



Influential Digital Communication and the Necessity of Ethicalising Content Creation in the Digital Environment in Algeria
A Study on Communication Practices and Value Dimensions.

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Abstract:

This study aims to clarify concepts related to social networks' influencers, content creation, and the nature of this practice in the Algerian context. It does this by analysing the influencer as a content creator and an actor in shaping representations and attitudes within the digital space, and as an inevitability imposed by social media. This study will also discuss ethical and value-related challenges that accompany content creation due to the lack of guidelines defining the nature of use, exposure, and influence. How can digital influencers and content-creation be controlled by creating a normative framework that helps to organise content creation, strengthen the influencer's ethical responsibility. As well as strike a balance between the audience's guidance, the demands of communication ethics, and the logic of influence in Algeria's digital environment.

Keywords: digital communication, influencer, ethical content creation, digital environment, Algeria

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1. INTRODUCTION

As a result of the digital revolution and advancements in communication technology, the modern world is undergoing hitherto unheard-of changes in communication. New patterns of impact and interaction in communicative spaces have resulted from these changes. In the midst of this reality, a new class of actors known as "digital influencers" has developed. These individuals have been able to establish themselves as powerful symbolic and communicative forces because of their considerable social media presence. They reflect values, lifestyles, beliefs, and social stances in addition to material and information.

The widespread openness of the digital public sphere and various social media platforms, which have imposed a new communicative logic focused on speed, interaction, customisation, and the capacity to reach out people in a decentralised manner, are related to influencers as a new digital phenomenon. These traits have helped them gain more clout, but also led to problems of message transparency, audience privacy, and content dependability, as well as the propagation of false information and hate speech, among other things. Due to these issues, digital communication ethics is now a major area of study.

A number of new ethical issues that lack adequate theorisation in ethical and legal literature have been triggered by the growing and changing innovation in the technical features of digital platforms, as well as their excessive use by so-called "influencers". Particularly in the production of pointless content intended to achieve rapid financial gain at the expense of societal values. Because adherence to and embodiment of these values is the fundamental basis for the success of the communication process, there is an urgent need to frame and regulate this new trend that is inextricably linked to meaning-making. Given these changes, it is now objectively necessary to examine the digital sphere and its environments.

This will be executed by scrutinising influencers' communication strategies from a viewpoint that goes beyond technical details to moral underpinnings and professional norms that ought to govern content production in the digital sphere. As well as to strike a balance between the freedom of content creation on one hand, and the accountability of influence and value-driven communicative behaviour on the other.

Algeria is at the centre of new developments in content creation, engagement, and impact brought about by social media platforms and broader technological and digital advancements. Because of its popularity and influence on audiences, the phenomenon of influencers, which has become a key element in the national digital space, coupled with variety of content and issues linked to it, has led to a boom in communication. However, in the absence of control over such contents, receptibility of the latter and its creators, along with substantial financial returns, has opened the door to a surge of people seeking the privilege title of "influencer". This is regardless



of their knowledge levels or the quality of their content, which is solely attached to the condition of attracting and engaging audiences, even if the content is coarse or vulgar.

A number of problems related to the ethics of digital practice have emerged along with the phenomenon of influencers in Algeria's digital landscape. Particularly in light of the lack of clear professional standards or legal frameworks that guarantee the quality and transparency of content. At the detriment of credibility and social ideals, content creation has frequently become a field motivated by material and financial incentives. This highlights how urgently the ethical aspect of content creation needs to be addressed to set the boundaries of digital influence and set out influencers' obligations to society and the laws that govern it.

Our study's approach to this problem has gone through the selected research methodology that enables an understanding of the psychology of Algerian influencers and their digital communication practices. As well as the identification of ethical issues associated with their content creation. It also aims to develop a normative framework that can support content quality, protect recipients from moral deviation, and foster a culture of responsible communication within the digital space. In order to explore the subject further, we endeavoured to raise the following question: **What are the prerequisites for creating an ethical framework to govern content-industry and, and how has Algerian influencers' communication activity affected moral principles of digital content creation?**

2.Content Creation and the Dimensions of Influence in the Era of Social Media:

Social media networks emerged in tandem with technological advancements, and their influence in a variety of forms is still growing because of their exceptional capacity to convey information to the recipient's mind in an easy and natural way. "New media has become one of the most important tools for influence, guidance, education, media, and learning. Especially in light of communicative globalisation characterised by interactivity, which has contributed to expanding its reach and attracting wide audiences, surpassing temporal, spatial, and cultural dimensions, and increasing interactions between ideas and information rapidly (Hamel,2018, p69).

The most notable of these new realities is that social media platforms have become a structure for countless content creators and knowledge production, where the conditions of specialisation and expertise fade away and the circle of people interested in obtaining the title of "influencer" expands. This is due to enormous technological development witnessed by the information and communication technology sector amid the widespread proliferation of the Internet. As a result, there is a strong emphasis on creating material that appeals to a wider audience from the part of



would-be influencers, striving for celebrity as a way to establish a real online presence, and using an integrated approach that combines financial gain, social engagement, and cultural influence.

Thus, "attraction is the primary characteristic of individual mass media, referring to social networks and various websites and blogs: attracting large number of internet users and content-seekers (Al-Haidari,2017)" As every social individual's mental and intellectual movements within the network take place inside the framework of a sense of community, encompassing all linguistic communication models with all of their expressive, cognitive, and attentional functions. In fact, it is a new engineering in the production, publication, and interaction of media, culture, and science—an engineering driven by internet users' requirements for self-fulfilment, communication, knowledge, change, and development.

In this context, social media environment has made it possible for anyone to produce digital content and become an influencer. In a time when any word or action from the influencers' community generates interaction and impact on the audience. Where exposure to and consumption of their content has become a significant part of the influenced daily routine, and where the lines between the sender and the recipient have been blurred, the questions of what these influencers are like, how they work, and how their content affects the audience arise.

Thus, concerns over "the importance of the content they provide, the limits of their influence, and whether it truly exists or are also raised due to the growing number of influencers and the variety of their activities (Noumar,2023)". Therefore, social media resembles chaos theory if we think of it as a tool that provides meaning to the group's experiences rather than just a means of communication. This is due to the fact that the new media environment is prone to chaos since it is a complex dynamic system where erratic and unstable behaviours take place. In this instance, chaos continues to be a feature of this unavoidable nonlinear system, where it is getting harder to keep control over its dynamics and forecast its future states.

Influencers' use of social media platforms to present a variety of content and materials has undoubtedly led to numerous deviations and digital chaos. Including content that is not in line with public preferences and lacks any significant educational message that promotes community development. All of this takes place in a media environment where it is hard to regulate materials, anticipate probable changes, or govern communications' substance and effects—even if they convey meaningless and worthless content.

Because of the prevalence of currently popular negative content that does not satisfy the demands of public opinion and society, regulating social media's content creation has become more than necessary to overcome content-making chaos and digital deviation. Framing, organising, and purifying this new trend in meaning production—as well as everything that results from the interaction and exchange of what is produced—will help address problems linked to



content-making. Additionally, by educating recipients about media literacy and providing them with a culture of selection, would create a strong resistance among the recipients' audience while opening the door for the emergence of specialised content creators and the creation of specialised digital content.

3. The Influencer in Algeria's Digital Environment as a Content Producer:

Algeria was not exempt from the digital revolution and communication changes brought about by social media, which led to the rise of new players controlling the media landscape in a variety of disciplines, interests, and goals. They were able to quickly establish themselves as prominent content producers by taking advantage of the momentum that information and communication technologies gathered. This attracted the interest and attention of a sizable portion of Algerians, who became more receptive to being influenced by and interested in the content they produced.

Social media's benefits led to the emergence of a youthful elite in Algeria's online community known as "influencers," who have gained enormous power swaying their target audience. This impact goes beyond their capacity to enthrall media and commercial organisations looking to use their audience base to promote their goods and strengthen their brand image.

To overcome the intricate problems stated above, we must establish clear concepts in terms of the influencer-content creation dynamics, as well as a proper understanding of the aspects of content creation environment in Algeria. Along with grasping the characteristics of both the influencer and the audience, and the methods of influence. Particularly in light of digital deviation triggered by the chaos in content creation and the growing number of influencers in Algeria. Outlining clear-cut concepts will be facilitated by creating a knowledge base that can be used to find and regulate objective answers to this issue. In addition, empowering a new generation of influencers that offer suitable content that complies with media standards and goes beyond materialistic ideals.

3.1 The Algerian Influencer and Digital Content Creation Concept:

Investigating the idea of influencers and content production in Algeria within an unpredictable and uncontrollable digital media environment is a completely new phenomenon that hasn't been adequately theorised in cognitive, ethical, or legal literature yet. This is especially difficult since, as digital and technical developments have progressed; these ideas have taken on deeper and more significant aspects. Concepts are incontestably linked to sequential and spatial environment as well as factors that set one nation apart from another. The Algerian environment has its own unique ways of portraying the complex problems of content-making, which has



become lately popular, thus, establishing itself in the communication and media stage. Content creation requires know-how skills and commitment to professional ethics, and few years ago, it was only available to media and journalism students. However, a new generation of young people with social media backgrounds began to appear as a result of the digital boom and the proliferation of media and communication technology. The youth only needed a smartphone and an internet connection to provide fresh and unique concepts and contents, which are frequently displayed in a buoyant way or showcasing facets of personal life. They usually engage and communicate with the audience according to their varied interests and viewpoints on a range of social and cultural topics.

Later on, those influencers gained robust popularity among Algerians, and subsequently their accounts were flooded with fans and followers. Driven by the desire for popularity, their social media presence grew to include a number of additional personal blogs. Hence, their content started to evolve and expand on a wide scale, touching on many aspects of political, economic, cultural, and social life. With their fans, they formed intimate friendships and emotional bonds. Their impact, number of followers, and engagement with their content in specific fields have remarkably grown, thanks to innovative communication and interaction skills. At this point, they are considered as an elite, having the ability to influence followers to the extent that some view them as role models, rather than just a group of young people engaged on social media platforms dealing with a variety of concerns. Thus, they have fashioned new norms, lives, and ideas that are entirely apart from average members of society. Hence, they became referred to as "influencers."

Influencers' immense power has allowed them to not only draw in people and influence their actions and choices in life, but they have also created a personal brand. In an effort to gain the popular and influential momentum they enjoy; they are now able to draw organisations of all kinds to promote their goods and products. Furthermore, a new kind of communicator has emerged within media organisations as a result of the opening doors for these influencers by even established media institutions. In light of the effect of new media, which has led to a decrease in public interaction with conventional media, they have evolved into producers of media content in a variety of formats and genres, acting as a way for media owners to increase viewership. At this point, the creation of digital content and influencers turned into a lucrative career. This phase has drawn people from all walks of life to become "influencers" and earn money, regardless of the calibre of the content or how it is presented, which is frequently very different from positive aspects.

Influencers' power in Algeria has spiked, having subsequently significant impact on their followers. They have gained substantial prominence as a result of their improved capacity to infiltrate the society's grass-roots. Through the blue space (social media), they have created



imitable models that reflect authority and the capacity to willingly persuade others to adhere to their way of life.

In the context of a "new model of authority and opinion-leaders who differ from traditional leaders in terms of influence methods, mobilisation, message content, and the nature of the medium," this has resulted in a conceptual shift from the stage of "influencers" to "opinion leaders. (Chriet ,2022, p146)"

Algerians have their own lexicon when it comes to the phenomena of influencers, amid these conceptual changes associated with the growth of influencers and content providers. With the exception of some specialised models that offer professional and educational information, opinions regarding these influencers differ. Some condemn and reject them because of the harmful content and values they promote. Others welcome them because they aid them by providing advice and answers that improve their lives, while others defend the influencers' propensity to use social media as a way to get money.

3.2 The psychology and traits of the influencer and the recipient in Algeria's digital environment:

When content and materials are presented in a digital setting, the person who develops and delivers them is known as the "influencer," and the person who is exposed to them is known as the "recipient." In order to attain mutual benefit, a connection based on interaction and exchange is developed between both parties, thus, the lines separating them have become hazier. Both participants in the communication process have uncontestably traits that allow them to persuade others, or engage them in using their materials in their daily lives. Thus, the purpose of the following part is to elucidate the traits of the influencer and the recipient in the Algerian digital environment.

3.2.1 The Influencer and his effects on the digital environment in Algeria:

In Algeria's digital landscape, the influencer's presence and impact are determined by a complex interplay between psychological motivations and communicative and social traits. The majority of influencers are motivated by the need for social recognition and the improvement of their online persona, where the quantity of followers and engagement rates act as metaphorical markers of success and acceptance. Their need for existential distinction and validation is intensified by the virtual world, which gives them the chance to exhibit an "enhanced" version of themselves, sometimes for work-related reasons and for financial ones as well.



The Algerian influencer uses a variety of psychological skills, including emotional intelligence, persuasiveness, and impression management, to increase their influence. Additionally, by using straightforward language, a conversational tone, and dealing with topics that are deeply ingrained in Algerian culture, they can foster a feeling of social intimacy with their audience. However, some influencers exhibit a different pattern of behaviour that entails using a "fame through scandal" technique. In this scenario, the influencer creates controversy and offers frightening or socially incorrect content in order to gain rapid propagation. This tactic, despite its contentious nature, is based on taking advantage of audience interaction and platform algorithms that amplify spectacular material, sometimes using bad renown as a quick fix to boost certain accounts.

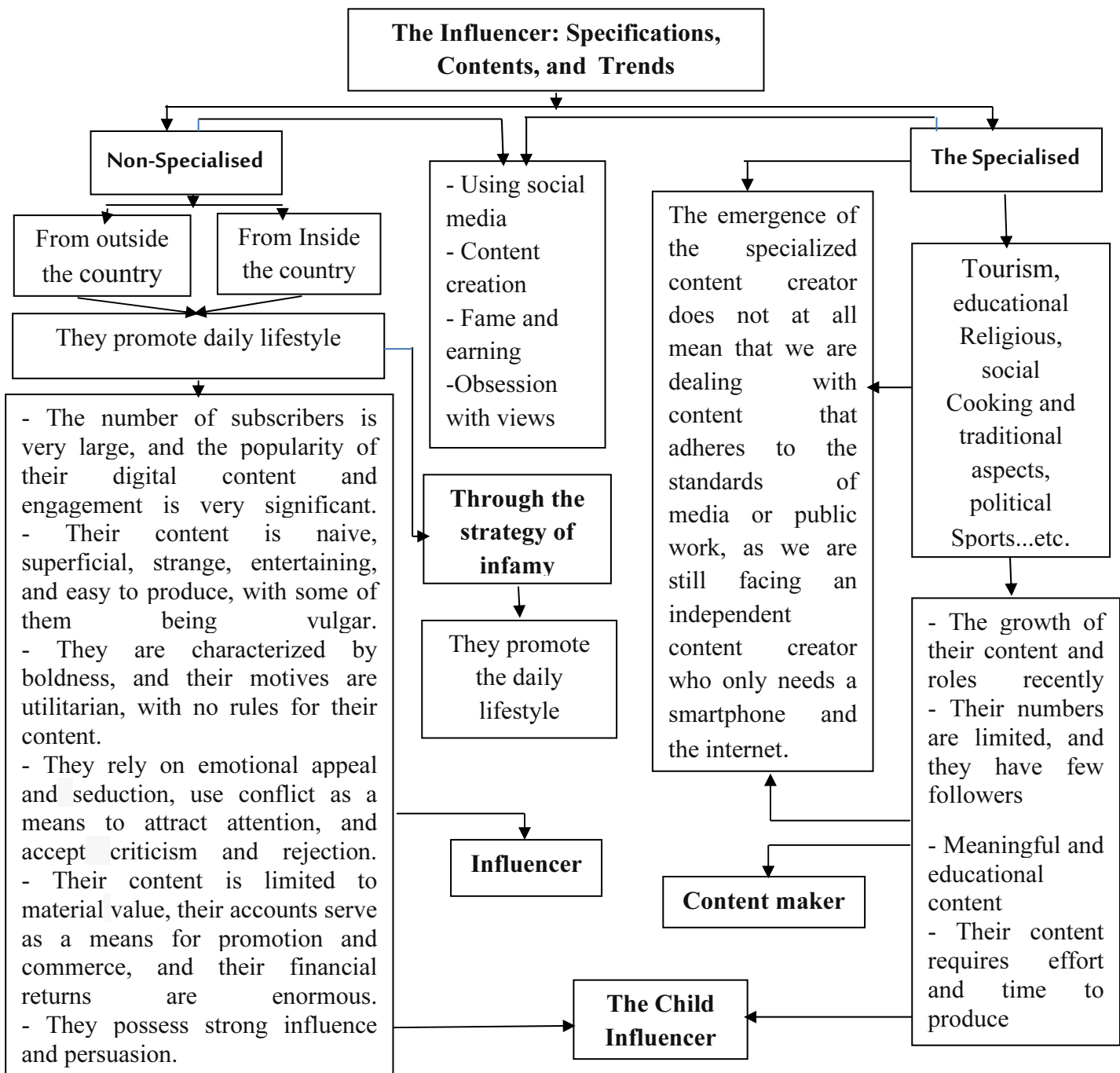
This tactic has a practical element for the influencer, as proved by its capacity to swiftly reach a large audience with specific messages or concerns. It may also give its owner a chance to establish a digital profile. However, its drawbacks frequently outweigh its advantages. For instance, it weakens the relationship between the influencer and their audience feeding on curiosity rather than trust. It contributes to the decline of public taste, and normalises shallow or immoral behaviour. In addition to exposure to waves of cyberbullying and social rejection, it puts the influencer under continual pressure to create more controversy to sustain engagement, which results in digital burnout and psychological exhaustion.

That is why there is a distinct difference between two primary categories of digital players when considering the characteristics of influencers in Algeria's digital landscape. Specialised influencers, that offer professional, educational, or scientific content to a specific audience. Their visibility is still restricted and they do not cherish the desired level of popularity in the digital sphere, despite their expertise and reputation. They may even stray from positive material in favour of fame and profit, which runs counter to their content creation philosophies. The second category comprises non-specialized influencers who gain approval by endorsing ordinary lives in straightforward and flimsy ways. This category is the most ubiquitous and popular, focussing on brashness, the pursuit of fast rewards, and the use of conflict and provocation as tools to draw attention and engage audience. By encouraging viewers to consume low-value content, while decreasing interaction with meaningful, knowledge-based content, this type of digital influence has helped to reshape public taste. This calls into question the quality of influence and content-making in Algerian society as well as the future of digital culture.

Influential Digital Communication and the Necessity of Ethicalising Content Creation in the Digital Environment in Algeria



Fig.1. represents the characteristics of influencers and their content in the digital environment in Algeria.





Source: Prepared by the researcher professor

3.2.2 The Algerian environment's digital influencers and recipients:

Given that influencers are now a constant feature of young people's everyday lives on a variety of platforms, the Algerian audience of digital content is a crucial element in grasping the phenomena of influence in the modern communication environment. This audience is distinguished by its high degree of adaptability when interacting with digital information as well as its psychological and social preparedness, which allows influencers to have a considerable leverage and pervasive impact on their behaviours and views.

This is because this group, which is primarily made up of members of a generation that has underwent rapid shift; is looking for content that is similar to their interests, language, and reality. Thus, influencers serve as role models for them, sharing everyday details in a casual and spontaneous manner. Algerian recipients follow influencers for a variety of reasons, such as amusement, keeping pace with social and cultural trends, and building a sense of camaraderie within a large online community. Additionally, they are motivated by the desire to try new things or emulate lifestyles that are often depicted in the content, particularly when they originate from influencers who appear to share similar linguistic and cultural traits. This fosters harmony and mutual trust between the influencers and the audience, and increases opportunities for both direct and indirect influence.

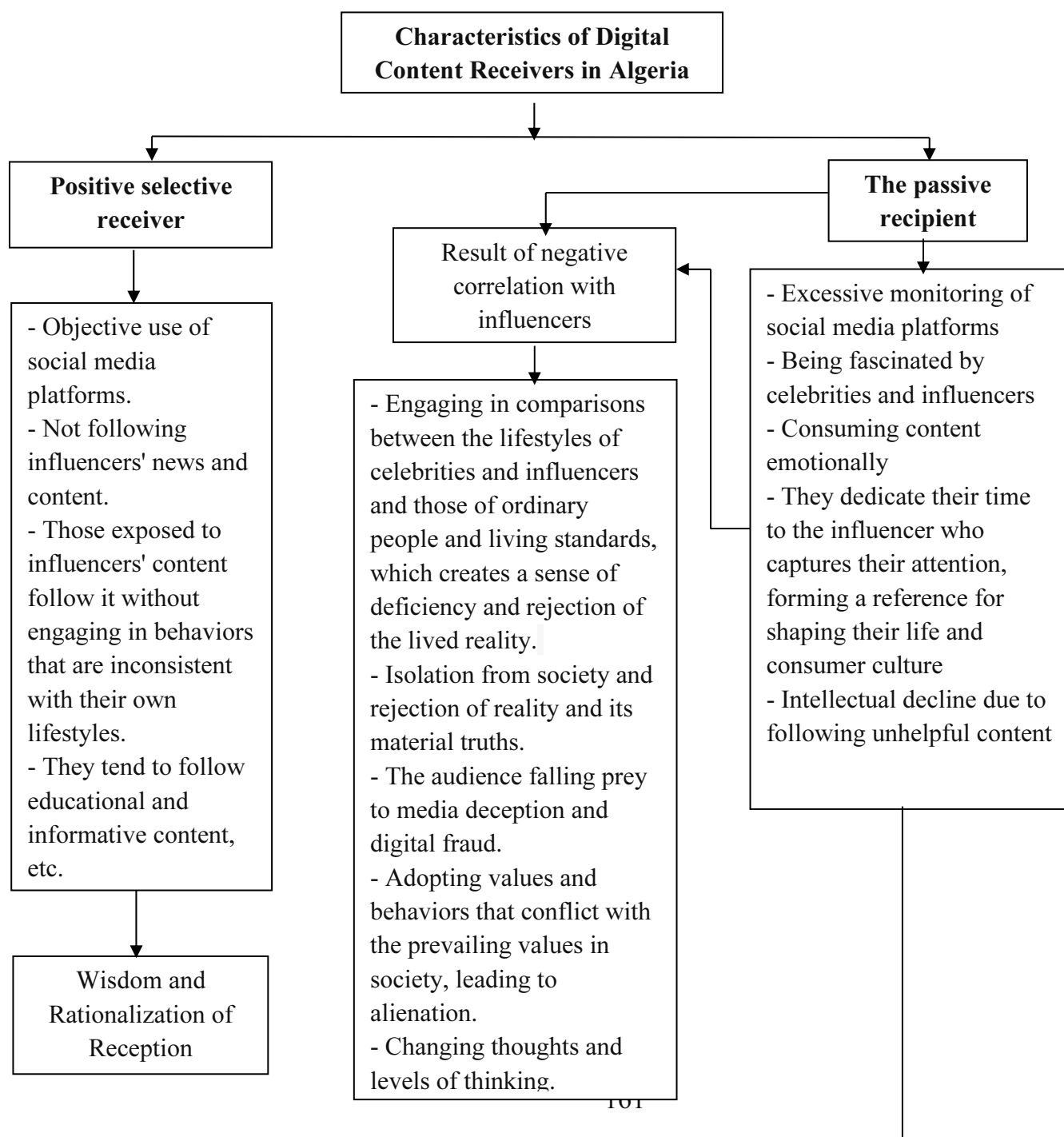
However, attraction to influencers is not without evident effect and cultural ramifications, since the content of many influencers affect young people's beliefs and attitudes, whether in terms of consumption, beauty, or how they view success and social life. When influence relies on sensational or superficial content, or what has been dubbed "infamy fame"; that is influencers relying on whipping up controversy, conflict, and recklessly breaking taboos to gain followers, the audience would be vulnerable to consuming content that negatively alters their overall taste.

That is why digital deviance has emerged as a result of Algerian audiences' addiction to following influencers, particularly in the context of social isolation and extended times of solitude with the digital self. Excessive identification with lives portrayed on platforms and attempts to mimic behaviour patterns that do not align with social norms or local realities are clear-cut examples of this trend. This eventually reflects the impact of influencers' materials on moulding perception and behaviour in a social milieu already not involved in real-life interaction and implicated in high levels of digital isolation.

Influential Digital Communication and the Necessity of Ethicalising Content Creation in the Digital Environment in Algeria



Fig.2.represents the affected individual and the receiver of digital content in the Algerian environment





Digital deviation in an era of isolation and
digital seclusion

Source: Prepared by the researcher professor

4. Developing a moral strategy for Algerian influencers and content producers in the digital sphere:

Content chaos and message ambiguity have been pervasive in Algeria, due to the popularity of the digital content creation market. The unrestricted use of social media production, which frequently occurs without regulations or oversight that determine the nature of this use and the quality of the promoted content have significantly affected followers' engagement and orientations. This is particularly true because influencers' activities have been overshadowed by financial and economic goals, making financial gain the main objective regardless of the kind of content produced. As a result, harmful information has widely proliferated, thus, failing to convey a meaningful message to the target audience and subsequently inciting it to embrace unhelpful behaviours and values. However, rigorous efforts have been made to instill ethical ideals among influencers and their audience in Algeria's digital environment. Controversial digital activities have, thus, made it necessary to regulate, organise, and control influencers' content-creation, as well as the resulting exchanges and interactions concerning what is produced. These steps have been taken to protect the target audience, which is considered as the weakest link in this equation.

It is morally obligating to regulate the digital content industry in a way that makes it meaningful, entertaining, and helpful to others. While getting rid of all content and influencers that support vulgarity and triviality as well as anything that endangers the integrity of the social fabric and weaken critical thinking is equally linked to ethical practices. This is what we need in Algeria, as intricate issues related to digital content-making call for immediate solutions. Many people are ready to become "influencers," yet would be content and its worth are steadily declining.

Dubious digital content-making environment has become conducive to chaos, as it is channeled to financial gain and profit, and its controversial manifestations are now easily discernible on a daily basis. Particularly in light of lack of objective mechanisms to regulate digital content-making and the activities of influencers. That is why the following suggestions are presented as ethical principles to curb controversial content-making and digital activities:

-The first step in implementing ethical digital content creation ideals is to clearly define the identity and notion of the influencer and content creator. Beyond the notion that anyone with a smartphone, internet access, and an idea or something they want to convey through a video or



Content Creation in the Digital Environment in Algeria

audio clip qualifies as an influencer or content creator, there are objective, ethical, and intellectual requirements.

-The implementation of a code of ethics for content creation in the digital sphere, similar to that linked to traditional media, must be abiding and safeguarded. Judgements on the influencer community's ethics and content-or lack thereof-can be made in light of this charter.

-Influencers' activity is framed legally and legislatively through the adoption of a particular law pertaining to content creation in the digital environment, which incorporate all elements related to digital content creation, and the establishment of corresponding financial fines and deterrent penalties.

- The creation of a digital content regulatory agency whose duties include establishing standards of behaviour for digital content producers and implementing adequate policies to eradicate unlawful content that might transgresses public laws or regulations, or breaches public morality.

- Establishing advisory boards that content producers can consult to help develop their activities in a way that is both acceptable and creative. As interacting with influencers and benefiting from their activities in enhancing the state's media and cultural authority, would improve and further develop their activities.

- Promoting successful influencers and content-producers, and giving them all the means, they need to become well-known online.

With the exception of some recent discussions on content-production and online influencers, Algerian authority has not yet established regulatory guidelines for the activity of influencers and their contents. Indeed, it depends on the authority to regulate the content creation process, but such regulations are largely linked to the will of countries and governments to implement them. If not, general law applies to them. However, some components of content creation that seem harmless and appropriate but have underlying messages that negatively impact the audience may be overlooked by laws, charters, etc. The task of guiding the audience in their interaction with the influencers' content in the digital environment and providing them with a culture of reception and selective consumption is therefore more effective than the task of ethically shaping content creation.

The rise of social media platforms, which offer opportunities for integration, interaction, and engagement along with a vast amount of open-access content and actors, have not been subject to control or regulation. Thus, failure to assess content-making nature, or the ways of exposure and



influence, has made media education in the digital context an urgent necessity. As a result, the significance of digital media education is embodied in its assumed function of guiding exposure to digital information. Particularly, in a context of eroding influence of socialisation institutions and the predominance of excessive and pointless internet use.

The term "digital media education" refers to instruction that fosters critical thinking toward the content of new technologies and digital networks. As well as the development of digital technology skills and media tools. Helping students to develop the technological skills and attitudes is necessary to create digital citizens who engage with others through direct communication and education. Furthermore, the process entails planned guidance for teachers and parents in the educational process, as well as practical use of these digital resources and technologies (Qazadri,2022,461)

It is also imperative for audiences to interact appropriately with digital communication media and develop necessary skills to cultivate a critical and preferential perspective towards various types of content in the digital space. To establish digital education on objective and academic principles, this entails using the internet safely and appropriately. Therefore, Algeria's digital content -creation and the threats it poses to societal values should be addressed by implementing digital education concepts through:

- Increasing awareness in terms of the significance of digital media literacy in addressing the dangers of digital diversion and educating audiences. That is why efforts to apply it in the Algerian context should be coordinated.

- Adopting digital education concepts and handling the conditions for their implementation requires formulation of information, technological skills, and artistic abilities. As well as integrating media and digital education at all educational levels, from elementary schools to university.

- Adopting educational programs and curriculum to impart specialised scientific information about appropriate digital engagement to pupils.

- Bolstering social institutions, most notably the family, and integrating them into initiatives to teach community groups about the culture of consuming messages and content from the digital world.

5. CONCLUSION

One could argue that Algeria's rapid transition to digital communication has created a new media reality in which social media platforms are now crucial for generating meaning, influencing



public opinion, and redefining the audience-digital actor relationship. Because of their capacity to create widely shared content and their direct influence on social behaviours and perceptions, influencers have become active agents within this communication system, making the study of their presence in the digital environment both timely and scientific. The dominance of profit-oriented reasoning, the need for celebrity, and non-communicative behaviours that violate professional norms and ethical standards are only a few examples of the complicated ethical issues that have accompanied this amazing ascent. Recent experiences in Algeria have demonstrated that the weakness of digital media literacy and the fragility of regulatory frameworks exacerbate these issues. Hence, opening the door for rhetorical deviations, sensationalist discourse, deceptive representations, and the exploitation of the audience as target for consumption.

In light of these issues, it is clear that a national ethical framework is required. One that strikes a balance between freedom of expression and accountability for influence. A framework that restructures influencers' interactions with the digital public according to the values of openness, credibility, and respect for audience rights. Establishing a healthier and more conscious communication environment also requires fostering digital media literacy and equipping users with verification, evaluation, and critical thinking abilities.

Therefore, our capacity to create a long-lasting ethical framework based on collaboration between influencers, media organisations, government agencies, researchers, and the public will determine the future of effective digital communication in Algeria. In order to ensure that digital content serves as a stimulus for cultural and social progress rather than a source of distortion or disruption, ethics is not an optional add-on. In this regard, this study continues to be a part of a broader scientific endeavour aimed at comprehending the changes in digital communication and projecting its future in Algerian society.



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