

THE 6TH INTERNATIONAL SEARCH CONFERENCE 2019 PROCEEDINGS

NEW MEDIA AND DIGITAL INCLUSION:

EMBRACING THE 4TH INDUSTRIAL REVOLUTION

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Foreword

It is our pleasure to present to you the 6th International SEARCH Conference 2019 proceedings. The conference theme was “New Media and Digital Inclusion: Embracing the 4th Industrial Revolution”. The conference was timely and important considering the exponential pace at which the Fourth Industrial Revolution is fundamentally changing the way we live, work and relate to one another. The First Industrial Revolution used water and steam power to mechanise production. The Second used electric power to create mass production. The Third used electronics and information technology to automate production. Now a Fourth Industrial Revolution is building on the Third, and more importantly, it is characterised by a fusion of technologies that is blurring the lines between the physical, digital and biological spheres. In order to optimise and capture the opportunities offered by new media and technologies, digital inclusion is an essential topic for assessing and addressing the new revolution. The sub-themes of the conference included:

- New media and political communication
- Social connection and social networking
- Education in the digital era
- Digital transformation of the media landscape
- Digital capabilities for public relations, advertising, marketing and branding
- Digital culture and new media literacy
- New media and social concerns
- Healthcare in the digital era
- Digital visibility and visibility
- Privacy, consumer safety, information and network security
- Digital storytelling, participatory culture, digital activism and engagement
- Policy and regulatory matters for digital accessibility, availability and affordability

We are certain that this conference provided a forum that brought together practitioners, researchers and academics who have put their collective minds and capabilities to good use through discussions. The conference was also a platform in gaining new insights in the formation of knowledge to create networks for collaboration among researchers.

We would like to congratulate Mimi Fitriana, Rizwanah Souket and Lian Jia Yie for winning the Best Paper Award for Academic Category with their paper titled “Positive Orientation Effect on Aversive Peer Experience Relationship of Cyber Aggression and Cyber Victimization”. In addition, we would also like to convey our heartiest congratulations to Ng See Kee and Bahiyah Omar for winning the Best Paper Award for Emerging Scholar Category with their paper titled “Web Interactivity and News Credibility: Which is the Stronger Predictor to Online News Consumption in Malaysia?”

Last but not least, we would like to thank Professor Dr Neethiahnanthan Ari Ragavan, the Executive Dean of the Faculty of Social Sciences and Leisure Management, Dr Latiffah Pawanteh, the Head of School of Media and Communication, the organising committee members and the conference participants for making this conference a success.

Associate Professor Dr Nicole Yang Lai Fong
Editor-in-Chief

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School of Media and Communication
Taylor’s University, Malaysia

HOW NEW MEDIA EMPOWER YEMENI PEOPLE TO REVEAL WAR STORIES

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Abstract

Yemen was amongst Arab countries that underwent the so-called “Arab spring” in a bid to oust former president Ali Abdullah Saleh from power. In its aftermath, the country entered a national dialogue period that continued for more than a year. However, the Houthi movement backed by the former president, both a party to the dialogue, fell out with the government and spread their control over the Capital Sana’a in September 2015. A few months later, a Saudi-led coalition of nine countries launched a military campaign code-named “Operation Decisive Storm”. According to UNICEF, the ensuing war has turned Yemen into one of the world’s worst humanitarian crises. Nonetheless, the humanitarian crisis and the ongoing war have rarely received enough attention from the mainstream media. This study investigates how the alternative media have provided Yemeni people, particularly the most vulnerable among them, with the tools and platforms to tell their stories to the world. The sample comprised accounts of Yemeni NGOs and social activists on Facebook and Twitter. Major findings indicated that Facebook represents unprecedented and instant medium for revealing painful stories of war on almost a daily-bases. In many cases, stories are told by affected people themselves including children and women and represent a source of news stories and features for mainstream media.

Keywords: War in Yemen, social media, alternative media, Houthi Movement, Operation Decisive Storm

Introduction

The ongoing devastating war in Yemen, since March 2015, has caused humanitarian catastrophe. According to the World Food Programme (WFP), “it is the world’s worst humanitarian crisis” (Casey, 2018). Therefore, Yemen could be facing the worst famine in 100 years if airstrikes by the Saudi-led coalition are not halted (Summers, 2018). Consequently, stories of people suffering and agonies are plethora. Few of these stories have found their way to the mainstream media, while many others have not, or kept secret for several reasons, and consequently forgotten!

Stories of more than four-year war include but not limited to, photos and videos of dead and wounded bodies, destroyed buildings due to explosion and air strikes, famine, starving and emaciated persons, forcibly displaced people of all ages and gender and many other forms. They also include alleged of corruption practices, suffering of Yemeni forced to migrate that have compounded due to the war. Individuals, groups, and NGOs relief initiatives and successful stories are one important manifest of this war as well.



Figure 1. Facebook uses for disseminating information on alleged corruption.

Social media networks have become essential part of our daily life activities. They gain more importance and their role becomes more vital in time of conflict, war natural as well as man-made disasters. Social media played a critical role in natural disasters as an information propagator that can be leveraged for disaster relief. After the catastrophic Haiti earthquake on 12 January 2010, people published numerous texts and photos about their personal experiences during the earthquake via social media sites such as Twitter, Flickr, Facebook, and blogs, and videos were posted on YouTube. In just 48 hours, the Red Cross received US\$8 million in donations directly from texts, which exemplifies one benefit of the powerful propagation capability of social media sites (Gao & Barbier, 2011). Tens of thousands of readers shared an image of a 7-year-old Yemeni girl published by New York. The image shown the girl “gazing to the side, with flesh so paper-thin that her collarbone and rib cage were plainly visible” (Fortin, 2018).

Problem Statement

Years of conflict in Yemen that led to the ongoing war, which erupted on March 25, 2015 has caused the biggest human catastrophe that Yemen has never experienced in recent history. This human catastrophe is beyond the capacity of traditional media to cover especially in inaccessible areas due to military confrontations. In the era of social media network, which empowers people to be citizen journalists and enable individuals to voice themselves and express their views toward any issue of interest, this study investigates how SMN provide an online platform for private citizens, NGOs and activists to report their and other people’ stories resulted from the war.

Methodology

The study aimed to identify the role played by social media networks during war and conflict time in Yemen, particularly reporting humanitarian stories and revealing untold stories. It was conducted on a sample of user-generated content published from November 2018 to January 2019. Quantitative and qualitative content analysis were applied to identify the main topics of the posts related to the humanitarian crises. Sample includes three types of accounts on SMN: NGOs, academicians, journalists and social activists.

Literature Review

The Arab Social Media Report 2017 defines social media as “Internet-based applications that facilitate 1) the creation of structured networks of connected individuals, entities or virtual objects based on social attributes, and 2) facilitate multiple interactions between the nodes of these social networks, including the creation and sharing of content by users” (Salem, 73). While The World Economic Forum 2016 defines it as “ web-based services that allow individuals to construct a public or semi-public profile within a bounded system, articulate a list of other users with whom they share a connection, and view and traverse their list of connections and those made by others” (Salem, 73).

As social media have become more integrated into peoples’ daily lives, its users have begun turning to it in times of distress. People use Twitter, Facebook, YouTube, and other social media platforms to broadcast their needs, propagate rumours and news, and stay abreast of evolving crisis situations. Disaster relief organizations have begun to craft their efforts around pulling data about where aid is needed from social media and broadcasting their own needs and perceptions of the situation (Landwehr & Carley:2014).

Muralidharan and et.al. (2011) explored Facebook and Twitter usage during the earthquake relief efforts in Haiti and found that non-profits and media organizations used information dissemination and disclosure effectively, but failed to capitalize on the innate two-way communication nature of social media.

Ronzhyn (2014) investigated the use of Facebook and Twitter during the 2013-2014 protests in Ukraine and concluded that Facebook and Twitter main uses were: internal organizations, disseminating of news, mobilization and external communication. It was also found that Twitter was an important tools used to connect with foreign audiences and provide quick updates on situation during violent confrontation between protesters and the police.

Arslan, Tantawi & El Sahn (2014) examined what really causes young adults in Egypt to rely on social networking site (SNS) and if their reliance would have an effect on their civil participation. Results showed that reliance on SNS by young adults would have positive relations with civic participation in Egypt. Also, the power brought about with the wide spread of reliance on SNS in the creation of a new culture of participation among citizens in Egypt.

John and Dvir-Gvirsman (2014) exploreed Facebook unfriending during the Israel–Gaza conflict of 2014 to identify that politically motivated unfriending is a new kind of political gesture. They found that unfriending was more prevalent among more ideologically extreme and

more politically active Facebook users. Respondents mostly unfriended people because they took offense at what they had posted or disagreed with it.

Social media in the Arab world is perceived as having numerous positive aspects that enhance the quality of life of individuals, business profitability and governmental interaction with the public. More than half the users in the Arab World use social media primarily to connect with people. Facebook and WhatsApp are the most used social media channels across the Arab world. While Facebook was the top used social media channel on the aggregate level of the Arab World (Arab Social Media Report, 2015), Social media users in the Arab region remain largely youthful; this is a consistent finding over the past six years. On average, 64.3 percent of Facebook users in the region are now under 30 years old (Salem, 34). Facebook is by far the most popular social media platform in the region with around 156 million users by early 2017, up from 115 million a year earlier. By early 2017, the penetration rate of Facebook accounts among the Arab population in the region stands at 39 percent, up from 28 percent a year earlier (Salem, 33).

Social Media in Yemen

Internet is expanding quickly in Yemen. The index of penetration rate is 25.1 percent and a lot has to do with social media (Media landscape). According to Internet World States, internet users in Dec. 2017 are more than 7 million (24.3 penetration). Facebook users are more than two million (8.1 penetration). Over the last three years, the expanding 3G market has changed the habits of the population. Today, 90 percent of the population, which is according to UN estimation is more than 29 million (worldometers), has access to Internet via mobile and uses social media like Facebook to access news or share updates about the war, airstrikes, attacks and casualties (Media landscape). By March 2016, 72.8 percent of Twitter users in Yemen access it via mobile device, 18.6 percent use desktop or laptop and 19.65 use other devices (Salem, 54).

In Yemen, there have been noticeable slumps in social media growth trend at multiple points over the years, which seem to coincide with intensifying levels of the conflict (Salem, 34). The Arab Social Media Report 2015 shows that in Yemen 93 percent of the population who accesses Internet uses Facebook; 92 percent has Whatsapp; Youtube is also popular (41 percent), while Google+ is used by 35 percent of Yemenis and Instagram reached 31 percent (Media landscape).

Arab Social Media Influencers Summit's report (2015) shows that in 93 percent of social media users uses Facebook, 92 Percent uses WhatsApp , 41 percent uses Youtub, 35 percent uses Google+, and 31per cent uses Instagram. Ninety percent of users visits Facebook through their smartphones (p.21-27). Yemen impressively jumped from the last spot in the region two years ago, to the 13th in 2017, surpassing all Gulf countries, but Kuwait. Female represents 27.9 percent of Facebook user vis-à-vis 72.4 percent for male (Salem, 39-40).

According to Statecounter GlobalState's report of January 2019, Facebook occupies the highest rate of social media use in Yemen. It records 76.31 percent of population. While other social media occupies less than this as follows: 17.6 percent for YouTube, 5.41 percent for Twitter, 0.37 percent for Pinterest, 0.27 percent for Goolge+ and 0.02 percent for Instagram.

However, WhatsApp was the most preferred social media channel across the Arab world. In Yemen, 45 percent of respondents preferred it (Arab Social Media Influencers Summit, 2015: 20).

Social and Humanitarian Crisis

Social media usage continues to grow rapidly across the Arab region, affecting societies, economies and governments. Facebook remains the most popular platform, and the fastest growing one. (Salem, 61).

Since the eruption of war in 2015, Yemen has become almost inaccessible place for outsider journalists. Very few of the journalists were able to make it to Yemen to cover and report stories of the war to the outside world. Under such hazard environment and in time of war, activists' accounts of individuals and NGOs on social media have become important sources for news stories especially those in both Arabic and English language. Their posts on social media have provided vital information from Yemen and represent value for journalists as well as general people inside and outside Yemen.

Of those activists, is Hisham Al-Omeisy, who has more than 45,000 followers on Twitter, among them many international media outlets, journalists and humanitarian workers who turn to him for insights about what is happening within Yemen (BBC).



Figure 2. Yemeni activist announces of being threatened by armed persons.

Some activists on social media have been arrested and detained to silence their vocal sound and stop their activities on this media. Human Rights Watch has documented 66 cases of people arbitrarily detained or forcibly disappeared since 2015. According to Some Yemeni organizations, the numbers are much higher (BBC). For instance, the Media Freedom Observatory in Yemen recorded 43 cases of violation of media freedom in Yemen on February 2019, targeting both journalists and media institutions (Media Freedom Observatory).

Findings

Analysing user-generated contents revealed that SMN has provided ideal platform for promptly telling war stories to people inside and outside Yemen. This include but not limited to:

- Facebook represents an equal opportunity for all people in the urban as well as in the rural and remote areas to convey stories of humanitarian suffering and war destructions. Yet, youth living in villages and small towns who have internet service and access to Facebook

reported about air strikes hitting their villages and towns as well as other war stories. This platform enabled them to actively involve and participate in their hometown affairs and issues. Such citizen's journalistic activities become valuable sources for mainstream media. Professional journalists usually use Facebook to report stories as well. This means that this medium is an extended platform for those journalists on one hand, and is considered a unique one for citizen journalists on the other. Reporting includes photo along with caption and short video sometimes.

- Facebook also provides a platform even for professional journalists to report big or small story that, for any reason, could not be reported through traditional broadcast or print media that he/she works in or affiliated to. Such reporting includes but not limited to, photo, comment and short video sometimes.
- Facebook provides auto-archiving system for photos and videos that represent long lasting memory. Since 2015, social activists have published several pictures and videos of famine as well as other human suffering tragedies and destructions resulted from the war especially those from the poorest governorates and provinces in Yemen. Yet, aftermaths of the devastated war are well documented in audio and visual manner by the ordinary people for the first time throughout the history of the country.
- It is an effective and instantaneous tool for NGOs to publish and publicize press releases on affected civilians, particularly in areas where military confrontations are intensified between the warring parties. Such confrontations usually led to displaced and trapped thousands civilians, mostly children and women and need to be rescued urgently.

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SEYAJ organization for childhood protection
 June 17, 2018

Thousands of Displaced and Trapped Civilians, Mostly Children and Women need to be rescued urgently in Tihama Coast in Hodeida
 June 16th, 2018.
 SEYAJ Organization for Childhood Protection is calling on the Yemeni government and emergency humanitarian organizations to immediately move to save hundreds of families in Tihama Coast, south of Al-Hodeida.
 SEYAJ calls on both the Saudi-led Coalition and the Houthi group to secure a way to evacuate the civilians who are still trapped in villages in Durahmi district, and to deliver life-saving assistance to all war-affected civilians.
 The initial information available to us indicates that about fifty families, mostly children and women displaced from the villages of Taif, Ghalfqa and Manthar to the desert in the west of Belt al Faqih, are suffering from extremely poor humanitarian conditions. While hundreds of families have been hosted by poor families who themselves suffer from poverty and the inability to provide food and water to their members.
 SEYAJ sources also said that there are hundreds of families besieged in villages that have not been able to move from villages in areas of confrontation and areas contaminated by anti-personnel landmines, thousands of which have been planted indiscriminately in large areas of farms, houses and roads.
 SEYAJ sources in the region say that the displaced and the trapped have not received any assistance since their displacement during the month of Ramadan. They desperately need food, drinking water, tents and medicines.
 The sources confirm that mines and booby traps were planted in the houses and farms of the displaced, and even the return to these houses is a mortal danger to them.
 SEYAJ Organization for Childhood Protection warns of the seriousness of the humanitarian situation in the areas of Durahmi , Manthar, parts of Belt al-Faqih, Husseiniya and al-Tahta and other districts in Tihami coast.
 SEYAJ Organization calls on local authorities and relief organizations for urgent action to rescue the civilians in the aforesaid Tihami villages.
 Issued by:
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 عرض الترجمة






Figure 3. Press release calling for immediate intervention to save displaced families from Hodeida due to fight escalation on July 26, 2018.

- Social media is a venue for promptly and widely report on shocking incidences. For example on February 2019, shocking pictures of a young man brutally tortured and then killed were published on Facebook. According to published stories, the young man was traveling from Sana'a, the capital, to Aden to visit his relatives. Other stories reported that the killing was a revenge committed by some of his relatives! Another shocking incident that has been recorded and widely disseminated on social media including WhatsApp, is video of a young man committed suicide by throwing himself from the tenth floor of a building in Sana'a on January 12, 2019. It was reported that the suicide was due to financial problems while the de facto authority in Sana'a said, "he was suffering from mental disorder and was undergoing treatment in a psychiatric hospital." (ALyaman Alan)
- Social media provide venue for wider-scale of participation for individuals, activists and NGOs to report, condemn and express solidarity with arrested and detained activists and civil society members without being charged or have a court appearance. Such stories and activities usually turn to an online campaign under specific hashtag. A recent example of this, is an arrest of female activist; Awfa Alneami on February 3, 2019. The campaign succeeded in releasing her on February 16.



Figure 4. Campaign demanding releasing Yemeni activist from detention.

- Organizing campaigns: social media is very effective tool for mobilization, creating collective stance and formulating public opinion, particularly in time of crises and humanitarian catastrophe. Calling for an end of closing Sana'a Airport, or End Siege on Sana'a Intl Airport, is one of the long campaign on social media regardless of fading in and out during the long period of the campaign.



Figure 5. Campaign demanding opening Sana'a airport.

Following are some facts highlighted in the campaign:

- Over 30,000 sick Yemenis seeking medical treatment abroad lost their lives because of the ongoing closure of Sanaa Airport, and double that number are threatened by death within months.
- Ten million Yemenis have been deprived of their basic human right to travel abroad since August 9, 2016, when the Saudi led coalition decided to unjustly close Sanaa International Airport.
- A deplorable humanitarian situation was created, especially when Yemenis depend on traveling abroad in order to get medical treatment.
- Statistics of the Yemeni Ministry of Health as well as reports from Intl humanitarian organizations indicate that there are about 200,000 patients with incurable diseases in an urgent need to travel abroad and they are waiting for unknown fate in case the Airport is not open.
- Also, 878,570 patients suffer from shortage of different types of medicines for chronic diseases, medical solutions and supplies, transported by air.
- In addition, 7,000 patients of Kidney failure cases are in dire need of kidney transplants outside Yemen.
- Educational wise, thousands of Yemeni students on scholarships are unable to travel to join their educational Institutions outside Yemen.
- The list goes on; thousands of Yemenis are stranded abroad in many countries, all seeking to return to Sanaa safely. Many of them are suffering from terrible conditions.
- The free of the world are reminded that International law clearly states that “Everyone has the right to leave any country including his own and to return to his country.” Article 13 of Universal Declaration of Human Rights. Article 12 of International Covenant on Civil and

Political Rights also states that “Everyone has the right to freedom of movement any countries including his own.”

- We appeal for a prompt intervention to lift the long blockade imposed by the Saudi-led Coalition on Sana’a International Airport to save the life of thousands of sick Yemenis who are in dire need medical treatment outside Yemen.
- Open Sana’a International Airport to save lives of children dying on a daily basis. The siege has entered 27th month, and it must end.
- Sending calling for participation in volunteering activities. For instance, a call for cleaning Center of Mental Illness in Sana’a was posted on Facebook on 27 November 2017 and was received well from volunteers.



Figure 6. A post looking for volunteers to clean Psychiatry Center

1. Humanitarian stories

Yemeni human stories resulted from the war are countless and spread all over the country. Following are some of them that have found their way to the public inside and outside the country through Facebook:

- Yemen Food Bank, an independent, non-profit, community-based organization aimed at combating hunger in Yemen. A group of Yemeni businessmen/women, academics, social figures, and youth established a non-profit development foundation in Yemen called “Yemeni Food Bank”. It aims at combating hunger as part of their humanitarian responsibility and national commitment. The initiative has based on similar Food Banks around the Globe. However, it was developed and tailored according to Yemeni society. Charity bread project, which offers bread “Kodma” for free in different places in the Capital city, had achieved a new record. A total number of 7,709,560 “Kodam” was distributed since January 1, 2018 to November 22, 2018.



Figure 7. Bakeries of Charity makes a record distributing bread “Kodma”.

Schools Nutrition Initiative is another initiative of the Bank. It aims to provide meal for students and urges individuals to contribute to it. The Bank publicises itself using several Hashtags like; #School_Nutrition, #Be_a_friend_of_Yemeni_Food_Bank, #on_what_is_available, #Yemen_wihtout_hunger; Hoedieh_Displaced_people and #YFB.



Figure 8.1 Promotion on Facebook for Food Bank urging people to donate.



Figure 8.2. School Sandwich Project for Year 2018



Figure 8.3. Yemen Food Bank launches 1st phase of food baskets for 1500 displaced.



Figure 8. 4 An academican Activist promotes for “Kafaf” -Poverty line- Project on her account on Facebook.

- “*Kafaf*” or subsistence is a youth charity project in Ibb governorate, south-east of Yemen, targeting the poorest students identified in coordination with schools. The project provides a sandwich for each targeted student in 12 schools in the governorate. In the summer vacation, the project turns to provide meal for 50 families. Every Thursday, every family is given half a chicken, half a kilo of rice and bread.
- “*#I am hungry*”; a child portrayed his suffering and expressed his hunger in 10-second video. Up to mid of Feb. 2019, the video got more than one thousands share and 4.K watch.



Figure 9. A child begging pedestrians “I am hungry”!

- “*I live in a tree*”; a two minutes video shows a young man makes his shelter in a tree after the house owner has expelled him for not paying the rent.



Figure 10. Screen shoot of a video shows young man living in a tree!

2. The Power of Twenty

One of a unique example of documenting war impacts on Yemeni children is an initiative implemented by a Yemeni NGO, *Wujooh* “Faces Foundation for Media and Development” and supported by UNICEF. Twenty children were trained on story-telling and video making. Under theme of “Children’s voices are powerful”, the children produced 20 videos showing the humanitarian situation in Yemen. They were provided with an opportunity to tell their stories by

themselves and sometimes by their parents especially when they are too young to narrate their stories. Videos have been disseminated through social media networks. The following table includes brief information on those videos¹:

Table 1. Includes details of children-made videos telling their suffering due to War

No	Video Title	Time “in minutes & seconds”	Synopsis
1.	Hanadi's Story	1:25	The video featuring the story of 12-year-old, Hanadi. She goes to the school. After the school time, she collects used plastic bottles from streets to sell them to help her family with living expenses.
2.	The little worker	0:56	The video features the story of 9-year-old, Ahmed from Lahj governorate, south Yemen, who dropped out of school to support his family.
3.	The Last Gift	1:21	The video features the story of little Hashim who lost his friend in the war.
4.	AbdulKareem hear	1:26	This video is about 6-months-old Abdulkareem, whose father struggled to take him abroad for specialized surgery in the heart.
5.	Pele Look Like	1:2	It tells about teenager, looks like Pele, who had to drop off school to help his family with living expenses.
6.	Rumaisa' & the Sea	1:9	Rumaisa' dreams of going back to her hometown Hodeida, west of Yemen, and to see the sea again!
7.	Waiting for Peace	1:11	Several videos show children displaced from their home, with tears and hope awaits peace so they can return to their hometown and see their families and friends.
8.	A closed school	1:1	Stop the war for education. The video portrayed a child going to his school but it was closed as teachers and staff had not received their salaries!
9.	The Challenge	1:19	Despite the pain, hopeful remains. The story shows child with Thalassemia and his suffering to find medications.
10.	Saqr's life	0:52	Family breadwinner. It shows 13-year-old boy who dropped out of school because of displacement and his hard living conditions.
11.	Fearing the Bullets	1:9	Bullet hits the stomach. Story of a girl who fall on her face when a bullet hit her stomach. She has undergone several surgeries after that and still needs more.
12.	Child Marriage	1:4	Victim of child marriage. It tells a story of a girl who was married off so her family could use the dowry to buy food for the family and medicine for her ill sister.
13.	The Water Seller	0:50	Selling mineral cold water. The story shows a child with her little sister moving between the cars and shouting “cold water, cold water” to sell the water.
14.	Supporting family		Story of a child who keeps pigeons and sells them to support his family.
15.	Poverty and Deprivation	0:41	70-year-old Ahmed has sleeping difficulties as he keeps thinking of how to secure the next-day meals for his children.
16.	The Displaced	1:31	Story of a female child dropped out of school for two years because of the war.
17.	The Parliament Member	2:30	It tell a story of young girl with special needs has overcome the challenges she faced until she became the Children Parliament's Deputy.
18.	Emad's Life	1:00	Child lost his lower limbs when his house was badly affected by bombardment.

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¹ Synopsis of these was adapted from Wojoh account on Facebook. <https://www.facebook.com/wujoh/>