous studies differed in terms of the environments in which they were applied and in terms of their objectives, questions, and samples, which made them different from the previous studies, noting that this difference does not negate that the researcher benefited from the previous studies in terms of the methodology used and the tools used to clarify the role of academic scientific publishing. In supporting and enriching the digital Arabic content, and its obstacles, the researcher also benefited from the findings of those studies and the way they were presented in developing the study tool, and this means that the current study was an extension of the previous studies.

8. Methodology and procedures

Study Methodology: The study used the descriptive survey method. It is relevant to the study questions and objectives.

Study community and sample: The study population consists of all members of the academic staff working in the scientific and human faculties affiliated with Al-Ahliyya Amman University in the first semester of the academic year 2021/2022, and their number is (300) members working full-time, in addition to a number of members who work part-time.

The questionnaire was also distributed electronically via social media platforms (WhatsApp and the university's email) to a sample of (217) faculty members, i.e. (72.3%) of the total study population, which is an acceptable percentage for scientific research purposes. Table No. (1) shows the description of the study sample according to its variables.

Table 1. Description of the study sample according to the variables: academic qualification and college

Variables and their levels		Number	percentage
Academic qualification	professor	31	%14.3
	Associate Professor	62	%28.5
	Assistant Professor	98	%45.2
	lecturer	26	%12.0
College	Scientific	120	%55.3
	Humanity	97	%44.7

Table No. (1) shows that most of the sample is of qualified assistant professors with a percentage of (45.2%) and from scientific colleges with a percentage of (55.3%).

9. Study tool

The study tool was a questionnaire that was developed based on what was mentioned in some previous studies, such as studies of Fathi and Ibn Al-Sabti (2021), Al-Ghanim (2020), and Ibn Al-Sabti and Ibn Al-Sabti (2019), in addition to the researchers' experience. In this field, the questionnaire consisted of three sections: the first, demographic variables, represented by: scientific rank, and college; The second includes (12) paragraphs that measure the role of scientific publishing in the Arabic language in supporting and enriching Arabic content on the Internet, and the third includes (16) paragraphs that measure obstacles to Arab academic publishing on the Internet.

The paragraphs of the fields of study were designed using the (Likert quintuple scale), which included the following degrees of use: (5) very large, (4) large, (3) medium, (2) few, and (1) very few. The following scale was used to divide the scores: 1- 2.33 degrees of low rating, 2.34 - 3.67 degrees of average, and 3.68 - 5.00 of high ratings.

10. Validity of the study tool

The validity of the tool was confirmed through the apparent validity associated with presenting the tool in its initial form to (8) arbitrators from faculty members who are specialized and experienced in the field of educational assets, sociology, and Arabic language; In order to ensure the clarity of the paragraphs, their suitability for measuring what they were designed to measure, their suitability for the objectives of the study, the soundness of the linguistic formulation, and the extent to which they belong to the field under which they were classified.

11. Stability of the study

To ensure the study instrument's stability, the coefficients of the overall internal consistency were extracted; For the study tool according to the Cronbach-Alpha equation and the split-half method.

Table 2. The internal consistency coefficients for the study instrument

Field	Number of paragraphs	Split-Half	Cronbach's Alpha
The role of scientific publishing in the Arabic language in supporting and enriching Arabic content on the Internet.	12	83.6	87.8
Obstacles to Arab academic publishing on the Internet.	16	85.4	80.3
The tool's overall stability coefficient	28	80.7	82.1

Table No. (2) indicates that the stability coefficient of the tool as a whole was in Cronbach's alpha equation (82.1), and (80.7) in the half-split method, and these coefficients were considered high; For being a static search tool.

- Study procedures: After verifying the validity and stability of the study tool and identifying the study members to be applied to the study, official approval was obtained from the Presidency of Al-Ahliyya Amman University; To facilitate the task of researchers. The questionnaire was distributed to the study members electronically via Google Drive. The data was transferred to the SPSS program and processed statistically; then, the results were analyzed and discussed, and appropriate recommendations were drawn.

12. Statistical treatment

The Statistical Package for Social Sciences (SPSS) program was used to analyze the study data and answer its questions. The arithmetic means and standard deviations were calculated for each Paragraph of the scale; To answer the first and second questions, and the third question was answered by calculating the analysis of variance; To detect the differences between the arithmetic averages according to the variables.

13. Study results and discussion

Presentation and discussion of the results related to the first question: "What is the level of evaluation of faculty members towards the role of academic scientific publishing in enriching Arabic content on the Internet?"

The arithmetic averages and standard deviations of the responses of the sample members on the field of academic scientific publishing houses in enriching the Arabic content on the Internet were calculated from the viewpoint of the faculty members, and the total score and Table (3) illustrates this.

Table 3. Means and standard deviations of the responses of the sample members on the field of academic scientific publishing houses in enriching Arabic content on the Internet from the viewpoint of faculty members

Paragraph No.	Filed	Mean	SD	level
11	Help universities adopt Arab initiatives aimed at enriching and promoting digital Arabic content on the Internet.	4.24	1.00	High
2	Expand the use of general search engines such as Google to search for scientific Arabic references.	4.19	1.11	High
12	Contributed to the creation of many periodicals for publication in Arabic in various research fields and in all disciplines.	4.08	0.97	High
8	Literary, cultural and social fields contribute to the advancement of Arabic digital content.	3.97	0.95	High
3	Directing researchers and authors towards publishing academic papers and articles in open-access scientific journals.	3.84	0.97	High
1	I contribute to encouraging universities to provide subscriptions to the full-text rules of Arab periodicals	3.75	1.05	High
6	Expanding the preparation of academic research in the Arabic language.	3.71	1.05	High
7	The trend towards making use of the available digital Arabic content databases that exist, although they are few.	3.69	1.29	High
9	Increasing the awareness of researchers and their knowledge of the initiatives - publication - free availability in the Arabic language.	3.65	0.87	Medium
4	Providing many Arab scientific journals with free access for publication in various research fields.	3.56	1.00	Medium
10	It increased researchers' orientation towards self-archiving of published Arabic scientific papers.	3.18	1.22	Medium
5	The university encourages students and teachers to publish their academic and scientific productions (graduation projects, postgraduate theses and research) on the university's website.	2.39	1.31	Medium
	Total	3.68	0.59	High

It is clear from Table No. (3) that the responses of the study sample members to the items in this field ranged between a medium and high degree. Where it is

clear that the arithmetic averages for estimating the respondents ranged between (2.39-4.24), and the total score was high; This indicates that there is a high level of awareness and awareness among respondents of the importance of academic scientific publishing and its role in enriching Arabic content on the Internet. Paragraph No. (11) which states: "Help universities adopt Arab initiatives aimed at enriching and enhancing digital Arabic content on the Internet. world Wide Web." In the first place, with a mean of (4.24), and with a high rating, this is a logical result, as Jordan occupied an advanced position in the practical application of enriching Arabic content, as 75% of the Arabic content on the Internet is Jordanian-made, and this may explain the many initiatives organized by universities Jordanian government and private companies in order to advance the industry of Arabic digital content and ensure that it is not lost. The reason for this may be attributed to the awareness of Jordanian university students and professors of the need to enrich Arabic content on social networks so that it does not continue to decrease and thus the loss of this content, and perhaps the most prominent of these initiatives and projects that have been organized In Jordanian universities: the "Digital Content Pioneers" initiative, the "Edraak" initiative, the "Successful" initiative, the "Jordanian topic" encyclopedia, the "Z" initiative, the "Bil Arabi" project, the Umniah blog "The 8Log" and the "Arabic hashtag" website. The Tataweef initiative, the Arab and Islamic murals project; To emphasize the Arab identity in art on social networks, as well as its support for Arab initiatives such as the hashtag initiative in Arabic, the "Biktob_in Arabic" initiative, and Google's initiatives under the title "Arab Internet Days" with the hashtag in Arabic_Better. However, it must be noted that these initiatives did not rise to the level of scientific initiatives and are almost in the form of blogs, chat sites, or forums on the network, and this confirms the absence of official reports and serious studies that highlight and measure the level of impact of these initiatives on digital Arabic content.

Paragraph No. (5), which states, "The university encourages students and teachers to publish their academic and scientific productions (graduation projects, postgraduate theses, and research) on the university's website." As the university provides research approaches and standards in the Arabic language, which contributes to achieving a qualitative leap and a step towards enriching the Arabic digital content. And its advertisements and services that it provides to all university employees (students, members of the academic and administrative staff) or to its visitors only, and that most students and teachers prefer to publish their scientific production in classified scientific journals and periodicals or on their social networking sites as the most widely used and widespread - as you might indicate This result indicates that the university's contribution to supporting faculty members to promote Arabic content is somewhat unsatisfactory, so there is a need to pay attention to electronic scientific publishing in the Arabic language and to provide encouraging facilities for faculty of the school; To publish their intellectual production for free on the university's website.

Presentation and discussion of the results related to the second question: "Are there statistically significant differences at the level ($\alpha = 0.05$) between the average responses of the study sample members towards the role of academic scientific publishing in enriching Arabic content on the Internet from the point of view of

faculty members at Al-Ahliyya Amman University, According to the different demographic variables: occupational rank, and college?

To answer this question, the arithmetic averages, standard deviations, and analysis of variance were calculated for the responses of faculty members at Al-Ahliyya Amman University towards the role of academic scientific publishing in enriching Arabic content on the Internet, according to the different demographic variables: practical rank, and college, and the following is a presentation of the results of these tests.

Table 4. Means and standard deviations to show the differences in the responses of the study members that are attributed to the variables: academic rank, college

Variables and their levels		Number	Mean	SD
Academic qualification	professor	31	3.67	0.70
	Associate Professor	62	3.73	0.59
	Assistant Professor	98	3.61	0.51
	lecturer	26	3.69	0.71
College	Scientific	120	3.67	0.58
	Humanity	97	3.65	0.60

Table (4) shows that there are apparent differences in the arithmetic averages and standard deviations of the responses of faculty members at Al-Ahliyya Amman University towards the role of academic scientific publishing in enriching the Arabic content on the Internet according to the different demographic variables: academic rank, college, and to show the statistical differences between the arithmetic averages. Analysis of variance and Table (5) illustrate this

Table 5. Variance analysis of variables to show statistical differences in the responses of faculty members at Al-Ahliyya Amman University towards the role of academic scientific publishing in enriching Arabic content on the Internet, according to the different

Contrast source	Sum of squares	degree of freedom	mean of squares	p-value	statistical significance
Academic qualification	0.060	3	0.02	0.171	0.680
College	0.012	1	0.012	0.034	0.854
The error	75.267	212	0.355		
Total	75.339	216			

Table (5) shows that there are no statistically significant differences at the significance level ($\alpha = 0.05$) due to the academic and college rank variables, Based on the calculated (p) value and the significance level. This confirms that faculty members are aware of the treasures, the backbone of the thought of their children, the address of Its existence, and the way to reach the knowledge society and integrate it into the digital age.

Presentation and discussion of the results related to the third question: "What are the main obstacles that hinder Arab academic publishing on the Internet from the point of view of faculty members at Al-Ahliyya Amman University?"

The arithmetic averages and standard deviations of the responses of the sample members on the field of obstacles that impede Arab academic publishing on Al-Ahliyya Amman University and the total score and Table (6) illustrates this.

Table 6. Mean and standard deviations of the responses of the sample members to the field of obstacles that impede Arab academic publishing on the Internet from the point of view of faculty members at Al-Ahliyya Amman University

Paragraph No.	Filed	Mean	SD	level
15	Weak funding of Arab research in the Arab world and elsewhere.	4.12	0.96	High
25	Upgrading the level of Arab academic scientific research outputs was limited to quantitatively at the expense of quality due to (promotion - reference citation - and intellectual reputation).	3.96	0.99	High
18	Research results in Arabic does not receive attention.	3.85	0.84	High
14	Publish research in Arabic in a specialized field that is not recognized in the university's recruitment and academic promotion systems and research funding grants.	3.81	1.16	High
20	The small number of Arab leagues ranked globally.	3.79	0.98	High
26	The lack of Arabic databases available for free.	3.74	1.14	High
24	The lack of recognized Arabic electronic periodicals for promotion.	3.71	0.77	High
22	The lack of open access Arab journals in my field of expertise.	3.69	0.94	High
19	The citation rate for research published in Arabic in a specialized field is not high.	3.68	0.98	High
27	Digital Arabic content does not contribute to the promotion of scientific research in various disciplines, but rather in certain disciplines at the expense of others.	3.66	0.89	Medium
13	Problems of localization and tuning of scientific terms.	3.65	1.06	Medium
23	Many of the freely available Arabic journals charge high financial fees from the researcher for publishing his research.	3.64	1.01	Medium
16	Use foreign abbreviations when using Arabic academic content on the Internet.	3.51	0.96	Medium
28	Arab production in open periodicals in a	3.40	1.23	Medium

	specialized field that does not meet the research needs.			
21	Arbitration procedures for papers in open-access Arab journals do not adhere to scientific standards sufficiently to control Arab academic content.	3.36	0.98	Medium
17	Arabic content lacks quality translated articles and materials such as translation of specialized topics from the exact sciences, social sciences and humanities.	3.34	1.19	Medium
	Total	3.68	0.51	High

It is clear from Table No. (6) that the responses of the study sample members to the paragraphs of this question ranged between a medium and a high degree. It is clear that the arithmetic averages for estimating the respondents ranged between (3.34-4.12), and the total degree was high; Here, it turns out that the level of faculty members' contribution to promoting Arabic content on the Internet is not at the desired and satisfactory level. Due to several obstacles, it was occupied by Paragraph No. (15) states that "the funding of Arab research in the Arab world and elsewhere is weak." In the first place, with a mean of (4.12) and a high rating. This result may be attributed to the low contribution of higher education institutions to scientific research, as it hardly reaches 1% in public budgets, in addition to the lack of an independent budget allocated by universities for scientific research and the lack of The number of Arab donors for research grants, as well as the complexity and length of their procedures, and most universities focus on the teaching process more than on scientific research. And most Arab universities lack specialized devices to market research and its results. Also, Arab research conducted by researchers is at their own expense and is research for the purpose of promotion, publication, reputation, or Employment, so it is too weak to solve the problem of weak Arabic digital content. And what confirms this result is that Paragraph No. (25), which states, "The upgrading of Arab academic scientific research outputs was limited to quality at the expense of quality because of (promotion – reference citation – and intellectual reputation)" in the second order, and this result is linked with the results of Paragraph (18) Which states, "Research results in Arabic are not given attention." And Paragraph No. (14) states: "Publishing research in the Arabic language in a specialized field that is not recognized in the systems of employment, academic promotions, and grants for research funding at the university." It came in third and fourth place with a high rating, which may be explained by the fact that what is published on the Internet is no longer a research or knowledge luxury, but rather has become an investment industry. Not only. In addition to the fact that most of the scientific journals classified globally and indexed within foreign databases are what prompt Arab researchers to write their research in English, especially since the promotion system is linked to the classification of periodicals and their impact factor, and Arab journals with a high impact factor are very few, almost rare, especially in Humanitarian, religious and legal magazines, in addition to the fact that the number of Arab periodicals classified globally is few and the available ones are free of charge. Accordingly, this agrees with the result of Paragraph No. (20), which states that "there are few numbers of Arab periodicals classified globally." And Paragraph (26) states that "there are no Arab databases available for free."

The result stated in Paragraph (24) also confirms that the Arab periodicals available on the electronic network are not accepted in scientific promotions, as the sources of free access still have a poor reputation in the Arab academic circles. For reasons related to the poor scientific level of studies published in free access sources, and concerns related to intellectual theft, in addition to the fact that the arbitration of electronic journals is less than that of printed ones.

Table 7.' Mean and standard deviations to show the differences in the responses of the study members that are attributed to the variables: academic rank, college

Variables and their levels		Number	Mean	SD
Academic qualification	professor	31	3.99	0.58
	Associate Professor	62	3.84	0.45
	Assistant Professor	98	3.79	0.47
	lecturer	26	3.74	0.62
College	Scientific	120	3.85	0.54
	Humanity	97	3.81	0.48

Table (7) shows apparent differences in the arithmetic averages and standard deviations of the faculty members' responses at Al-Ahliyya Amman University towards the obstacles that hinder Arab academic publishing on the Internet, according to the different demographic variables: academic qualification and college. In contrast, Table (8) illustrates this

Table 8. Variance analysis of variables to show statistical differences in the responses of faculty members at Al-Ahliyya Amman University towards the obstacles that hinder Arab academic publishing on the Internet, according to the different demographic variable

Contrast source	Sum of squares	degree of freedom	mean of squares	p-value	statistical significance
Academic qualification	1.032	3	0.344	0.313	0.576
College	0.081	1	0.081	0.102	*0.04
The error	55.143	212	0.260		
Total	56.251	216			

Table (8) shows that there are no statistically significant differences at the significance level ($\alpha = 0.05$) due to the scientific rank variable; Based on the calculated (P) value (0.313), and the significance level (0.576). This is logical, as all faculty members, regardless of their academic rank, are aware and acknowledge the problems that caused the weakness of the digital Arabic content more than others, so no differences in the results appeared. It was also noted that there were statistically significant differences at the significance level ($\alpha = 0.05$) due to the college variable, Based on the calculated (P) value (0.102), and the significance level (0.04) in favor of scientific faculties. This is due, in their opinion, to the fact that the digital Arabic content in the scientific fields does not have an

applied dimension and is dominated by the theoretical and superficial aspects in dealing with various modern scientific topics, unlike the digital foreign content, in addition to the fact that foreign terms dominate the scientific fields. Courses are often taught in scientific colleges. The prescribed curricula are in English, compared to the disciplines of humanities colleges whose teaching and terminology are predominantly Arabic.

14. Recommendations

In light of its results, the study recommends the following:

- 1- Universities issue electronic Arab scientific journals that are subject to international arbitration procedures or convert their current journals into free-access journals available on the Internet.
- 2- The necessity of adopting serious local and Arab initiatives for academic scientific publishing in Arabic in open access resources; With the aim of enriching and supporting digital Arabic content, and setting qualitative quantitative indicators; To measure the impact of scientific publishing in the Arabic language.
- 3- Valuing academic scientific publishing in the Arabic language and recognizing it in Employment and academic promotions systems
- 4- Increasing the activation of legislation related to the management of digital Arabic content and its enrichment on the web and social networks; By developing solutions to the problems facing publishing in the Arabic language.
- 5- Encouraging refereed Arab scientific journals and journals and publishers; To adopt free access models for Arab scientific research in a way that enhances the enrichment of Arabic content on the web through these models.
- 6- Inclusion of electronic journals available on the Internet among the accepted journals; To promote faculty members, provided that they are subject to scientific arbitration.
- 7- Establishing specialized and public digital repositories in Jordanian universities; To support academic scientific publishing on the Internet, and archiving the intellectual production of faculty members electronically.
- 8- Organizing seminars and workshops; To raise the level of awareness among faculty members and students of Jordanian universities of the importance of digital Arabic content.

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