The Impact of the Trend of Academic Researchers to Publish their Researches in English on Fostering the Arabic Language Content in the Internet

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Abstract

This research aims to studying the effect of the academic researchers' trend to publish their researches in English on fostering the Arabic content of the internet. It is applied study of teaching faculties at ISRA University where all faculty members were selected as the sample of this research. The sample size reflects the actual number; where 226 questionnaires have been distributed on the faculty staff, only 200 respondents were collected valid for analyzing. The descriptive analytical approach was followed in this research. The results showed that most of the sample members have no researches translated into English by a translator and most of sample members have researches published and accepted for publishing in Arabic language. The results also show that most of the sample members are high scientific and Art specialty (they have 1-5 researches) publishes and accepted for publishing in English. The majority of the sample members have no researches published or accepted for publication in Arabic language in web journals. They are faculty members in science specializations faculty staff. For the number of papers published and accepted for publication in English in the web journals, the results indicated that the majority of the sample search has researches with this kind of research. They represent the science and literary specializations, as some of the university faculty staff in other specialization who sought the assistance of a translator for this purpose. There is mortal impact between the trends of the researchers toward publishing their scientific researches in English on fostering the Arabic content of the internet. There is a variation in the sample members' trends towards publishing their scientific researches in English on promoting the Arabic content in the internet due to the kind of certificate variable. This variation was among between the specializations in computer and literature, in favor to the holders of literature certificates. There is a variation in the sample members also on the manner of promoting the Arabic content in the internet. The research concluded a set of recommendations to enhance the Arabic content in the internet.

Keywords: Arabic content, Internet, scientific researches, teaching staff

Preamble

The Internet is the most important means in our time because it gave the academic researchers the opportunity to publish their scientific researches, in addition to the contribution in changing the nature of their research environment and the development of their research behavior inconsistent with the huge developments in the information and publishing industry in developed countries. Despite the scientific electronic space available to them, we find the dominance of English, which prompted researchers to move towards publishing in English. The nature of applied scientific research areas (medicine, pharmaceutical, engineering,…etc.), their sources and research studies are originally in English which form an impediment to researchers to publish in Arabic.

Researchers in the Humanities in (management science, psychological, ….etc.) followed this trend too despite the availability of the resources in Arabic and the fact that they unable to write in English, but they translate their research into English and publish in foreign classified journals with web for the purpose of international publication of their researches as they believe that the Arabic journal, despite they are classified and some are internationally classified, do not guarantee to them the opportunity given by the foreign journals, which is absolutely wrong. This trend may also be due to the belief that publication in foreign journals would facilitate the way before them for scientific promotion due to the sedateness of the research and the language used. All these impede the Arabic language and impact its firm role as a scientific and academic language, so the digital language gap became wider between the Arab and western world.

The Importance of Research

The importance of the research is due to the multi indicators that began to emerge in this era which indicate the weakness and declining influence of Arabic language (Arabic content on the Web) against the great superiority of the English in control of sources content of Internet. So, it required to protect this language urgently. The research efforts being made through the Arabic version of Wikipedia is an attempt to promote Arabic content on the Web, but that alone is not enough. This research study is important, as an attempt to study the effect of the academic researchers trends towards publishing their research studies in English, is another attempt contributes in fostering the Arabic content on the internet and an attempt to identify the reasons of following this trend.

The Problem

The problem of this study can identified in the limited researches being published in the Arabic language, leading to the limited content of Arabic language on the Web, thus the shortage of Arabic classified scientific resources. The researchers can rely in their researched and studies. So, many researchers are reluctant in publishing their studies in Arabic because they believe that what is written in English is judicious and documented scientific sources as the Western and the English are the reliable sources in preparing the scientific researches and studies. Therefore, there would not surprise if the Internet and information technology serve the West more than the Arab world. This phenomenon has to be studied and recognize its impact on the scientific content on the Internet and find out the causes to reach solutions.

Research Hypotheses

1. "There is no relationship of moral impact between the trends of the academic researchers of the sample members towards publishing their scientific researches in English on promoting the Arabic content on the Web".
2. "There is no conflict in the trends of the academic researchers of the sample members towards publishing their scientific researches in English on promoting the Arabic content on the Web due to the variable of certificate type".
3. "There is no contrast in the trends of academic researchers of the research sample members towards the manners of promoting Arabic content on the Web"

The Objectives

The research aims to:

- Provide a theoretical framework, supported by the previous studies, on the relationship between the academic researchers towards publishing their scientific researches in English on promoting the Arabic content and some relevant subjects to research subject –matter.
- Analyzing the results of the practical study to identify the following:
- Reasons for the academic researchers trend of the sample members towards publishing their scientific researches in English in the point of view of the sample members of the study and the negative effects.
- The manners of fostering the Arabic content on the Web from the point of view of sample members of academic researchers.
- Identify if there is a relationship of moral effect between the trends of the academic researchers of the sample members towards publishing their scientific researches in English on the fostering the Arabic content on the Internet.

- Studying the extent of contradiction in the trends of the academic researchers of the sample members in publishing their studies in English on the Arabic content on the Web due to the variable of the type of certificate.
- Measuring the variation in the trends of academic researchers of the academic researchers of the sample members about the manners of promoting the Arabic content on the Web ".
- Submission of proposals and recommendations which can contribute to promoting Arabic content on the Web.

Methodology

The research has adopted the descriptive analytical approach based on field data collection method by questionnaire, its statistical analysis to test the validity of the hypotheses of the research. The desktop survey also has been adopted desk research methodology of the references and scientific journals and websites to build a theoretical framework for the research and acquaint the most important previous studies which are vital side-stream sources to the research and knowledge hubs.

Search Variables

The variables adopted by the researchers are: Personal variables, Faculty staff activities members. The independent variable is the reasons behind the researchers' trend to publish their researches and study in English. The dependent variable is: the manners of fostering the Arabic content on the Web. Likert five-point scale was used as following: completely agree (5), agree (4), neutral (3), disagree (2), completely disagree (1). The average measurement tool to be adopted is (3); whereas the average of answers equal to or greater than means agreement, while less than average means disagree.

Reliability and Consistently of the Research Tool

The questionnaire has been presented to specialist professors arbitrators in the Jordanian universities, private and Government, and their observations were considered in reformulating certain paragraphs, and made the required adjustments to achieve accurate balance between the contents of questionnaire paragraphs. Cronbach' Alpha coefficient has been calculated for the variables of the questionnaire to measure the internal consistency in its final overall formulation and for each variable. The results were shown in Table 1 herein below. The table shows that the coefficients of reliability for all variables are high and the reliability coefficient for the questionnaire variables was (85.1), which is high reliable rate and acceptable for the purposes of research

Table 1: Reliability Coefficients for the Questionnaire Variables

The paragraph number in the questionnaire	The name of the variable	Coefficient of reliability
1 - 18	The reasons that make the researchers publish their researches in English	77.0%
19 - 31	Ways of promoting the Arabic content on the Web	88%

Statistical Analysis

SPSS Program was used to statistically analyze the variables and test the validity of hypotheses of this research, as well as to obtain the outputs of the average, standard deviation of the questionnaire phrases, in addition to the Cronbach's Alpha coefficient, to measure the consistency of the questionnaire, analyze the simple regression to test the validity of the research and measure the impact of the independent variable on the dependent variable. Moreover, ANOVA test to analyze the variance of trends and used (Scheffe's Method) for variance analysis to identify trends, and K2 test to identify the variance in views

Community and Sample

The research community and sample represent all staff of Isra University as shown in Table 1 herein below.

Table 2: Distribution of Research Community and Sample (Staff of the University by College)

College	Actual No (Staff of the University)	Sample size	No of questionnaires distributed	No of questionnaires collected
Management Sciences	60	60	60	59
IT	55	55	55	50
Nursing	10	10	10	6
Arts	40	40	40	37
Education	25	25	25	21
Law	20	20	20	15
Engineering	10	10	10	6
Pharmaceutical sciences	6	6	6	6
Total	226	226	226	200

226 questionnaires have been distributed on the Staff of the University; 200 questionnaires were collected, which valid for analysis. Table 3 herein below shows the personal and functional properties of the sample.

Table 3: the Personal Information of the Sample Members

Variables	Categories	frequency	Ratio
Sex	Male	143	71.5
	Female	57	28.5
Academic qualification	Master	21	10.5
	PhD	179	89.5
Certificate	Education	21	10.5
	Art	37	18.5
	Administrative Sciences	59	29.5
	Law	15	7.5
	Engineering	6	3
	Computer	50	25
	Pharmacy	6	3
	Nursing	6	3
Experience	Less than a year	7	3.5
	1-5	79	39.5
	6-10	35	17.5
	More than 11 years	79	39.5
Scientific title	Professor	20	10
	Associate Professor	26	13
	Assistant Professor	130	65
	Instructor	24	12
Language of study	Arabic	77	38.5
	English	131	65.5
	Other	8	4

Theoretical Framework

The Definition of Web Content

Internet started at the end of the 1960s, as a network for military purposes and then used in research area by linking universities to the internet, but the ability of the Internet to handle the content as we see today until the development of the concept of the Web provided by Tim Berners-Lee. The concept is based on terminology such as pages, hyperlinks, server and client. The Web content is identified as everything can be placed on websites, such as documents, data, applications, and electronic services, photos, and audio video files, Web pages and emails (Morville & Rosenfeld, 2007, p14).

The Importance of Fostering the Arab Web Content

There are many factors which enhance the Web content; the most important of these factors are the increasing demand for websites that offer scientific and knowledge content and low demand for the printed content due to the steady increase in human knowledge and the urgent need to get this knowledge to keep pace with the needs of individuals for continuous learning, (Ali Hijazi, 2005 p. 43). The most important factors to obtain the Arabic digital content is the wide-spread use of the internet resulting from the development in communication and intelligent phones leading to rapid growth in the number of Internet users in Arabic communities. Many reports have shown that access to the Internet reflects positively and directly on the economic situation (Gelvanovska & Rogy & Rossotto, 2014, p. 45).

Indicators of the Arabic content on the Web

We mean by the Arabic content on the Web what has been published on the Internet including the scientific researches and studies that can be accessed anywhere and anytime. We notice that the foreign countries preceded us in this area. The size and nature of the electronic information services provided by digital libraries and University magazines while databases of the Arabic journals do not exceed (200) journals (Al-Jabri, 2005) give us clear evidence. The publishers, Arab governments, and the decision-makers in the Arab academic are responsible for such deplorable situation. Moreover, the weak infrastructure of IT, lack of financial support, and technical barriers impede the promotion of the Arabic content on the Internet.

A Development was made in the last five year by some Arab countries; for example 6 specialized Arabic journals appeared in library and information area which provide free full text. The Cybrarian Journal, 2005 website and Khalifah, 2005 website referred to 7 Arabic journals. Nevertheless, they have statistical information about the number of such journals. The Arab academic entities import the western knowledge and deliver the same to the user as it is, without any attempt to follow the same approach of the foreign journals despite 30 years gap since the first attempts to develop the electronic journal in the advance countries (Kim & Harter). It is not easy to measure the Arabic content on the Internet accurately, but an inference can be made on the Arabic content on the internet through the statistics issued by some website which index the content of the Internet; such as Google, or through the Webs that provide the content services with multi language, such as Wikipedia. The statistics provided by Google that the Arabic content on the in the Internet is (3%) only of the total internet content (http://www.arabicwebdays.com) and the number of Arab users of Internet reached 90 million, while Arabic speakers reached 5.1% of the world population and the Arabic language is ranked the seventh among the languages used on the Internet. The statistics of Wikipedia encyclopedia show that the articles in Arabic language on the Wikipedia are about (280,000) articles of which (300) articles are good; i.e. one article for every 900 approximately, while the English encyclopedia contains over (4) million articles (http://ar.wikipedia.org).

Challenges encounter the Arabic language in the Electronic Environment

There are many challenges the process of promoting the Arabic language content on the Internet encounter; for example but not limited to:

1) The dominance of the English language: the expansion of foreign Internet content, sources and scientific research, have made researchers seek to English, adding that private and Government schools in the Arab world began teaching in English. It is observed that the applied studies witch encourage the promotion of Arabic content in the electronic environment are almost unavailable and scarce while there are studies emphasizing the Arab scholar orientation towards writing the researches in English and publishing in the electronic environment, among that the study of (Warschauer, El-Said & Zohrg, 2002) adopted the questionnaire method and interview to verify the extent of the use of Arabic or English language by a sample of Egyptian youth. The study concluded that (83%) of the sample use the English language in their official communication by email. Researchers attribute this phenomenon to the influence of English on the transactions and the lack of Arabic competitive software. The study was also confirmed by the study conducted by (Al-Jurf, 2004) where he concluded that (98%) of the students of the University of Jordan and (82%) of the students of King Saud University believe that the Arab language fails and it is ineffective in teaching the curriculums in the applied sciences field.

Statistics available in (UNDP, 2003), in addition to the previous studies, that the interest in English language in the academic electronic environment is doubled rapidly and it became the dominant language on the scientific intellectual production.

2) Insufficient Arabic e-libraries: the e-libraries first appearance was in the early 1980s in the United States as a result of the advanced technologies in the computer, Internet, technical and material government support, when the University of Michigan and Stanford could develop the digital library project at early time (Mohammed, 2006). In turn, the Arabic digital libraries appeared, and digitization of the intellectual production and the involvement of the digital cyberspace came late. The (Abbas, 2001) mentioned that the importance of digital Arabic content is still immature and confirmed the fact of shortage of Arabic content on the Internet. The intellectual production available on the cyberspace is less than the level of ambition. Researchers found out through a Web search on (32) Website of Arab University for the purpose of the knowing the Arabic content available on the Internet that there are only 4 universities provide recipients with electronic texts of scientific researches, representing (12,5%) only, despite they adopt the Arabic language in teaching.

Previous Studies

Al-Aufi Study, 2006, titles (The extent of the academic Arab researchers' trends towards using the Arabic language or the English in the scientific research). It is deemed the sole applied study that has a connection to the our research subject-matter. The Study sample was the university staff of Sultan Qabus University in the Sultanate of Oman. The researcher used both questionnaire and interview methodology and the study concluded that most of the sample members believe that they write and authoring in English was due first to the lack of the Arabic content available on the Internet in some specializations and unavailability somewhat in applied sciences. The study also concluded that the sample members interviewed, recognized the size of magnitude English language threat on the Arabic language, as they also indicated that orientation difficult to Arabic language in a society who rewards the researchers and authors in English generously.

Abd Al-Bir, Randa Ibrahim Study, 2009, titled (Browsing the web pages of the Arabic content of the Arab countries by using the permanent search engines (Analytical Study) on Google search engines, Yahoo and Live search. This study aimed to identify the Arabic pages on the internet browsed by most famous and widely use search engines comparing the production of the Arab countries to the other countries, in addition the recognition of the most productive sectors in the Arab countries compared to the rest of the world. The stud also includes verification of substantial differences in covering the search engines of Arabic digital content available on the internet, the attempt to identify the reasons for the lack of coverage by these engines to the Arabic content pages on the internet. The concluded some results, most important: that the Kingdom of Saudi Arabia, Egypt, and UAE are leading the Arab countries and most countries that make the Arabic content available on the internet. The production of all the Arab countries of the browsed pages on Google engine represent (14%) compared to USA, (1%) compared to Canada and (0.04 %) compared to UK approximately. The study recommended the need to publish and make the Arab content available on the internet and the interest in the technical aspects related to the index of Arabic content, the design of the Arabic Webs for presentation the Arabic content easy retrieval, follow up the free access and encouragement to make the Arabic scientific researches available on the private and specialized Webs, so the search engines will be able to browse to enrich the Arabic content.

Al-Aufi, Ali Saif, Harrasi, Nabhan Harith Study, 2010, titled ("The language digital gap: Study the factors lead to the fail of the Arab researchers and academic to enhance the electronic information balance"). The importance of this study lies in the discussion of the textual analysis of the previous study, the filed survey of a number of Arabic academic Webs and the description of the reasons that encourage the Arab researchers and academic people to search, write and authoring in a language other than their mother tongue and the negative effects of the growing interest in English in the Arabic scientific research and communication. This study contributes to adding several proposals which would mitigate the aggravation of the current status and seek the improvement of the information flow in Arabic language, as well as to create radical changes to foster the Arabic language in the Internet. The study concluded that there is a continuous decline in using the Arabic language in the scientific researches and communication in the Arab Countries leading to the decline of intellectual production in general or paucity of such production in the electronic environment in particular. The trend of the Arab researchers and academic for using English as alternative in their researches and communications came as a result of the domination of English language as information resource in the electronic environment.

The essence of the problem is not in the Arabic language but the inability of its speakers to leverage its importance and regain its glory since the end of 14th Century. More precisely since the emerge of IT and communication in addition to the domination of the English language on the information flow in the electronic environment.

The study recommended forming a strategy to support the availability of Arabic language in the electronic environment, encourage the use of Arabic language in the scientific researches and communication and the creation of free Arab Webs contains information and references in Arabic on the Internet. Al-Zuhairi, Talal Nazem Study, 2011, titled (the Arabic Journals digital availability and its role in the development of the Arabic digital content). This study aims to identify the difficulties encountered by the Arab entities in their journal digital area, diagnosing the causes of Arabic content weakness in the digital industry at the level of the Arab World based on the statistical measurements of the intellectual production available to the countries depend on the level of making the digital information available in their language. Therefore, the opportunities to obtain advanced statistical assessments in this area will reflect the extent of the development of the Arabic digital content, in addition to the readiness of such countries to build information society they are aspired. On this basis, any progress in the area of digital Journals availability must be preceded by agreement on specific criteria to of Arabic digital Journals, the development of the electronic teaching programs at the level of the Arab universities which depend on the Arabic digital production, focus on the educational programs on containing the application of IT and their utility in the area of education and scientific research, in addition to the balances transfer to the electronic governance and the activation of the electronic management programs in the Arab entities. To ensure the development of the Arabic digital content industry, building digital information base that is able to lead to the improvement of the Arabic presence on the Internet.

Analysis and Discussion the results of the field research:

- **The number of researches you have translated into English through a translator**:

The results shown in Table 4 indicate that most of the research sample members do not have researches have been translated into English by a translator at 57%, then followed by those who have (2-4) researches have been translated at 17.5%, and those who have one research at 13.5 %, and those who have more than (5) researches represent 12%. The results indicate that more than half of the research sample is able to write their researches in English, representing the scientific specializations and English Literature. The results emphasize the personal features of the sample members; those who is teaching language in English were 65.5% of the sample members their study was in English as shown in Table (3) of the personal features and (38.5%) those who is their teaching language was in Arabic.

Table 4: The Number of the Researches you have Translated into English through a Translator

Categories	Frequency	Percent
One research	27	13.5
2-4 researches	35	17.5
More than 5 researches	24	12
None	114	57
Total	200	100%

- **Number of the researches published and accepted to be published in Arabic language**:

The results shown in Table (5) indicate that (41%) of the sample members do not have this type of researches as they represent those who publish their researches in English, their specializations area are (English Literature, Translation, Engineering, Computer sciences, Pharmacy and Nursing), but those who have such type of researches represent (59%). They are more than half of the sample members, whose specializations are (Arabic literature,, Education, Management sciences and Law) and their researches range from (one to five) researches published in Arabic language.

Table 5: The Number of the Researches Published and Accepted to be Published in Arabic Language

Categories	Frequency	Percent
One research	15	7.5
2-4 researches	50	25
More than 5 researches	53	26.5
None	82	41
Total	200	100%

- **Number of the researches published and accepted to be published in English language**

The results shown in Table (6) indicate that (65%) of the sample members have researches published and accepted to be published in English. They have 1 to more than 5 researches, representing the category whose specializations are in (English Literature, Translation, Engineering, Computer sciences, Pharmacy and Nursing). The results emphasize the previous results, while those who do not have researches published in English represent (35%) as their specializations are in (Arabic literature, Education, Management sciences and Law). This does not prevent that there are university staff who published in English through a Translation but they are very few. These results are in contrary to the previous results that shew more than half of the sample members have published or accepted to be published in Arabic (Table 5). This is due to that those publish in Arabic language are possibly to have researches published and accepted for publication in English. This is quite possible for management sciences where the staff tendency is towards publishing in English.

Table 6: The Number of the Researches Published and Accepted for Publication in English:

Categories	Frequency	Percent
One research	18	9
2-4 researches	58	29
More than 5 researches	54	27
None	70	35
Total	200	100%

- **The Number of the Researches Published and Accepted for Publication in English for Journals have Websites**

The results shown in Table 7 indicate that the percent of those who have such research type was (37%), which is small percentage, representing the teaching staff in (Management, Humanities, Law, Arabic Literature), who have 1 to more than 5 researches. The majority of the sample does not have such research type, representing (63%). They are the University staff in the scientific specializations:

Table 7: The Numbers of the Researches Published and Accepted for Publishing in Arabic Language in Journals have Websites

Categories	Frequency	Percent
One research	18	9
2-4 researches	38	19
More than 5 researches	18	9
None	126	63
Total	200	100%

- **The Number of the researches published and accepted for publication in English for Journals have Websites:**

The results shown in Table 8 indicate that the majority of the research sample, representing 57.5%, has this research type range (1-more than 5) researches, who are specialized in (Scientific specialties, English literature and some of the university staff in other specializations who got their researches translated). Those who do not have such research type were (42.5%) representing the other specializations.

Table 8: The Number of the Researches Published and Accepted in English in Journals have Websites

Categories	Frequency	Percent
One research	27	13.5
2-4 researches	50	25
More than 5 researches	38	19
None	85	42.5
Total	200	100%

Analysis of the Research sample answers on the Variable "Reason of researchers' tendency to publish their researches in English language":

The results shown in Table 9 indicate that there is a agree in general on all the phrases of this variable by the research sample members. The general Arithmetic average of the answers is (3.68) with standard deviation (0.47). For the phrases of the variable individually, there is an agreement on their trends on some phrases, while there is variance on some others. The phrases which got agreement on are: (8), (6), (5), (4), (9), (10), (7), (1), (12), (18), (15) and (17), where their arithmetic average exceed the measurement tool (3). This emphasizes the trends of the researchers and their desire in publishing their researches in English. The phrases that did not get agreement on are phrases (14) and (16), where the arithmetic means were less than the measurement tool. This indicates that there is some university staff who does not desire to publish their researches in English, who their education language is Arabic. They also did not agree that the Arabic language is unable to express their scientific researches. The results confirm the views of the research sample who did no publish their researches in English.

Table 9: Reasons of the Researchers' Tendency towards Publishing their Researches in English

Ser.	Phrase	Mean	Standard Deviation
1	Lack of reliable scientific sources in my specialization on Internet in Arabic language moves me to write my research in English.	3.77	1.207
2	Lack of reliable scientific sources in libraries in my specialization in Arabic moves me to depend on English scientific sources in writing my research	3.63	1.201
3	Personal bias and lack of objectivity in the process of arbitration in Arabic Journals prompts me to publish in English	3.31	1.134
4	The judging criteria in international journals in my opinion are better than those in Arabic Journals	4.04	0.961
5	Adoption of global databases in foreign journals (index), as well as they have (impact factor) which make them more sedate then Arabic journals.	4.29	0.849
6	publishing in English gives opportunity to the researcher to introduce himself at the international level	4.33	0.738
7	I receive many emails from foreign magazines if published in English, while I do not find the same thing in Arabic.	3.82	0.916
8	Assessment criteria for promotion consider two points or more to foreign journals in the first category	4.35	0.811
9	Assessment criteria for promotion consider one point only for the Arabic Journals of the second category	4.02	0.927
10	The judging and publishing process in English will exceed 1-6 months	3.99	0.982
11	The judging and publishing process in Arabic may one year or more	3.66	0.893
12	The research may be accepted in a foreign international Journal, while the same research is rejected in Arabic Journals which discourage me to publish in Arabic Journals.	3.67	0.937
13	I believe that the researcher who publishes in English is more respectable by his colleagues scientifically than who publishes in Arabic.	3.81	0.984
14	Although my study and specialization are in Arabic language but I publish my researches in English.	2.90	1.073
15	The lack of the Arabic terminology corresponding to the scientific language does not encourage the researcher to write in Arabic language.	3.26	1.178
16	Although my mother tongue is Arabic, but I do not find it able to express in my scientific researches	2.75	1.28
17	I believe that relying on the foreign language in teaching does not encourage publishing in Arabic language	3.21	1.153
18	I think that the Arabic language would not be affected because of Arab researchers publish their researches in English	3.43	1.136
General Average and Standard Deviation of the Variable		**3.68**	**0.475**

Analysis of the Research sample answers on the Variable "Methods of promoting the Arabic content on the Internet (Methods)".

The results shown in Table 10 herein indicate that there is a general agreement on the phrases relevant to this variable (4.07) with standard deviation (0.49), which is more than the average of the measuring tool (3). For the analysis of the sample answers on each phrase of the variable, there is a general agreement but with different variance. All the averages were greater than the average of the measurement tool (3).

Table 10: Methods of Promoting the Arabic Content on the Internet (Methods of Increasing the Arabic Content)

Ser.	Phrase	Average	Standard deviation
19	There are many Arabic Journals who have Website for being affiliated to a private or public university.	3.59	0.84
20	There are many researchers who publish their researches and articles in Arabic language through the blogging.	3.44	0.816
21	Encouragement of publishing the scientific researches in the Arabic forums to foster the Arabic content.	3.59	0.952
22	Wikipedia assists in making the information available for some terminologies in Arabic language that help the researcher to provide scientific articles	3.72	0.834
23	The adoption of the Arabic Journals in international databases indexes may contribute in fostering the Arabic content on the Internet	3.94	0.790
24	Work on revision the criteria for assessment of Arabic researches and the adoption of objective bases in the judgment to encourage researchers to publish their researches in Arabic	4.07	0.852
25	The universities should increase the number of the Arab journals that give 2 points to the assessment of first class.	4.36	0.802
26	The Arabic Journals should reconsider the procedures of research assessment and emphasis on time speed in publishing	4.41	0.666
27	The need for financial support to the Arabic Journals by specialized scientific agencies to help them to enhance the Arabic content on the Internet.	4.45	0.656
28	The adoption of on line Journal method applied by the foreign Journals for fostering the Arabic content through the adoption of publication therein.	4.15	0.80
29	The adoption of on line Journals by the universities for the promotion of teaching staff to enhance the Arabic content on the Internet.	4.01	0.830
30	The on line Journals is cost less to the universities and scientific researches than paper Journals which stimulate its deployment	4.08	0.837
31	The availability of resources in Arabic for researches and scientific studies will encourage the researchers to adoption the Arabic language in their researches.	4.26	0.731
General Average and Standard Deviation of the Variable		**4.007**	**0.493**

Hypothesis testing:

For access to more in-depth analysis and recognition if the promotion of Arabic content on the Web as per the form adopted by the researchers is influenced by their trend towards publishing their scientific researches in English through using simple regression analysis for testing the hypothesis:

First Hypothesis Test

"There is no moral impact relationship between the trends of the researchers towards publishing their scientific researches in English on the promotion of the Arabic content on the Internet".

The results, relevant to testing the simple regression analysis shown in Tables 11 and 12, show the results of regression analysis to be sure of the validity of the form for testing the hypothesis.

The data in Table 11 indicates the validity of the form to test the hypothesis as the value at the moral level is (0.000) which is less than (0.05). The same table indicates that the independent variable "the trends of the researchers towards publishing their scientific researches in English" has construed (0.65) of the variance of the variable adopted, which is "the promotion of the Arabic content on the Internet, i.e. it is able to be construed very well as it represents more than (50%), which indicate that there is statistical significance to the trends of the researchers towards publishing their researches in English and the promotion of the Arabic content on the Internet. This result is confirmed by the correlation coefficient which was (0.46) between the two variables.

Table 11: Validity of the form for Testing

Model	Sum of Squares	Df	Mean Square	F	Sig	R Square	R
Regression	10.095	1	10.095	52.184	0.000	0.65	0.46
Residual	38.301	198	0.0193				
Total	48.391	199					

Table 12: Analysis of Simple Regression between the Two Variables

Independent Variable	B	Std Error	Beta	T	Sig
The impact of the researchers trends towards publishing their researches in English	2.265	0.243		9.313	0.000
	0.473	0.066	0.457	7.224	0.000

Testing the Second Hypothesis:

"There is variance in the trends of the sample members towards publishing the scientific researches in English on the promotion of the Arabic content on the Internet due to the certificate type (specialization) variable"

2 Way ANOVA test has been used in testing this hypothesis to identify the extent of variance in the trends of the research sample towards publishing the scientific researches in English and the its impact of the promotion of the Arabic content on the Internet in accordance with the Certificate Type (Specialization). The results indicate, as shown in Table (13), indicate that there is a variance which confirm the validity of the hypothesis. It was found that F value computed was (7.244) and the scheduled value was (0.000); i.e. it has statistical significance, which less the significance (0.05), i.e. we reject the Null Hypothesis stating "There is no variance in the trends due to the certificate variable and accept the alternative hypothesis stating "There is a variance in the trends of the research sample members towards publishing their researches in English on the promotion of the Arabic content on the Internet due to the Certificate Variable". Scheffe's method for testing the contrasts has been used to identify the results which were to the favor of any certificate or specialization. The results shown in Table 14, indicate that there are differences of statistical significance between the holders of Computer and certificates in Arts. The differences were to the favor of the Certificates in Arts holders due to the existence of some studies which their teaching language is in Arabic and some are in English, such English Literature and Translation, as the arithmetic mean was (4.138) the highest to the favor of this certificate as shown in Table 14 herein below.

Table 13: The Contrast between the Trends of the Research Sample Members towards Publishing their Researches in English on the Arabic Content on the Internet due to the Variable of Certificate Type (Specialization)".

Source	Sum of Squares	Df	Mean Square	F	Sig
Corrected Model	43.705[a]	96	0.455	9.995	0.000
Intercept	1487.481	1	1484.481	32658.29	0.000
Ind	25.961	48	.541	11.875	0.000
Cert	1.572	8	.197	4.316	0.000
Ind * cert	13.198	40	.330	7.244	0.000
Error	4.691	103	.046		
Total	3260.783	200			
Corrected Total	48.396	199			

R Squared =0.903 (Adjusted R Squares= 0.813)

Table 14: The Trends of the Means According to the Certificate Variable

Certificate	Sample	Mean
8	6	3.84
7	26	3.85
5	15	3.94
6	6	3.94
9	24	3.99
1	21	4.011
10	6	4.025
3	59	4.032
2	37	4.138

Third Hypothesis:

"There is no Contrast in the trends of the Academic Researchers of the research sample members towards promotion the Arabic content on the Internet"

Table 15: Difference Test in the Trends on the Promotions of the Arabic Content on the Internet"

	dep
Chi_square	144.840
Df	36
Asxm.sig	0.000

To identify the contrast of the trends on this variable, Chi Square test gas been used, to identify the difference between the trends of the research sample on the methods of promoting the Arabic content on the Internet. The results shown in table 15 indicated that the X^2 value computed was (144.84) has a statistical significance at moral level (0.000) which is less than the significance level (0.05). This indicates to the rejection of the Null Hypothesis stating "there is no contrast and the acceptance of the alternative hypothesis; i.e. there is a variance in the trends of the research sample on the methods of promoting the Arabic content on the Internet, which expresses the nature of the difference in the points of view on the subject matter, which emphasizes the accuracy of the results concluded by the researchers.

Conclusions and Recommendations

Conclusions

1- **For the number of the researches that you have translated through a translator into English**: the results indicate that the majority of the research sample members do not have translated researches into English representing (57%).

2- **For the number of the published researches and accepted for publication in Arabic language**: the results indicate that (59%) of the research sample members have researches of such type. This trend confirms that the majority of the sample members are of (Arabic Literature, Education, Administrative sciences and Law) specialized and their researches were (one to more than 5) published and accepted in Arabic.

3- In respect of **the number of the researches published and accepted in English**, the results indicate that most of the sample members are specialized in (English literature, Translation, Engineering, computer, Pharmacy and Nursing) representing 65% of the sample and they have (1- more than 5) researches published and accepted in English. These results are in contrary to the previous results, and the reason behind such contrary may be due to the fact that those who publish in Arabic may have researches published and accepted in English, which is quite possible for the Administration Sciences which teaching language started to be in English.

4- **The number of the published and accepted researches in Arabic language in Journals has Websites**: the results indicate that the majority of the sample members do not have such research type, representing 63%, who are the teaching staff of scientific specializations.

5- **For the number of the published and accepted researches in English in Journals that have Websites**; The results indicates that the majority pf the sample members, representing 57.5 %, have this researches type ranging (1- more than 5), who represent the scientific specializations and Art and some teaching staff in other specializations who sought the assistance of a translator for this purpose. The percent of those who do not have such research type was 42.5%, representing the other specializations.

6- **For the Variable "reasons of the researchers' tendency towards publishing in English**: the results indicate that there is a general agreement on the phrases of this variable by the sample members as the general arithmetic mean of their answers was (3.68) with standard deviation (0.47). It was found that there is a contrast for each phrase of this variable phrases with common agreement on each other.

Phrases which the sample members agreed on:

- Phrase No (8) " 2 points or more are considered for the foreign journals criteria of assessment for the promotion purposes, first class"
- Phrase No (6) " publishing in English gives opportunity to the researcher to introduce himself at global level"
- Phrase No (5) "International databases are adopted by the foreign Journals (index) and they have Impact factor, which make them more organized than Arabic ones"
- Phrases No (4) " the arbitration criteria in the international Journals, I believe, are better than those in Arabic Journals"
- Phrase No. (9) "the criteria of assessment for promotion purposes deem the Arabic Journals as Second class with one point only"
- Phrase No. (10) "Arbitration process and publishing in English may not exceed 1-6 months"
- Phrase No (7) "I receive many emails from the foreign journals if I publish in English, while I do not find the same if publish in Arabic journals"
- Phrase No (13) ' I believe that researcher who published in English is more respectful scientifically by his colleagues than publishing in Arabic language"
- Phrase No 1 "the lack of the reliable scientific resources on the Internet in Arabic compels me to write my researches in English"
- Phrase No. 11 "Arbitration and publishing process in Arabic may take one year or more"
- Phrase No. 12 "the same research may be accepted by foreign scientific journal and rejected by Arabic journals which discourage me to publish in Arabic"
- Phrase No (18) " I believe the Arab researcher publishing in English would not harm the Arabic language"
- Phrase (15) " the lack of Arabic terminology corresponding to the foreign scientific terminology does not encourage the researcher to write in Arabic"
- Phrase No (17) "I believe that reliance on English in teaching does no encourage publishing in Arabic"

All their means were greater than the measurement tool (3) which emphasizes the researcher's trends and desire to publish in English.

The phrases which do not have agreement on are:

- Phrase No (14) "despite of my study and specialization was in Arabic but I publish my researches in English"
- Phrase No. (16) " although my mother tongue is Arabic but I do not find it able to express my scientific researches"

Their means were less than the measurement tool (3) which indicate that the sample of the University Staff do not like to publish their scientific production in Arabic; they are those who studied in Arabic language. They sample member also disagreed on the phrase that Arabic language is unable to express their scientific researches. These results confirm the point views of the research sample who do not publish their scientific production in English.

7- **The Variable "Methods of promoting the Arabic content on the Internet (Methods**)". The results indicate that there is a general agreement on all the phrases relevant to this variable (4.07) with standard deviation (0,49), which greater than the mean of the measurement tool (3).

For the analysis of their answers on each phrase relevant to this variable we find there is a general agreement but with different degrees, and all the averages of each phrase is greater than the average of the measurement tool.

The phrases are:

- Phrase No (27) "The need to provide the financial support to the Arabic Journals by the specialized scientific agencies to foster the Arabic content"
- Phrase No (26) "The Arabic journals must reconsider their assessment of researches procedures and making sure of accelerating the publishing of scientific researches"
- Phrase No (25) " The need to increase the number of Arabic Journals which are given 2 points in assessment"
- Phrase No (28) " The adoption of the on line method applied by the foreign journals to enhance the Arabic content on the Internet through adoption of publication therein"
- Phrase No (29) "the adoption of the online journals methods by the universities for the promotion purposes to enhance the Arabic content on the Internet".
- Phrase No (31) " Make the Arabic resources and scientific studies available to encourage the researchers to adopt the Arabic language in their researches"
- Phrase No (30) "The adoption of the on line journals as it is lesser cost and wider dissemination than paper ones to the universities and scientific research centers".
- Phrase No (24) "The work on reconsidering the assessment criteria of the Arabic scientific researches and the adoption of objective bases in evaluation to encourage the researchers to publish their researches in Arabic language".
- Phrase No (23) "The adoption of Arabic journals I the international index databases to contribute in the promotion of the Arabic content on the Internet".
- Phrase No (22) "Making the scientific terminologies available in Wikipedia in Arabic language may enhance the Arabic content on the Web".
- Phrase No (21) "Stimulation of publishing the Arabic studies and researches in forums to foster the Arabic content on the Internet".
- Phrase No (20)" Stimulation of the researchers to publish their scientific researches and articles in Arabic language through the blogs to foster the Arabic content on the Internet".
- Phrase (19) "there are many Arabic journals who have Websites and affiliated to a private or government university may contribute in promoting the Arabic content on the Internet".

8- The results pertinent to the first hypothesis test also show that "there is a moral impact relation between the trends of the researchers towards publishing their scientific researches in English on promotion the Arabic content on the Internet".

9- The results of testing the Second hypothesis indicate that "there is a contrast in the trends of the research sample members towards publishing their scientific researches in English on the promotion of Arabic content on the Internet due to the Certificate Type (specialization) variable". Scheffe's method has been used to identify that the differences were between any specializations. The results indicate that the difference was between the holders of Computer Sciences and Arts certificates. The differences were to the favor of the holder of Arts because some of the specializations were taught in Arabic and some in English; such as the English literature and Translation as the value of the higher arithmetic mean was to the favor of these certificates.

10- The results also indicate that there is variance in the trends of the sample members on the methods of promoting the Arabic content on the Internet. This expresses a natural contrast in the point of views about the subject matter, which emphasizes the accuracy of the results reached by the researchers.

Recommendations

In the light of the results of this research, it is possible to recommend the followings:

1- The need to provide the financial support to the Arabic journals which have Website and affiliated to the government or private universities to contribute in the promotion of the Arabic content on the Internet.

2- The stimulation of the Arab researchers to publish their scientific researches and articles in Arabic language through the blogs on the internet to enhance the Arabic content on the Internet.

3- It is essential to make the information relevant to the scientific terminologies in Wikipedia in Arabic to provide scientific materials to the researchers to use them in their researches. Moreover, it is necessary to provide the Arabic resources and scientific studies to encourage the researcher to adopt the Arabic language in their researches.

4- The encouragement of the universities and scientific research centers to adopt the on line journals because it lesser cost than the paper ones and wider dissemination to enhance the Arabic content on the Internet.

5- For the procedures of the publishing the scientific researches and adopting the same in the promotion, the universities should:

- Reconsider the procedure of assessing the researches and adopt objective bases in evaluation to stimulate the researchers to publish their researches in Arabic language

- Making sure of accelerating the publishing the Arabic scientific researches to encourage the Teaching Staff tendency towards publishing in the Arabic scientific journals.

- It is necessary to increase the number of the Arabic journals that is given 2 points in the evaluation; such the University of Jordan, University of Zarqa same as applied in the foreign journals, in addition to the adoption the Arabic journals in the international databases index to encourage the Teaching Staff to publish their researches therein to contribute in the promotion of the Arabic content on the Internet.

- The adoption of the foreign journals online method to stimulate the researchers to publish their scientific researches to enhance the Arabic content on the Internet, in addition to the adoption of these journals for the promotion purposes.

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