

SOCIAL NETWORKING AND FUTURE WORK: PROFESSIONS, JOBS IN OMAN

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Abstract - Social networks roles have been widened from being a communication and marketing tools for providing job opportunities to creating works and professions that lead to generating new works. Social network contributes to providing future jobs and professions through it, not to mention being one of the most important means of marketing at the present time, as it has gone beyond its promotional-marketing role to become a frame for generating future professions.

By relying on secondary data of previous research, reports, and articles supported by some facilitated interviews, the research paper answers the main question, which is: To what extent do social networks contribute to generating jobs and professions? It concludes that a lot of businesses, professions, and jobs inside and outside institutions have been formed based on the multiplicity, roundness, and diversity of the emergence of the needs of individuals, and therefore there are potential opportunities that need to be explored in order to harmonize the process of self- and university education with the needs of societies and markets.

Keywords: Social network, professions, jobs, technology, social-sphere, and Oman.

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INTRODUCTION

The role of social media is no longer limited to connecting people for the purpose of social interaction and entertainment, but rather to the reality of marketing for individuals and companies. The acceleration in the use of these means for marketing prompted both individuals and companies to deal with them (as they are less expensive and more widespread) and to adopt them as an important and essential means in the marketing process. Social networking sites are still growing rapidly and steadily, to the point where they have a huge impact on the audience and are preferred by marketers (Shakeel et al., 2022).

Recently, the role of social networks has shifted from promotional marketing to providing jobs, professions, and businesses to becoming a container for generating future jobs and businesses. Social media itself has become an area for generating business, especially for those who subscribe, become active users, and gain several followers. Rather, these social network media platforms have formed independent businesses that generate income for their owners, just as they were independent businesses that generate income. Income is not required to be in the scope of a

profession or a traditional job, such as manager, accountant, employee, teacher, trainer, cook, etc., of professions and jobs, but the owner of the account on social networks can be elegant or good-natured, have sense of humour, or present some topics that arouse the interest of followers regardless of their objectivity, seriousness, and truth. Rather, these accounts may be for topics that are considered in the description without material or moral value if a researcher does not dare to describe them as trivial. These accounts, which can be described as trivial, have high viewing opportunities, and perhaps many viewing opportunities are what generate and make money. Solo entertainment has become a money-generating function that contributes to and helps individuals vacate soon. It is possible for young men and women, students, to show some of the skills that are compatible with some themes or titles that attract attention, whether they are entertaining and comic, including the absurd, serious, and societal, political and leadership, scientific, and practical ideas that work on making money (Shakeel et al., 2022; Hund, 2019)

Ideas have also become commodities that can be sold, and social networks provide an opportunity to generate new businesses by generating ideas that use various commodities to sell. As a result, companies and institutions of all kinds are interested in viewing and following up on opportunities that take place on the accounts of social networks for individuals and groups, based on the financial profits that are collected annually and amount to billions (Tantana, 2020). Social networks have also come to play an important role in the production of political positions, the reproduction or even the formulation of geopolitical sphere, and the promotion of both institutions and goods. Public relations and marketing companies do not differentiate between marketing political candidates, political governments, or even products. Everyone wants the services of public relations companies, specifically their services in influencing and changing public opinion and the perceptions of potential customers, as more than half of the planet's population uses social networking platforms and websites (Al-Jazeera News Network, 2022).

The corona-virus pandemic has demonstrated the role of technology in the continuation of life and its activities, and social networks have proven their importance in various aspects of economic, political, educational, media, and other life (Awashreh, 2021). This can be described as the fact that social networks have created a private sphere parallel to or overlapping with the real human social sphere, if it has not created a wide technological and social sphere whose borders are now the globe and whose requirement is a point of contact with the World Wide Web (Awashreh, 2023). The new sphere has become realistic owing to the overlap with the reality and activities of life, prompting the generation and production of new businesses and professions that must be stopped and known, especially considering the need for various jobs and incomes for young groups of students and graduates.

The main question of this research paper revolves around the extent to which sites and networks contribute to generating future jobs and professions. Several sub-questions were generated from the main question, including: The reality of the use of social networks by young people in the Sultanate of Oman; How can social networks provide information on future careers and jobs? What business can be generated from the use of these networks?; and What about the orientation of educational institutions and how can they benefit from networks and social media to provide jobs, particularly for young people?

Perhaps the purpose of this research is as follows: Shedding light on a phenomenon that requires attention from decision-makers and policymakers in various institutions; knowing what academic institutions can include in their programs and curricula in terms of materials and topics to contribute to benefit from the technologies of networks and social media.

This study aims to: Identify the current use of social media among young people, specifically university students, and exploring opportunities for professional uses of social media that can generate income for practitioners as it is a new profession. In addition, it aims to determine what can be included in university vocational educational programs and courses related to the role of social media in this regard.

The research paper methodology is based on quantitative and qualitative data available in secondary sources, which consist of reports, studies, articles, etc., supported by facilitated

interviews to clarify the subject. The research paper contains a review of the literature in the form of related titles to pave the way for the presentation and discussion of the research question and sub-questions. In addition, it presents definitions of professions and businesses, shows some needs of people raised from the usage of development technology, discusses the creation of future works resulting from social networks, and ends with a conclusion and recommendations for various parties.

1. PROFESSION AND WORK

Wikipedia defines social media as the use of applications from smart devices (cellphones, computers, I-Pads) that transform communications into an interactive dialogue in which many people can participate (Wikipedia, 2023), such as Facebook, Twitter, YouTube, Instagram, and Tik Tok. The profession can be considered a job based on knowledge and experience that was chosen or adopted by this or that individual and became a field for his own work. Many professions have also popped up with companies making heavy use of social media; these days, both products and companies are marketed by trying to present a better image to reach popularity and an advanced position in the market through the positions of the target groups or society (Sami & Gati, 2019).

The need to provide income and job opportunities for members of society is pressing for the purpose of providing a livelihood for young men and women and a normal life for them, a community life in which these young people can marry and have children so that the wheel of human life can turn. A country like the Sultanate of Oman, where young people of both genders suffer from a rate of unemployment that is not simple among this society, requires thinking and concern about how to provide them with job opportunities and future incomes that will keep them away from hidden unemployment, which usually lies in public sector institutions. There is no clear rate of unemployment or job seekers in the Sultanate of Oman, where the unemployment rate is estimated at about “8.5 percent for the age group 18-24 years and 6 percent for the age group 25-29” for the year 2019 (UNICEF, 2019: Paragraph 2). However, the need for job opportunities remains a basic requirement for the normal lives of young people. Some studies provide percentages attributed to the World Bank on unemployment in the Sultanate of Oman for job seekers between the ages of 15-24 years of about 13.2% (Nawazkhan et. al., 2022).

Governments have begun to consider how to provide job opportunities for young men and women, including graduates of colleges, universities, and institutes of higher education. The Ministry of Higher Education is sponsoring university education expenses for post-secondary students, and this means that public and private universities are expected to graduate many students annually with certificates ranging from diplomas to bachelor's degrees (MOHERI website, 2023). The UNICEF Foundation (2019) shows that young people's future skills depend on areas of a practical nature, including vocational skills, which cover topics related to innovation and thinking skills. Further, future skills depend on creativity and criticism, in addition to mental skills based on communication, such as critical thinking, problem solving, alleviating the pain of others, and bringing a smile to them. This means that advanced technology, including social networks, play a role in developing these skills. In a related context, social networks play an important role in supporting youth and entrepreneurs in marketing their projects and ideas in Oman (Nabhani, 2020).

2. LIST OF FUTURE NEEDS AND ACTIONS

In his understanding of human needs, Maslow presented a logical explanation based on what is known as the ladder of needs. This explanation or framework is summarized in the fact that the human needs presented by Maslow, which are known as the five levels of needs, can be reclassified and put into three basic levels, namely, basic needs, both physical and physical, the second level related to safety and security, psychological needs related to belonging and love, and the last level related to self-actualization needs, and achieving full potential, including creative activities (McLeod, 2018). It is certain that social networks, especially those related to professional development, supports job seekers by hiring in institutions on the one hand, and accessing jobs as

independent professions on the other hand, the best example of this is the Linked-In professional website (Habets et. al, 2021).

Previous studies have presented and covered what they can contribute to and do for job seekers, but they did not explore what future professions, jobs, and independent businesses can be generated and provided to be part of the foresight process on the one hand. However, previous studies did not provide an indication of what is required to be done by the relevant authorities; specifically, educational institutions are preparing for the new phase. It is expected that this research paper in the next section will provide this information through an analysis of the data collected, presenting the results, discussing, and commenting on them, and then presenting some recommendations to those concerned and providing a theoretical road-map for entrances to subsequent studies.

3. EMERGING JOBS IN COMPANIES

In the context of emerging jobs in companies because of social networks, many aim to attract customers' attention through several tools, such as video clips, publications, pictures, blogs, and website design. These tools are intended to reach potential and current customers and persuade them to buy goods or services. Skills to deal with these tools are continuous demands, and among these skills, blogging, technological intelligence, influence, analysis, preparation, and development of advertisements in various fields are current and future demands and needs (Tice, 2022).

There are several jobs that carry the titles of strategist, specialist, manager in marketing, or manager at social sites. New positions and tasks that have entered the dictionary of jobs and professions, including social media strategists or digital strategists, are the ones with tasks interested in achieving marketing strategic goals, and they develop and design marketing campaigns via social networks and measure their success. In large companies, employees may specialize in supervising a team of social media platforms, and their task is to maintain and gain visitors to the website for the benefit of the company. There are people who keep followers or potential customers present in electronic workshops and discussion rooms and contribute directly or indirectly to marketing the commodity and encouraging its purchase, thus appearing as a promotional process with a sociocultural scope. It is possible to add to the section on jobs emanating from social networks, such as the positions of marketing assistants and marketing specialists via social media, among others, of these various current and future titles (Tice 2022).

What Tice refers to is related to jobs within companies, whether full-time or part-time, with permanent or temporary work, but this does not preclude that these jobs are also private for the account of those who perform them; that is, it is not work that results from employees working for wages from within the company, but rather it is an independent work for individuals. On the other hand, Al-Sharif's study dealt with the emergence of a new term that refers to the digital economy that relies on computers, information networks, and the Internet. This study emphasized the importance of small enterprises' use of social media in defining the scope and activities of their businesses (Al-Sharif, 2018). The topic of the importance of using social media in business is no longer a matter of debate but has become a given. Likewise, the use and requirements of communication networks exceeded the limits of social communication for business and entertainment, as this becomes the use of information, entertainment, and trade (Kraut et. al., 2002). Kotler and Keller (2012), emphasizes the role of social networks in business and marketing, as these networks have become one of the largest communication sites for the purpose of shopping.

4. OMAN YOUTH

Most individuals and all young people of all categories have accounts on social networks, and they spend long hours on them and use them for various purposes, including social communication, entertainment, buying and selling, learning, and other uses. Young people see that social networks

have become friends and provide them with opportunities to express their minds and provide for their needs (Saudi et. al., 2022). It is not only young people who see social networks as their friends, but also many social and age groups.

Business owners and marketing professionals have understood the importance of social networks; therefore, marketers seek to reach the largest segments of potential target groups (interview with Suha, 2023).

5.NEEDS, THE ENGINE OF INVENTION.

With an increase in the number of young people day after day and the increase in job seekers to live their normal human lives, and in the same concept as the context of normal life, human and individual needs change from time to time, so new needs have increased and become a strong need for individuals and groups. Perhaps the need for entertainment, smiling, self-expression and speech, and the need for others to listen has become a major requirement on the one hand, and contributes to the work on generating some roles and jobs on the other hand, in the form of future professions or independent jobs. The term future professions and jobs refer to jobs that can be generated in the future because of developments that occur in the reality of professions and businesses. Business developments have also made ideas a commodity; nowadays, ideas have become commodities that can be sold, and not only traditional goods and services are sold, but the ideas themselves and the experience have become “commodities” that are marketed and sold (Kotler & Armstrong, 2018). These ideas, which have become commodities that have begun to circulate on social media, are in all areas of business and activities.

Many activists on social media platforms have become more influential. It does not matter whether the individual holds a previous or current public or private position, as much as it matters how many people follow their accounts on social media platforms, and for any of the various purposes, whether it is for humour and entertainment, or for discussing the politics of governments, parties, and social movements. Perhaps these activists on social networks have two goals, either contiguous or singular, which are fame and money making (Al-Badi, 2022).

Emerge of new needs

Among the most important roles that social media can play are those related to the citizen's relationship with his country and his government, as there are roles in creating citizenship and shaping the national identity of young people because social networks are interactive and deal with topics such as entertainment, intellectual, cultural, educational, legislative, motivational, empowering, and establishing high levels of confidence in competence in young people and building their capabilities (Al-Owais, 2016). This opens the door to creating job opportunities and careers in the country for official agencies through social networks.

Despite all that is said about the negative aspects of social networking technology, as it tears social bonds, according to some researchers, for the first time in human history, people no longer feel lonely, or bored (Turek in Fisketti, 2016). The individual found in it someone to occupy him and dealt with it as a friend-a new entity-in the sphere that was called by default (the World Wide Web), that is, as if it had become a real sphere, except that this new entity needs the web, just like the need to ride a car or walk to reach people. And interacting with them, this need appears by connecting to the World Wide Web, and whether the connection occurs or not, the need is the criterion; The need for a variety of responses to the human being according to their different manifestations and forms (Awashreh, 2023).

The feeling of safety and security goes beyond preserving the safety of the body and money to reach the safety of the mind. It is possible to add a sound mood and freedom from tension, among other things. Security and safety are also a feeling, even if it is closely related to a lived reality, because individuals interpret that they feel their need. This is a feeling that makes

individuals search and/or think and study the options that can make them feel safe, whether it is talking about how we can improve others' feelings of safety and security, or what should be associated with the requirements for a sense of safety and security with each activity, event, participation, product, or service or idea that can be dealt with or thought to be dealt with (Hiatt, 2016).

The needs that arose recently and that appeared in social networks regarding security and safety are the need to communicate, talk, and discuss with others without revealing the personal identity of the communicator, to avoid embarrassment in societies in which the individual believes that revealing this privacy to other people may endanger their personal security and they do not feel safe. Some look at the logic of safety in a comprehensive way, so that it includes embarrassment, scandal, and revealing secrets; thus, several people resort to others to social media to request security and safety, which shows and proves that Maslow's ladder of needs is still doing its job, but in a new way.

In the advanced stages of needs, which show that men grow and develop, it seems that every person is unique from others who can achieve himself through various activities and fields, and this difference in developmental needs generates the need for various professions, professions that were not given much attention in the past; for example, psychological or social counselling was not common ten years ago among social networks, but it is now common (McLeod, 2018).

Petrie and Denber were cited, who showed six needs that are very similar to those found in Maslow's model: basic needs, through social needs, which show love, support, respect, empowerment, and independence. Human well-being was classified through a person's view of his life, feelings of joy, pleasure, and negative feelings from life. daily life, which opened positive and negative feelings to the emergence of many professions or services. Denrotti describes various needs as all required, all human needs, as a person can buy minutes of communication to satisfy his hunger or offer to enjoy with his friend to buy new clothes. The needs of the individual contribute to rescheduling them, and the individual himself or herself contributes to the launch of new services, products, and marketing experiences that are advertised as current and future professions and independent businesses (McLoud, 2018).

Apart from the negative aspects of social networks, these means contribute in a way that positively affects well-being through direct interaction and people talking to each other, that is, within the process of communication and interaction, which can have wide and varied ramifications such as exchanging experiences, psychological discharge, seeking advice and advice, a sense of belonging, and others. It is a positive atmosphere that these networks can provide (Kabil 2020). "If we all remember to do this [i.e. the broad ramifications mentioned], the negative impact of social media use can be reduced, and social networking sites can have the potential to improve our well-being and happiness," Cain says. (Cain 2020, paragraph 8). The ability to improve well-being and happiness in the broad sense of the word, so that everyone takes the part related to his happiness from the networks of communication and interpretation, is based on benefit and self-pleasure.

Businesses have realized the importance of social networks and the individuals who are active in them; therefore, they are interested in advertising on the websites of famous people and focus on large viewing and follow-up opportunities, which is the first measure for dealing with the accounts of individuals and groups on social media (Tantana, 2020). Tantana indicates that the amounts that she collected as financial returns through what is known as social media celebrities "amounted to about \$ 6.5 billion in 2019, and nearly half of advertisers spent more than 20% of their budgets on influencers' posts" (Tantana, 2020: Paragraph 3). For companies, it is an opportunity to increase their sales and profits, and from the perspective of this research paper, social media celebrities

who have large followings and views on it are works that have been formulated from social networks.

WORK OUTSIDE THE BORDERS OF THE COUNTRY

The government of Oman is looking forward to developing human resources and empowering them in terms of knowledge and skills to develop the country on the one hand and the individual and Omani society on the other. In this context, universities consider raising the human competencies of graduates so that they can compete regionally and globally and reach advanced positions in various business sectors. This goal seems to be in harmony with the creation of a digital society that contributes to the export of human capital through the development of competencies and experts, as the community or digital sphere provides this feature by contributing to remote business and providing them with job opportunities outside the borders of the geographical homeland. Job opportunities outside the country or remotely require high skills and advanced competencies that allow youth of developing or Arab countries to move from their places to a geographical area, whether inside or outside the country. The question remains as to whether local youth have these competencies and skills for regional and international competition (Interview with Bader, 2023).

6.WORK AND CAREER DEVELOPMENT

Many professions can be developed using social networks, which contribute to meeting the multiple needs of humans and Internet users. Social media can provide some of the following works: media, journalism, and advertisements of all kinds; seeking professional advice in all business sectors and specializations (interview with Suha, 2023), particularly those related to social networking sites such as organizing parties and events, in addition to works that have various aspects of entertainment, business related to education, education, and training; and others are those in which a person wants self-expression and looseness, and the one that others are looking for advice.

Much professional work has been done through social networks, including professions such as specialists, counsellors, consultants, educators, lawyers, psychological workers, doctors, and psychologists. In addition, among these professions, social networks can provide, for example, but are not limited to, those related to data and its analysis, social networking software development, analysis, forecasting and forecasting specialists, data analysis specialists, and the management and development of marketing and communication plans (interview with Suha, 2023).

7.UNIVERSITY EDUCATION

Universities should prepare for this role to pay attention to issues of future professions that technology can produce, specifically the digital industry, which is directly related to the digital spheres and technological development (interview with Bader, 2023). Universities, for example, must pay attention to innovation because the task of innovation is to provide human and material resources with a new and greater capacity for production, which is needed by the market and societies. Based on this type of need, and statistically speaking, it appears that college graduates suffer from finding jobs, and this is not only due to the economic, social, and political environment, but also to acquired skills, so universities and their various colleges must adapt their programs to current needs and develop them. To suit the needs and future development of needs (Interview with Bader, 2023).

8.NEW WORKS & TECHNO-SOCIAL SPHERE

Sociologist Sherry Turkle believes that social communication technology tears social bonds apart. For the first time in human history, people no longer feel lonely or bored, and she wonders if individuals have lost their human characteristics (Turkle in Fisketti, 2016). Man no longer feels lonely or bored by staying alone, he has found a "new entity" in the sphere that was called by default (the World Wide Web) to a real sphere, but its operation requires the World Wide Web, just

like the need to ride a car or walk a distance to reach people and interact with them. The need for this appears by connecting to the World Wide Web for the emergence and development of social interaction.

Just as many independent professions can emerge based on social networks, the Internet can provide individual and participatory professions. Participatory professions are those in which more than one party participates, whether an individual with an individual or an individual with an institution through which he can carry out the profession from home, which means providing short- and/or long-term work contracts (Al-Wati in Oman Newspaper, 2020). Al-Lawati believes that what is known as the "participatory economy" can appear, which means that an individual who possesses certain skills, especially in programming, computers and communications, can work from home with several companies and institutions on the same day without signing contracts with them, meaning that the work is done based on the request of the beneficiary institution for the service and at the request of individuals with good experience and competence. Governments and their agencies should pay attention to the means or social networks, not only from the employment aspect related to the security and stability of political systems and governments, even if this is not a little, as it contributes to the creation of a large number of roles and jobs with a security and intelligence dimension, but also in dealing with citizens and providing services and meeting needs in terms of quantity and quality, satisfying many customers with governments and their various central and local institutions (Al-Owaisi, 2016).

Jobs such as training, teaching, analysis, design, entertainment, guidance, and specialists in all fields will play an important role in the new social sphere, which is forming a shift in the concept of human beings from virtual sphere to techno-social sphere. This is because of the reliance of social media platforms on the World Wide Web - the Internet, the flourishing of social media roles is also linked to this network; many of the functions and smart roles provided by the Web are also reflected on social media, so that many jobs related to software, digital, privacy, and how to deal with the new social personality in communication networks, how to persuade, influence, understand, analyze, and other new roles spread due to social media platforms, and perhaps professionals such as psychiatrists, counselors, spiritual healers, psychological support, analysis, and specialized marketing expanded through social networks, which worked to fully crystallize it with the needs of Corona (Autor et. al., 2020) and is currently increasing.

10. RESULTS AND DISCUSSION

Based on both secondary and primary data, the research has outlined the following results: Social networks have created many jobs in government and private institutions, and they also continue to generate many jobs. Also, these networks worked to generate independent business opportunities that do not require the presence of someone who practices them in the institution, but rather can work independently, as a contractor from abroad. It is also important that these networks provide opportunities for professional business. Such businesses would not have appeared without the emergence and development of networks. It is expected that the emergence of such independent businesses will expand with the digitization of the uses of the spider web (An & Haryanto, 2021; interview with Bader, 2023).

Omani universities should think clearly about the need to introduce the effects of social networks on the various faculties and majors, and thus they are required in their various faculties to include this subject as it is part of the independent jobs and professions that overlap with university programs and contribute to the provision of future job opportunities. An engineer can provide his advisory services to potential clients, as well as an educational lawyer, a psychological counsellor, a health and food specialist, an accountant, a marketer, a programmer, and other disciplines that all overlap with the services received by potential clients and social networks.

The Omani universities, in all their faculties, must prepare and prepare for the age of digital business, and therefore the focus must focus on analytical, thinking and performance skills related to current needs or that may arise in the context of the development of the uses of communication networks in their various fields such as: entertainment, providing various services, marketing, Guidance, learning and teaching and other jobs related to institutions or independent professions.

The existence of the phrase preparing Omani youth to be a subject of competition and able to work regionally and globally cannot be achieved without providing students with self-learning requirements on the one hand, and their individual desire to learn on the other hand. Skills such as outside-the-box thinking, creativity, critical analysis, and the acquisition of many skills also require an academic environment based on freedom of thought and creativity.

The need on the part of the official authorities, especially the government, to think from now on the need to technicalize the business resulting from the development of the use of social networks first for the purpose of enabling the various groups, especially the youth, to carry out current and potential independent work and professions on the one hand, and for the purpose of protecting potential customers.

The professions that can be provided through social media networks and their roles are not only directly related to these networks, such as employees or social networking characteristics. Rather, it goes beyond them to reach an analyst, designer, strategist, and developer, meaning that cyber sphere professions in these social media will be a substitute for the geographic sphere population, whether it is accepted or not. Social media sphere has become self-contained spheres away from all the criticisms that can be made against them, and here social networks are transformed from a means into a world and an independent sphere that continues with time and the development of Internet technology and industry, and this new sphere carries within it the developed roles and new professions (Interview with Bader, 2023).

Social media helps build a network that can be very useful in obtaining multiple jobs, through which you can meet and interact with professionals from all over the world on the one hand and reach customers on the other, meaning that the service can be provided directly to the beneficiary, within a group of professionals, or through other intermediaries. The new forms of work express independent actions that do not require an individual to be an employee of a company. When an individual possesses a set of skills, this helps him to obtain recommendations from others (professionals working in various fields or clients) from different regions and countries to obtain work to do, and thus one will remain free of the place and time of work.

Technology and the Internet have prompted the creation of new business opportunities (Al-Sharif, 2018), and perhaps social media is one of the products of the technology of the World Wide Web. And since young people are considered one of the most frequent users of social networking sites, the number of young people using social media is higher in humanities colleges than in scientific colleges (Azizi, 2014), and perhaps this is due to two elements, the first being individual interests and the availability of more time to access communication sites for various purposes. Humanities disciplines find a wide echo on social media, and these sciences include social, political, economic, entertainment, economic, religious, literary, and other topics with which the audience interacts immediately, on practical, life-related, and sentimental levels. While scientific disciplines such as physics, chemistry, mathematics, and others do not find a way for them to have such interests on social networking sites. On the other hand, the experience of formal education using technology in schools and universities in the Arab countries, although it opened future

prospects, was subjected to strong criticism due to the weak educational outcomes, especially with the lack of strong student motivation (Jawabra, 2021).

This field will not refer to the requirement of formal learning (school and university) as an embodiment of the outlook related to technology and the effects of social sites, but rather it will deal with voluntary self-learning, which is expressed by the individual's self-direction to obtain individual learning on his own and the search for self-learning.

In the business and learning matter, just as social media contributed to the production of independent jobs and professions, at the same time it opened the way for self-learning portals (Al-Sharif, 2018), where the individual can communicate with others regardless of place and time. It is expected that the Internet, headed by the Google search engine, will provide many free training courses and programs for others through trainers belonging to institutions and independent others, in addition to volunteers participating in the learning and teaching process. Self-learning will not be limited to the individual effort exerted by the individual who wants to learn in the sense of the part related to demand and research, but it will become a part related to supply as well.

There is agreement that both critical thinking and creative thinking are decisive factors in the success of human resources in the future (Lizut et al., 2018). Therefore, foresight, preparation, and strategic planning are necessary to start with the two topics of creativity and critical thinking and the subsequent requirements of thinking outside the box. Thus, what will universities teach their students within this future vision and sure outlook?

Based on the above development, these are some of the competencies that have been generated with social networks: novel and adoptive thinking, meaning making, intelligent communication, cross-cultural integration, computational thinking, new literacy, discipline, design thinking, cognitive load management, virtual collaboration, and other competencies (Lizut et al., 2018). Moreover, there are some managers who focus on kicking forward innovation. Technology has also facilitated the process of creative and critical thinking, as many competencies have become requirements, such as those related to computational thinking, algorithms, and Internet technology and the World Wide Web. In addition to computational, statistical, and analytical thinking skills and skills in designing solutions related to innovation and addressing complex problems in different ways effectively, there are other competencies that can be reflected in various administrative, behavioural, technical, and functional fields (Lizut et al., 2018).

In the logistics and movement, by using social media, the transportation of goods, individuals, documents, and the provision of services does not require that there be a job within the transport companies, whether they are government-owned or private sector; businesses and logistical activities are managed these days through social networks. For example, everyone who has the desire to transfer things or individuals joins or organizes a group of social networks, and it does not matter the previous or current profession; what is important is having a license and a car. Through the social network WhatsApp, for example, a person who works in the field of transportation implements a network of people working in this field and allows potential customers to communicate with them. Also, they communicate together to provide services to potential customers individually; they work to expand the circle of potential customers for them. Several young people work in this field, such as students, soldiers, civil public employees, and other professions seeking extra income. Their private cars are used for this purpose (interview with Muhammad, 2023).

CONCLUSION AND RECOMMENDATION

Technology and social networks have created new business opportunities, whether inside or outside of institutions, and have contributed to generating many independent business opportunities on the one hand and providing sources of income on the other, and many individuals have become able to increase their incomes depending on social networks and the Internet. There are great opportunities for social networks to create diverse businesses for both genders, male and female, in a new social sphere where technology is one of its most important pillars.

Income can now be generated without a permanent job for the individual through a formal institution. The skills, capabilities, and knowledge of opportunities are sufficient to reach businesses and sources of income. On the other hand, it may be said that social networks may open the door to many seekers of money and quick earnings outside the scope of experience, skill, and competence. In other words, it works to show how people practice their profession and allows them to access money by legitimate means. Here comes the role of the policy maker and setter in formulating provisions for regulating the process of practicing the profession, whether it is from educational or vocational institutions or even scientific and trade union gatherings.

Because of the importance of this research paper, it recommends conducting workshops and applied studies for the purposes of knowing the effects of technology and social media on future professions and how any social networks can generate income and business and provide opportunities based on an analysis of the external environment and its needs. In addition, this paper recommends that several parties, including ministries of education and higher education and academic institutions, develop their programs and curriculum to fit the present and future needs of work based on changeable environments.

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