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**Social media users' attitudes toward digital content creators in
Algeria****A Field Study on a Sample of Digital Content Followers**

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Representations – Practices<https://orcid.org/0009-0004-1198-6853>**Abstract:**

The proliferation of new media has led to the emergence of various phenomena in the global digital landscape, most notably the rise of digital content creation. Digital content creation has become a defining characteristic of social media platforms globally. Similarly, in Algeria, digital content creation has emerged as a dominant activity on social media platforms. However, the lack of clear legislative and regulatory frameworks for such activities has led to disorder in the digital content space. Many "influencers" have gained a large following, numbering in the tens or even hundreds of thousands, and sometimes millions. These followers engage predominantly with a wide array of content, much of which lacks substantial purpose, especially that created by influencers across various fields. This situation calls for a closer examination of the phenomenon, which has become a significant part of everyday life, both positively and negatively. On one hand, it is essential to understand the attitudes of social media users in Algeria toward these influencers; on the other, it is necessary to promote positive aspects while mitigating potential negative effects. It is imperative to regulate and monitor content creation in Algeria to harness its potential for raising awareness and advancing societal development.

***MAIZA Salim**

Introduction

Among the key outcomes of technological advancements is the widespread use of various social media platforms, which has led to the emergence of several phenomena in the global digital space. Among the most prominent of these is digital content creation, which has expanded beyond entertainment to serve various purposes and fields, including religion, tourism, cooking, and more. In Algeria, the absence of clear legislative and regulatory frameworks for this type of activity has made digital content creation a phenomenon that is difficult to regulate and control. While some experts believe that digital content does not have significant or lasting effects, considering its impacts temporary and not a cause for concern, others argue that it poses a serious threat to individuals and society due to its negative influence on the awareness of followers, especially youth and adolescents. It may contribute to forming electronic public opinion through the views of content creators across virtual spaces on various issues (which may be critical and threaten security and stability), which are adopted by their followers under the influence of these influencers. Between these views, there remains an urgent need to understand the attitudes of social media users toward digital content creators in Algeria, which is the aim of this study. Accordingly, we pose the following question: **What are the attitudes of social media users toward content creators in Algeria?**

1. Methodological Framework

1.1 Research Questions :

1. What are the key concepts related to digital space and content creation?
2. To what extent do social media users in Algeria engage with digital content?
3. What are the motivations of social media users for following content creators?
4. What is the current state of content creation in Algeria?
5. Does digital content in Algeria reflect the cultural characteristics of Algerian society?
6. What are the reasons behind the high number of followers of non-constructive digital content in Algeria?

7. What are the main suggestions for enhancing content creation in Algeria?

1.2 Significance of the Study:

The importance of this study lies in highlighting the digital content creation industry in Algeria, which has become highly significant. Content creators now command millions of followers, positioning them as major influencers, particularly among youth and adolescents. Moreover, the study aims to explore the disorder within the digital content creation landscape in Algeria and the potential negative effects it could have on society. This is especially concerning as the number of followers of digital content continues to grow, contributing to the shaping of public opinion on critical issues that may impact national security and stability, particularly in light of the unclear legislative framework governing this sector.

1.3 Study Objectives:

1. To explore the key concepts related to the digital space and content creation.
2. To assess the extent to which social media users in Algeria engage with digital content creators.
3. To understand the motivations driving social media users in Algeria to follow digital content.
4. To examine the current state of the digital content creation industry in Algeria.
5. To evaluate the alignment of digital content in Algeria with the cultural values and characteristics of Algerian society.
6. To identify the factors contributing to the rise in followers of non-constructive content in Algeria.
7. To propose recommendations and solutions for advancing the digital content creation industry in Algeria.

1.4 Defining Concepts and Terminology:

1.4.1- User: Research defines the "user" in the context of media consumption as a "free" and independent individual in their movements and interactions with others. The user actively consumes and selects communication content based on their personal needs. In light of this definition, the text refers to individual consumption and becomes a tool for de-massification, as the internet user collects and selects information that interests them, then decides whether to delve deeper into the information or settle for the "superficial" content they have accessed. This freedom of movement is tied to the individualization process in the communication practices enjoyed by users of new media and information and communication technologies (ICTs) (Al-Badaw, 2018, p. 115) .

1.4.2- Influencers: An "influencer" is characterized as an individual who commands a following of several million across diverse social media platforms. These influencers can be categorized into distinct classifications, encompassing celebrities, public figures, opinion leaders, domain-specific specialists, bloggers, and activists. In their nascent stage, influencers predominantly focused on generating entertainment content, through which they facilitated product marketing. Subsequently, their sphere of activity expanded to encompass content addressing various facets of political, economic, cultural, and social life, motivated by the pursuit of fame and financial gain. This expansion in influencer activity has precipitated a paradigm shift in the impact of their content; what originated as primarily marketing-oriented and fame-driven content has evolved to significantly influence public consciousness and shape collective opinion on matters of societal concern. (Al-Bustani, 2023), In Algeria—as is the case globally—the term "influencer" has increasingly come to refer to anyone who owns a social media account (such as on Facebook or TikTok) and is followed by a large number of users, sometimes reaching the millions, who actively engage with the content presented. This occurs regardless of the influencer's personal level, or their political or social affiliation. Such developments prompt important questions regarding the criteria that social media users rely on when choosing to follow certain influencers over others.

1.4.3- Online Public Opinion: Digital public opinion encompasses the collective prominent opinions and attitudes expressed by the public through various forms of discourse and expression concerning matters pertaining to public interests and vital affairs. These expressions are predominantly manifested across

electronic media platforms, particularly the Internet. This collective opinion is articulated by an elite cohort of opinion leaders and prominent figures within digital spaces, including the Internet and other media platforms (Abu al-Hamamm, 2020). It can also be defined as "the opinions of users participating interactively in virtual arenas on the internet, within a specific time frame, regarding a controversial issue or specific topic". (Abu al-Hamamm, 2020). In this study, we shed light on this concept, as it has begun to take shape around various issues through the millions of followers of digital content creators in Algeria, who may adopt certain opinions as a result of their exposure to diverse digital content.

1.4.4- Content Creation: Content creation encompasses the methodological processes employed by individuals to disseminate their ideas on curated topics aligned with their target audience through diverse content formats, including written, audio, and visual mediums. The primary objective is to influence follower behavior and direct attention toward specific issues (Issawi, Zizah, & Naouai, 2021). Additionally, it is characterized as the contribution to information dissemination within specific contextual frameworks through media channels, particularly digital media platforms, ultimately serving the end-user, designated as the audience.

1.5 Research Population and Sample:

1.5.1. Research Population: A research population encompasses all constituent elements of the phenomenon under investigation by the researcher. It comprises all individuals, events, or observable instances that constitute the subject of research or study (Gharib & Helmy, 2019). In this study, the research population consists of Digital Content Followers.

1.5.2 Research Sample: The study employed a purposive sampling method, selecting 100 individuals from Algerian social media (users Digital Content Followers). A purposive sample, also known as judgmental sampling, is characterized by the researcher's deliberate selection of elements based on predetermined criteria, eliminating random selection. The researcher personally identifies and selects elements that most effectively represent the research objectives, facilitated by their comprehensive understanding of the research

population and its essential components, thereby enabling direct and targeted participant selection. (Ben Mersli, 2010, p. 197_198)

1.6 Type and Methodology of the Study

1.6.1 Type of Study

Given that this study aims to explore the attitudes of digital content creators on social media platforms in Algeria, it is categorized as a descriptive-analytical study. This type of research is characterized by providing a detailed and precise description of a specific phenomenon or subject matter, which may be represented either qualitatively or quantitatively. It may focus on a specific timeframe or extend across multiple periods. The primary objective of this methodology is to observe and analyze the characteristics of a phenomenon to understand its nature or evaluate a particular situation for practical purposes. (Obeidat , Mohammad ; and others, 1999, p. 46) Additionally, descriptive research emphasizes uncovering facts, providing an accurate depiction of phenomena, and defining their attributes qualitatively or quantitatively. (Ibrahim, 2000, p. 40)

1.6.2 Study Methodology

The study employs the "survey" methodology, which is particularly effective in examining the phenomenon under investigation within its natural context. This approach involves systematically collecting and analyzing data relevant to the key components of the phenomenon, as well as assessing the internal and external relationships that shape it. (Ben Mersli, 2010, p. 286)

1.7 Research Tools:

1.7.1 Questionnaire:

The questionnaire was employed as the primary data collection instrument. It comprises a paper-based format (with potential electronic adaptation) containing a systematically organized set of questions structured according to specific criteria determined by the research problem and the nature of required data. This instrument is directed at a group of individuals to examine societal issues, behavioral patterns, or attitudinal orientations within their community. The questionnaire maintains a personal yet non-intrusive approach, addressing

respondents individually rather than collectively, while avoiding direct personal inquiries. (Tamar, 2017, p. 110_111)The questionnaire encompassed various sections, including demographic data of the sample participants, motivations for following content creators, respondents' perspectives on digital content creators in Algeria, and finally, participants' recommendations for enhancing the standard of content creation in Algeria.

2. Theoretical Framework:

2.1 Factors Driving New Media Adoption:

The exponential growth in new media engagement can be attributed to multiple factors: (El Makki, 2014, p. 136_137)

- General factors stemming from human nature, which is inherently characterized by an inclination toward novelty and an innate desire for experimentation and discovery.
- The utilization of social media platforms and possession of appropriate technological devices (particularly smartphones) has become a fundamental prerequisite for enhancing social status and integration within the social environment, especially among youth and adolescents, extending to adults as well. An individual might experience discomfort from being unaware of new media developments or unable to participate in conversations with friends about specific videos or content circulating on social media platforms, prompting them to establish social media accounts, following their friends' example, to enable participation.
- Advertising factors manifested in media promotion of communication products and the intensive advertising of these services by marketing companies, leading society to acquire these modern communication devices and subscribe to their services.
- New media's provision of unlimited entertainment opportunities, where users can view amusing images and videos for extended periods, aligning with the prevalence of leisure culture and the aversion to serious matters among youth.

2.2 The State of Digital Content Creation in Algeria:

The field of digital content creation in Algeria, similar to other countries around

the world, is witnessing a widespread rise of content creators across various fields (education, tourism, health, sports, etc.), and all of these can be considered a healthy phenomenon, as they aim to raise awareness among members of society (social media users). Among these influencers is "Khabib", who focuses on tourism content and has drawn attention in recent years through the purposeful content he shares in the tourism sector, which has led millions of Algerians to support and follow him. His follower count on Facebook has reached four million and four hundred thousand as of the time of writing. This is a positive step towards encouraging meaningful content that preserves the identity of Algerian society and strengthens its security. He has won many local, Arab, and even international awards due to his high level of professionalism in tourism content creation, and he is one of the influencers who make us hopeful for a better future for upcoming generations. In this context, we mention that there are many purposeful influencers and content creators in various fields such as cooking, language education, spiritual guidance, and sports... Nevertheless; the matter is not free from content creators who promote declining standards by publishing shallow material lacking any purposeful ideas, which fosters superficial thinking, overemphasizes entertainment, appeals to base instincts, often displays physical features, and discusses topics that were recently among the taboos in Algerian society, which no one dared to address and thus pose a real danger lies in the fact that these individuals have millions of followers, which allows them to influence and push them to adopt opinions, forming an online public opinion on issues that could be critical and threaten national unity and security. This has led some Algerian parliamentarians in 2025 to call for regulating content creation in Algeria—both financially and ethically—to ensure it does not harm society. In this context, an Algerian MP proposed a draft law aimed at regulating influencers in a way that covers both the financial and ethical aspects. Financially, it is necessary to include influencers within the tax system to ensure their fair contribution to the state treasury, just like other economic actors. Ethically, the law aims to set guidelines for published content, particularly concerning incitement to disorder and the spread of fake news (<https://www.alarabiya.net>, 2025)

3. Field Framework: Data Processing, Analysis, and Presentation of Results

3.1 Data Processing, Analysis

Table (1): Characteristics of Sample Participants

Variable	Categories	Frequency	Percentage
Gender	Male	64	64%
	Female	36	36%
Age	18 to 23 years	9	9%
	24 to 29 years	20	20%
	30 years and above	71	71%
Education Level	Primary	0	0%
	Middle School	4	4%
	High School	14	14%
	University	82	82%
Marital status	Single	50	50%
	Married	50	50%
	Other	0	0%
Total	Total	100	100%

Analysis and Interpretation of the Table:

From the above table, it is evident that males constitute the highest percentage of the sample, accounting for 64%, while females represent 36%.

As for age, 71% of the sample belongs to the age group of 30 years and above, making it the highest percentage. This is followed by the 24–29 age group at 20%, and finally, the 18–23 age group, which constitutes 9% of the sample.

Concerning educational level, the majority of the sample, 82%, comprises individuals with a university education, followed by 14% with a secondary

education and 4% with a middle school education. As for marital status, singles and married individuals each represent 50% of the sample.

The predominance of male participants may be attributed to the researcher's gender and the context of his environment. There was relative difficulty in engaging and obtaining responses from female social media users. However, the inclusion of 36 females out of 100 participants remains significant, contributing to the diversity of the sample and ultimately enhancing the research findings.

The high percentage of participants from the 30 years and older age group is justified by this group's prominence in the researcher's environment and their prompt response rate. Additionally, individuals in this age group are generally more composed and serious compared to younger age groups, which likely ensures more objective answers, positively impacting the research outcomes.

The high percentage of university-educated participants can also be attributed to the same reason associated with the gender variable. While the researcher distributed the electronic survey widely, most responses were from university-educated individuals. This guarantees a degree of seriousness and objectivity in their answers, further contributing to the reliability of the findings.

The lowest percentage belongs to individuals with a primary education level. This is expected, given the rarity of individuals who have not attended school in recent decades.

Regarding marital status, the equal representation of singles and married individuals in the sample ensures diversity in responses. This variation, stemming from differing circumstances based on marital status, ultimately benefits the overall research.

Table 02: Shows the extent to which the sample members follow digital content creators.

Follow-up range	Frequency	Percentage
Always	17	17%
Sometimes	58	58%
Rarely	25	25%
Total	100	100%

Analysis and Interpretation of the Table:

The table indicates that the highest proportion of participants, 58%, report following content creators occasionally. A further 25% of the sample follow content creators rarely, while only 17% engage with digital content creators on a regular basis.

The relatively high percentage of individuals who follow content creators occasionally can be attributed to the fact that these participants are typically exposed to digital content passively, through random browsing and encountering various posts by chance. Their primary use of social media often revolves around other activities, such as watching videos or viewing posts from friends. The next category, those who follow content creators rarely, can be explained by the fact that digital content does not resonate with certain groups, leading them to use social media and the internet primarily for other purposes, such as viewing videos, casual browsing, playing online games, or engaging with educational platforms. The fact that such content is rarely viewed may also suggest that social media users reject and are dissatisfied with the digital content being produced in Algeria.

The 17% of participants who follow digital content creators regularly reflect the substantial importance of digital content for specific segments of society. These individuals are often dedicated followers of a range of influencers and content creators across various fields, including tourism, health, and sports. This consistent engagement is driven by the appeal and influence that content creators hold over users, motivating this group to actively track new developments related to content creators and interact with the content through comments, shares, and reposts.

Table 03: Reasons Driving the Sample Group to Follow Content Creators (Respondents Could Select Multiple Answers)

Reason for Use	Frequency	Percentage
Education and Awareness	64	64%
Escape from Reality	1	1%
Entertainment and Leisure	31	31%
Curiosity	32	32%
To pass free time	19	19%

Other (Please Specify)	3	3%
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Analysis and Interpretation of the Table:

From the previous table, it is evident that the highest percentage of the sample, estimated at 64%, believe that the primary reason users follow content creators on social media is for education and awareness. This is followed by 32%, who identify curiosity as a key motivation, and 31%, who cite entertainment and leisure. Meanwhile, 19% view passing time as their reason for following content creators, while 3% provided other responses, centered around exploring reality during browsing. The lowest percentage, at 1%, represents those who follow content creators as a means of escaping from reality.

The significant proportion of individuals following content creators for educational and informational purposes can be attributed to the accessibility and appeal of digital content. Many users find value in educational and informative content provided by creators, such as language learning, health topics, tourism, and travel. Content creators, in turn, aim to attract and retain followers by offering diverse and engaging material tailored to these interests.

Curiosity, an inherent human trait, also plays a notable role, as individuals are driven by a desire to discover new things and experience novel content. Entertainment and leisure serve as another substantial motivator, reflecting the audience's need for relaxation and escape from the pressures of daily life. Content creators cater to this demand by sharing humorous videos, lighthearted content, and captivating visuals, which ensure ongoing engagement and help attract a broader audience.

Additionally, a considerable number of users turn to digital content as a way to pass free time. This highlights the role of digital platforms as a convenient outlet for occupying leisure moments outside of work or other daily responsibilities.

Lastly, the smallest percentage, 1%, represents users who follow digital content as a form of escapism. This reflects a small segment of the audience seeking immersion in the virtual world as a reprieve from the stresses and challenges of their real-life circumstances.

Table No. (04): Shows the Evaluation of Content Creators' Level in Algeria by the Sample Population.

Evaluation	Frequency	Percentage
Acceptable	9	9%
Unacceptable	20	20%
Somewhat Acceptable	27	27%
Varies from One Content Creator to Another	44	44%
Total	100	100%

Reading and Interpretation of the Table:

From the previous table, it is evident that the highest percentage of the sample, 44%, believe that the quality of content creators in Algeria varies significantly from one creator to another. The next highest percentage, 27%, perceive the level of digital content creation in Algeria as somewhat acceptable. In contrast, 20% of respondents think the quality of content creation is unacceptable, while the lowest percentage, 9%, consider the quality of content creation in Algeria as acceptable.

The significant proportion of respondents who believe that content quality varies from one creator to another indicates that there are content creators deserving recognition for producing high-quality and meaningful content. These creators focus on educational, cultural, health, and tourism-related topics, among others. Conversely, there are content creators whose work is of low quality and detracts from Algerian society by disseminating non-constructive and sometimes inappropriate material. This perspective is supported by the responses of those who regard the quality of content creation as somewhat acceptable. These

respondents did not classify all content creators as acceptable but acknowledged the existence of creators who produce valuable and impactful content. Similar sentiments are echoed by those who consider content creation in Algeria either unacceptable or acceptable.

Regarding the reasons behind their views, a majority of respondents in the study believe that the quality of content creation in Algeria is often unacceptable. This occurs especially when creators prioritize increasing views and follower counts over the quality of their content. Such behavior explains the prevalence of substandard content that fails to reflect the values, customs, and traditions of Algerian society. Frequently, this content revolves around scandals and fabricated conflicts to attract attention, leaving social media users exposed to non-constructive, low-quality, and often unethical material.

Table No. (05): It shows the extent to which content creation aligns with the specificity of Algerian society.

Content Alignment with the Specificity of Society	Frequency	Percentage
Yes	8	8%
No	50	50%
Somewhat	42	42%
Total	100	100%

Reading and Interpretation of the Table:

The table indicates that the largest percentage of the sample (50%) believes that digital content creation in Algeria does not align with the cultural specificity of Algerian society. This is followed by 42%, who believe that content creation somewhat aligns with societal norms. The smallest percentage (8%) considers that digital content creation in Algeria fully aligns with these norms.

The fact that 50% of the respondents believe digital content creation in Algeria does not respect societal specificity—characterized by a somewhat conservative culture—can be attributed to the chaotic expansion of content creation in the country. This expansion has led to the rise of numerous so-called "influencers" who disregard the cultural and ethical values of Algerian society. These individuals produce unethical content that promotes nudity, moral decay, and

implicit encouragement to stray from Islamic teachings and values. Moreover, they often resort to slandering others, fabricating conflicts, and creating controversies solely to boost their follower count and viewership, all at the expense of content quality.

Conversely, the small percentage (8%) who believe that content creation aligns with Algerian societal norms point to a group of content creators who are dedicated to producing meaningful and high-quality content. These creators focus on delivering valuable messages and maintaining high standards, without prioritizing follower or viewership metrics. Their content—spanning health, tourism, education, sports, and similar fields—elevates the moral and intellectual standing of their audience rather than undermining it.

As for the reasons behind these results, a significant portion of the sample attributes the disconnect to the proliferation of trivial and unethical content, which disregards Algerian societal values rooted in Islamic teachings. They argue that the most popular digital content often emphasizes entertainment, superficiality, and sensationalism. Such content frequently invades personal privacy, spreads harmful ideas, and degrades public taste.

In contrast, the minority who defend digital content creation in Algeria (8% of the sample) argue that digital content inherently has a global dimension, consumed by audiences worldwide. Therefore, they claim, it cannot be confined to the specificity of a single society. However, this viewpoint remains the least represented in the study's findings.

Table No. (06): Shows the reason for the increase in followers of non-constructive content in Algeria (Respondents can choose more than one answer).

Cause of Increased Followers of Non-Constructive Content	Frequency	Percentage
Lack of Awareness and Usage Culture	71	71%
Seeking escape from serious and meaningful content to entertaining and superficial content	19	19%
Spiritual emptiness and emotional repression.	32	32%
Absence of Religious Conscience	43	43%

Escape from Daily Problems	32	32%
Other (Mentioned)	02	02%

Reading and Interpretation of the Table:

The table above reveals that the majority of the sample (71%) believes the primary reason behind the rise in followers of non-constructive digital content is the lack of awareness and a culture of proper social media usage. This is followed by 43% attributing the trend to the absence of religious conscience among users. Additionally, 32% cite spiritual emptiness and repression, with the same percentage highlighting the escape from daily problems as a contributing factor. The smallest percentage (2%) attributes the rise to other reasons, primarily pointing to the lack of family involvement, which is considered fundamental in shaping societal values.

The overwhelming percentage (71%) linking the trend to the lack of awareness reflects the novelty of widespread social media adoption over the past decade. Many users are still unfamiliar with the fundamentals of responsible social media use, particularly regarding digital content and influencers. The absence of comprehensive guidance and educational programs exacerbates the issue, leaving users vulnerable to the pitfalls of non-constructive content. This underscores the critical role of families, social institutions, and awareness campaigns in promoting informed and mindful engagement with digital platforms.

The 43% who point to the absence of religious conscience highlight the significance of moral and ethical upbringing. Instilling strong values can empower individuals to distinguish between meaningful and trivial content, ensuring they make choices that align with positive societal principles.

Furthermore, 32% associate the trend with spiritual emptiness and repression, reflecting a deeper emotional need among users. Many turn to lighthearted and entertaining content as a form of relief, offering a temporary escape from emotional challenges. Similarly, the same percentage (32%) identifies daily problems as a driving factor, suggesting that digital platforms serve as a refuge for those seeking to alleviate the stress and pressures of everyday life. These users

often avoid serious content, gravitating toward material that provides comfort and distraction, even if it lacks productivity or value.

Table No. (07): Suggestions from the sample participants to improve content creation performance in Algeria (Respondents can select more than one answer).

Suggestions from the sample participants	Frequency	Percentage
Enacting laws and regulations to organize the activities of content creators and penalizing violators	61	61%
Encouraging purposeful content creation, praising them, and honoring them on various occasions	52	52%
Raising awareness among social media users about the importance of following meaningful content	52	52%
Other mentioned suggestions	09	09%

Reading and Interpretation of the Table:

The table reveals that 61% of the sample suggested enacting laws and regulations to organize the activities of content creators and penalize those who violate them, making it the most popular proposal. This is followed by two equally popular suggestions, each supported by 52% of the sample: encouraging purposeful content creation through recognition and rewards for creators on various occasions, and raising awareness among social media users about the importance of following meaningful content. The lowest percentage, 9%, was assigned to "Other suggestions," which primarily focused on intensifying content monitoring and banning inappropriate digital materials.

The widespread support (61%) for enacting laws and regulations reflects an urgent demand for stricter governance of the digital media landscape in Algeria. This regulation would provide a framework to manage the activities of content creators, addressing concerns about content that is perceived as disrespectful to Algerian values and traditions. Implementing such laws could ensure that the digital space aligns better with societal standards.

The 52% support for encouraging purposeful content creation underscores the importance of fostering a culture that values quality over quantity in digital content. Recognizing and honoring creators who produce meaningful content could motivate others to elevate their standards, creating healthy competition that would benefit the digital ecosystem.

Similarly, the same percentage (52%) of participants emphasized the importance of user awareness. Educating social media users about the benefits of following constructive content and discouraging harmful material could empower them to make better choices and contribute to a positive online environment.

The lowest percentage (9%) indicates that a smaller portion of the sample prioritizes intensified oversight and outright bans on inappropriate content. While these measures are seen as necessary by some, they are less favored compared to proactive strategies like regulation, encouragement, and awareness. This suggests a preference for solutions that balance governance with empowerment and education rather than solely focusing on punitive actions.

3.2 Presentation of Results:

3.2.1 General Findings of the Study:

Through this study, several findings have been drawn, as follows:

1. The number of male participants in the sample exceeds that of females, with 64% males and 36% females. The age group of 30 years and above is the predominant group, representing 71% of the sample. Furthermore, 82% of participants hold a university degree. In terms of marital status, the percentage of singles and married individuals is equal, each accounting for 50% of the sample.

2. Most of the sample does not follow content creators regularly. Responses varied between "sometimes" following (58%) and "rarely" following (25%), with participants mostly browsing content casually and occasionally.

3. The majority of the sample follows content creators primarily for education and cultural enrichment (64%). A smaller portion follows out of curiosity (32%) or for entertainment and amusement (31%).

4. A significant portion of the sample (44%) believes that the level of content creation in Algeria varies from one content creator to another. Additionally, 27% view the level as somewhat acceptable, while 20% believe the quality is unacceptable.

5. The highest percentage of respondents (50%) feels that digital content creation in Algeria does not align with the specifics of Algerian society. This is followed by 42% who think that digital content somewhat aligns with the societal context, as many content creators focus on non-constructive and morally degrading material.

6. The majority of the sample (71%) believes that the rise in followers of non-constructive digital content is due to a lack of awareness and understanding of social media usage. Additionally, 43% attribute the increase to a lack of religious morality among social media users.

7. A large percentage of the sample (61%) proposes the enactment of laws and regulations to organize the activities of content creators and penalize violators. This is followed by suggestions to encourage and celebrate high-quality content creators and to raise awareness about following constructive content, both at 52%.

3.2.2 Study Results in Light of the Research Questions:

The following presents the study results in light of the research questions:

3.2.2.1 What are the key concepts related to the digital space and content creation? Several key concepts are related to the digital space and content creation, such as:

- **Influencers:** Individuals who are followed by millions on various social media platforms, including celebrities, public figures, opinion leaders, specialists, bloggers, and activists.
- **Online public Opinion:** The views of users participating and interacting in online spaces at a specific time regarding a controversial issue or topic.
- **Content Creation:** The actions taken by individuals to broadcast ideas on selected topics that resonate with their audience through written, audio, or visual content, aiming to influence the behavior of their followers and draw attention to an issue.

3.2.2.2 To what extent do social media users in Algeria follow digital content? Most social media users in Algeria do not follow content creators regularly, and instead, follow them occasionally. A smaller group follows them very rarely. This can be interpreted as a form of rejection and dissatisfaction expressed by many social media users towards the digital content in Algeria.

3.2.2.3 What motivates social media users to follow content creators? Social media users follow digital content creators in Algeria primarily for educational and cultural enrichment, and to a lesser extent, out of curiosity or for entertainment. This suggests that many social media users have found what they seek in digital content, which has enabled them to obtain the information they desire and require.

3.2.2.4 How is the level of content creation in Algeria? The level of digital content creation in Algeria varies from one creator to another. However, many content creators fall short of the expected standard, focusing more on increasing views and followers rather than the quality of the content. This has resulted in the proliferation of non-purposeful content in Algeria, especially in the absence of legislative frameworks regulating the activity of content creation in the country.

3.2.2.5 Do digital contents in Algeria align with the characteristics of Algerian society? Digital content in Algeria does not align well with the characteristics of Algerian society, as many content creators post non-constructive material that threatens public morals. However, there are some

creators focusing on educational or tourism-related content. who contribute to raising public awareness and providing individuals with information on various issues.

3.2.2.6 What are the reasons for the rise in followers of non-constructive content in Algeria? The rise in followers of non-constructive content in Algeria is attributed to the lack of awareness and cultural understanding of how to use social media platforms, alongside a lack of religious moral grounding among users. where it has been neglected, leading to the uncritical consumption of digital content that does not reflect the values of our society and its beliefs derived from Islam.

3.2.2.7 What are the most important proposals for improving content creation in Algeria? To improve the level of digital content creation in Algeria, it is necessary to enact laws and regulations to organize the activities of content creators and penalize violators. Additionally, it is important to encourage and celebrate high-quality content creators and raise awareness about following meaningful content.

Conclusion:

Although content creation in Algeria is relatively new compared to other countries, it has made significant progress thanks to the efforts of Algerian influencers and content creators who have emerged in the digital space. These creators are effectively leveraging modern technologies to achieve high viewership and attract millions of followers. While there are content creators producing meaningful material in various fields such as travel, tourism, health, sports, and language learning, there is still a large number of creators focused on producing shallow and superficial content. This type of content primarily centers on entertainment, promoting a culture of mindlessness that undermines critical thinking. It tends to prioritize excessive amusement over the promotion of values that would elevate society, ultimately weakening its development. Since these influencers have a broad and engaged following, they have the power to shape public opinion on key issues, particularly those related to national security and stability. For this reason, there is an urgent need for legislation to regulate the

activities of content creators in Algeria. It is equally important to support and celebrate creators who focus on meaningful content, acknowledge their contributions at various events, and continue to raise awareness among social media users. By doing so, we can ensure that users benefit from valuable content while avoiding the detrimental influence of influencers producing superficial content.

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Footnotes:

- ¹Thuraya Ahmed Al-Badawi, *Communication Theories `from The Traditional Space To The Digital Space*, Alam al kotob, Cairo, 2018.

²Mamoun Al-Bustani, "Influencers" on social media. Can they be monetized, on the link: <https://www.enabbaladi.net/archives/540153> visited on 15-02-2023 at 11.00 a.m.

³Azzam Abu al-Hamamm, Traditional and online public opinion between disconnection and participation, 20 04, 2020. Accessed 2022 01, 26, from <https://www.academia.edu/42724999/>.

⁴Azzam Abu al-Hamamm, Ibid

⁵Attia Issawi, Saida Zizah, and AtallahNaouai, The impact of content creators on students through social media. ATTAKAMUL Journal of Social and Sports Sciences Researches, December 2021.

⁶Mohamed Gharib, Wagdy Helmy, Media Research Methods `Theoretical And Applied Foundations`, Al Dar Al Masriah Al Lubnaniah, Cairo, 2019.p 103.

⁷Ahmed Ben Mersli. Scientific research methods in media and communication sciences, 4th edition, Office of University Publications, Algeria, 2010. P 196-197.

⁸Mohammad Obeidat and others, research methodology - rules, stages and applications - University of Jordan, Amman, 1999, p 46

⁹Marwan Abd Almajeed Ibrahim , Foundations of scientific research for the preparation of university theses, Al-Warraq Institution for Publishing and Distribution, Amman, 2000, p 40.

¹⁰Ahmed Ben Mersli, previous reference.p 286.

¹¹Tamar ,Youssef .*Research Methods and Techniques in Media-Communication Studies*, Office of University Publications, Algeria 2017. P 110-111.

¹²El Makki ,H. *New Media and the Challenges of Values: Problematic Approaches*, Top Press, Rabat. 2014. P.136-137.

¹³*Law to Regulate Influencers in Algeria... Controversy Over the Move," available at: www.alarabiya.net/north-africa/2025/03/24/. Accessed on 17-05-2025 at 16:00*