

# Social Representation of Family Values in the Digital Environment From the Perspective of Media Research

**-Critical analysis of media and communication science papers-**

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## Abstract:

This analytical study aims at identifying the relationship between the media and family values and how media and communication research deals with it, especially since it is a problem that took its share of researchers' interests in certain aspects in proportion to its development, starting from the use, the impact, the contents and then the means themselves. This critical analytical study monitors research trends by relying on a sample of doctoral theses at the Faculty of Media and Communication Sciences at the University of Algiers 3.

We reached through this study the need to move towards the use of the ethnographic approach in light of the numerical given; especially the context of ethnographic studies allows entering into the worlds of different individuals and highlighting their interactions within the framework of receiving media messages as an individual and social act. Thus, this approach helps to understand behavior in social context.

**Keywords:** Context, Interaction, Family values, Media, Communication

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## **1. Introduction:**

Communication and information transfer technologies have become an essential tributary as well as an important pillar in building the human social system, as it is the technology of one of the means of communication that contributes to social communication between individuals which is used in communication and interaction between individuals and groups, despite the continuous communication between individuals in these Virtual domains 1 (Albin, 2008 : 74), however this communication may not be framed or reflected by the values and culture of the real community.

In the same context, the problematic of the study and its selection over other studies emerged mainly due to the researchers' sense of changing the knowledge data and the multiplicity of methodological approaches in the new media research.

Especially the research of social networks, and the accompanying emergence of new research tools that led to the formation of focus or focused groups via the Internet, its platforms and sites as well as conducting interviews with users of social networking sites and with the difficulty of taking note of all kinds of research related to the new social media, a sample of doctoral theses at the University of Algiers 03 was selected during the period between 2013 and 2017, in addition to the importance of this type of studies which provides a research addition in the context of modern communication technologies or what has been termed in the context of the expansion of social media, that would provide a fertile ground for presenting and evaluating future research in this regard.

There is no doubt that modern communication technologies, based on the developments and applications witnessed by them, still pose the problem of stereotyping related to use and saturation.

This model has not spared the process of stereotyping, as it puts forward research concerns in the Arab region, and Algeria as a model that is not excluded from this, especially since the various critical trends in their various branches. I have sought to provide readings for references, as the meaning still raises a deep problem, especially in light of the changes that have been witnessed by the modern means of communication with the beginning of the new millennium, which produced a new environment for research in the epistemological challenges raised by special researches for graduate studies in media and communication sciences, in this context critical analytical study came to shed light on media research trends in the context of addressing Algerian family issues on a sample of master's and doctoral studies at the Department of Media and Communication Sciences at the University of Algiers 03.

Therefore, we pose the following problematic: **What are the epistemological bets raised by media research trends in the context of addressing issues of family values in the new communicative environment?**

## **2. Research methodology:**

This study belongs to the critical analytical studies that do not stop at describing the phenomenon, but go beyond it to analyze its elements and carry out an objective criticism process based on some comparative methodologies and processes of deduction and logical reasoning.

### **2.1 Research community and sample:**

The population of this study and its sample is represented in the doctoral theses discussed at the University of Algiers 3 from the 2014/2015 academic year to the 2016/2017 academic year. Given the difficulty of accessing all the theses that dealt with the phenomenon

through our focus on five of the available theses, which is the total number of the study sample, due to the difficulty of obtaining all the research community.

## 2.2. Research concepts:

The use of epistemological concepts is one of the mechanisms that strengthen the scientific research and provide it with the required epistemological harmony.

Therefore, the researcher is required to be careful in borrowing and employing them because they will carry with them a set of visions and perceptions that cannot be neutralized about (2) (Armane, Mishal, 2005 :44).

The word use is often used to describe the relationship between the individual and the various media, especially modern communication technology.

The idea of use was mobilized nearly two decades ago by a large number of research devoted to the sociology of information and communication technologies, which showed that the term use in the new media refers to a number of definitions ranging between adoption and ownership.

- What we have noticed is the interference of the concept with the one of uses, which is linked to habits, motives, and patterns with their indicators inherited from one research to another in a superficial and stereotypical way that is close to traditional research trends. (3) (Kassiya, 2018: 58).

- It is noticeable here the absence of some concepts related to use, such as receiving and representations.

**Usage:** Refers to the technical aspect of the process, separated from other social and cultural variables around it. (4) (Wakd, 2012 : 63).

**Practice:** Joy can Joey distinguishes "use" from "practice" and believes that "use" is a narrow concept, which refers to irregular and random use, while "practice" covers the use of technology and personal and social behavior. Direction and representativeness of tools (5) (Zaghlami, 2021: 14).

We note the rapid use of this concept and the interweaving of a large number of ICT sociological studies showing that the term "use" in new media has many meanings. The most important point is that serge Brooks put forward a series of definitions from adoption to ownership and then to use. (6) (Farid, 2007: 58).

Here, we note the lack of some concepts related to use, such as acceptance and representation, and non-discrimination related to use and practice.

**Social networks:** We note that the use of this concept has been quickly confused and its limitations, parameters and indicators are intertwined. In most studies, this concept is recorded as an agreed term without attempting to get closer to the meaning more closely related to the new topic.(7) (Ayadi, 2015 : 41) Especially with regard to the dimension of interaction, it only corresponds to the dimension of reception and use. Therefore, the term social network is passed to the structure of a complex website, program and data platform, which allows Communication between people from different nationalities and cultural backgrounds, Janice Bardwell stressed that social networks are not an isolated group, but a real social structure based on cohesion. Members span two levels (8) (Dujin, 2012: 77) This leads to the connection between the real world and the virtual one, which puts forward a systematic problem, that is, social networks and their position in the real society.

### 3. Form and virtual description of research samples:

Date of discussion	description of research	Author research	Study title
2017/2016	<p>-The research report is 525 pages long.</p> <p>-Chapter I: how to deal with the media.</p> <p>-Chapter II is local broadcasting and community broadcasting.</p> <p>-Chapter III: experience of Algerian local radio.</p> <p>-Chapter IV: the application of the research.</p> <p>-The purpose of this study is to determine the impact of cultural differences on different communication environments and phenomena, while providing the widest information on several issues of concern to the community and the media.</p> <p>-The study took the form of a descriptive survey of multiple radio program samples from bleed and valley stations in the first June of 2015.</p> <p>-Participatory observation and content analysis are tools for researchers to collect data.</p>	Fatma Zahra Guitta	1. Media treatment of local community issues A comparative analytical study of a sample of broadcasts on Blida and El-Oued radio stations from February to July 2015.
2016/2015	<p>-The research report is 338 pages in total.</p> <p>-Chapter I B: use, radiation and impact in media and communication.</p> <p>-Chapter II B: use of modern communication technologies: characteristics, objectives and scope.</p> <p>-Chapter III (b): theoretical methods to determine the impact of the Internet on personal communication.</p> <p>Chapter IV: the application of the research</p> <p>-The purpose of the research is to determine the important position of personal communication in a society where modern communication technology hardly</p>	Boumali Amina	2. Research on the impact of modern communication technology on social interpersonal communication in Algeria.

	<p>exists.</p> <p>-The study took the form of a descriptive survey of 227 people represented by professors at the University of Algeria in 2003.</p> <p>-Participatory observation and tables are tools for researchers to collect data.</p>		
2015/2014	<p>-The study is 518 pages long.</p> <p>-The title of the first chapter is the main values and Systems formed and acquired by individuals.</p> <p>-The second chapter is the definition of modern communication technology.</p> <p>-The mechanism of modern communication technology infiltrating local culture.</p> <p>-The fourth chapter carries out qualitative and quantitative analysis through simple tables and complex data.</p> <p>-This study is a descriptive analysis study. The researchers used descriptive analysis methods through a representative sample of the universities' students of Algiers 2 and 3.</p>	Yennoun Fatma Zohra	3. Social and cultural values under modern communication technology: use and impact research and descriptive analysis
2016/2015	<p>-The research report is 305 pages long.</p> <p>-Chapter I: Internet addiction and its psychological and social determinants.</p> <p>-Chapter II section B: theoretical explanation of Internet Addiction.</p> <p>-Chapter III B: social isolation.</p> <p>-Chapter IV: application aspects of research in which researchers are interested in statistical analysis and questionnaire processing.</p> <p>The purpose of this study was to explore the relationship between Internet use and depression and social loneliness.</p> <p>-The study was the result of a descriptive</p>	Ismail Ben Dbilli	4- Internet addiction and its relationship with depression and social isolation

	survey of 360 students represented by professors at the University of Algiers. -Participatory observation and tables are tools for researchers		
2017-2016	<p>The paper has 377 pages.</p> <p>-Chapter I: research questions and assumptions.</p> <p>-Chapter II reviews the previous literature and theoretical construction of social capital construction.</p> <p>-Chapter III: stipulates the research method structure (induction tool, Facebook use scale, social capital scale).</p> <p>- Chapter IV includes: -A descriptive analysis of Facebook usage.</p> <p>-Descriptive analysis using intensity measures.</p> <p>-Descriptive analysis of social capital measurement.</p> <p>-Chapter V: Discusses the research results and conclusions about Facebook as a predictor of social capital.</p>	Mohamed Amine Lalidji	<b>5-</b> Motivation of using Face book features and its relationship with social capital accumulation

#### **4. Analyzing and criticizing media and communication research:**

##### **4.1. Research questions:**

The notes to the research questions in the paper and research samples are as follows:  
-The questions raised in the doctoral thesis mainly focus on the use of Face book functions, which may be due to the novelty of the tool and the interest of young people. They agreed with Yvonne mailer that young people in the third millennium are the generation of the Internet and social networking sites, which enter their daily life through website communication, make them more integrated into society and build social networks with other like-minded user.

Despite the apparent diversity of the areas discussed for study, it is clearly observed that questions are typically asked and are mainly centered on pattern habits and motivations of use, dimensions that are repeated with the same indicators without attempting to subject them to serious issues.

- In terms of the method used, the majority of these employed the survey method and the absence of the ethnographic approach that fits the context of the new media.- Through the

sample of the study, it is noted that the studied audience is almost confined to the Algerian university student audience and neglect the other groups, as the main reason for this trend may be due to the ease of access and dealing with it and the economy of time and effort, as well as the lack of interest in the variables associated with the educated audience and its reality in addition to the fact that it is often linked to the variables of gender, age, housing and educational level.

#### **4.2. Theoretical frameworks:**

What is observed in most theses is the use of functional theories by researchers, the latter contributing in part to the formation of hypotheses without the intervention of visions and directing the researcher to the problems and methodologies appropriate to study them and methods of collecting and analyzing data and reaching results, which is the function of major guidance perspectives such as functional structure or symbolic interactive (9) (Ayadi, 2013: 58).

- The theory of uses and satisfactions has dominated the studies of researchers, on the one hand it is based on this theory on the subject of new media studies, and the uses of social networks in particular which pose a systematic problem regarding their usefulness as well as the extent to which the theory corresponds to the digital context, especially at a time when the concept of the public has shifted from recipient to sender and interactive in the first place.

#### **4.3. Methodologies:**

Among the five theses we found that only one monitored the context of interaction through social networks and its relationship to the formation of social capital, while the rest of the studies were quantitative and mainly adopted the issue of the sample survey method and the use of the form and interview tools.

- It is known that the quantitative studies are "those researches that use the figures to analyze their statement and are subject to the conditions of validity and reliability and their data which are statistically processed, as their results can be circulated to the indigenous community, they are also based on survey research that collects data through the use of quantitative measurement tools. It is customary that this research is based on positive paradigm, which considers that social truth exists only in its concrete and independent state of every opinion or position that is waiting to be discovered and seen on the basis that has a measurable structure, this philosophical view assumes individual objective social realities that are isolated from the feelings of individuals and are measured by appropriate tools where the basic characteristics of validity and reliability are available. Otherwise, "this research is how the researcher seeks to understand the problematic of research and subject matter from the views of the Betroths by understanding cultural values, behaviors and social contexts as a qualitative interpretation.

- It is the same trend of how to assume the existence of multiple phenomena, socially constructed through the views of individuals and groups of attitude and access to truth which is done through meaning and understanding, as well as science that is full of meanings that individuals make about facts.

#### **4.4 Generalization problem:**

As we all know, the problem of universalization is a profound one, which is rooted in the long-term ideology. In the final analysis, it is a serious difference between the two important trends of positivism and hermeneutics. Empirical based quantitative research is often generalized, but the most important condition is that the sample represents the available society.

-However, it is observed from the research samples that researchers use non probabilistic samples, as most knowledge samples use quantitative or purposeful methods in the transition from the target community to the community.

-The researchers adopted the sampling method and then extended it to the whole indigenous community for research, resulting in the problem of extension.

#### **5. Overall results of the study:**

-The benefits of media or a new one in the digital environment to the digital society are inevitable, however today it has been passively used, because it has become an effective weapon for the leading power which has extraordinary potential to achieve its goals in the media through a variety of information.

-The definition and concept of the family must stop, because it is the basic unit and the main first group of society, composed of individuals connected with blood and uterus, and contributes to all material aspects of social activities. Spiritual, legal and economic.

-Therefore, we aspire to a stable society and enjoy the rights of health and education, housing and all forms of security. Among other things, they are obliged to transfer their heritage and languages and integrate with each other in order to form a strong and powerful society and participate with others in all feasible means that contribute to integration, growth and the maintenance of a dignified life.

-Obviously, sitting too much on social media and talking to strangers through the Internet can lead to a relationship, so a man may see something from the people he gets along with, which can't see in his wife. This has led to apathy in marriage, signs of family breakdown, and the emergence of so-called electronic treason and other fringe problems. The focus on electronic platforms makes parents lose interest in their children, which urges them to resist, because parents don't care about them or their problems. With these means, they may escape the control of their parents, which may destroy the relationship with children.

It can be said that these impacts of communication technologies and electronic platforms may be short-term, long-term, visible or hidden, may appear after a period of time, may be religious or psychological. Social, political, economic... In general, these effects may be positive or negative. Furthermore there is a research on the impact of new media focuses on several areas, the most important are:

- **Knowledge change:** knowledge includes religious, social and other beliefs, which directly affect the attitudes and behaviors of individuals and groups and are regarded as one of



the most serious problems of electronic platform, , because the root cause of knowledge change is profound, it is not easy to eliminate it, because it may transfer a community from one place that is not suitable to another place that is not suitable too, so as to restore it to its original appearance and become difficult. It's impossible to stay where you are.

- **Change of values:** values, knowledge and beliefs are the basis of the characteristics of any social culture and civilization. These problems were previously the responsibility of schools and families. Today, through various digital communication interfaces and the world as under the influence of globalization, it is easy to destroy existing values and establish new ones (especially fragile and unsustainable values) in a society. They may experience some problems through children's films, dramas and cartoons. This is a short-lived humor that people are not interested in and has an impact on the soul. Therefore, today's socialization process is in the hands of the media, weakening the role of parents, schools and the internal environment.
- **Behavior change:** behavior change does not depend on one factor, but on multiple factors. It may be the result of knowledge change, long-term socialization, attitude and attitude change, or it may be the result of specific time effects, such as the impact of advertising on purchase behavior and different patterns. And change in a short time. The media change behavior through publicity and attraction. For example, art, sports or social figures set an example for today's young people or men and women.
- **Attitude change:** it can be said that attitude change is the basis of the change process, because it means changing people's views on a problem, a person or religion, a value or a behavior, so as to make feelings and emotions work. politically, educationally, socially and economically, people sympathize with the masters of the media. As enemies have changed themselves through instinctive actions, covering up the fact that they play a key role in people's attitudes.

## 6. Conclusion:

The results of our research paper are put forward in the form of suggestions, among them are ;  
-Symbolic interactions must be considered: The research on symbolic interaction is based on communication and symbols (i.e. language), because the internal meaning of symbolic social interaction represents the reality of social life. Without repetition, we summarize the most important In 1969, Herbert Blummer proposed three introductions to the interactive symbols course, which aims to enable participants to interpret symbols from their interactive activities, "The first premise is that human behavior towards things is based on their meaning to themselves.(10) (abdley,2013 : 63)

The second premise is that the meaning of these things deviates or highlights through the social interaction between a person and the actor. Others, the third introduction, use and change meaning through a person's interpretation of what happens to him.

-Ethnographic methods must be used in a digital environment: Especially in the context of ethnographic research, it allows access to different personal worlds and emphasizes their interaction as a personal and social behavior, where it helps to understand ethnographic behavior. In the normal social context, through the active and effective participation of researchers.

- To raise awareness of the importance of family interdependence in Algeria, meaningful and attractive programmes should be developed.
  - Academic seminars and conferences on family values and their importance in the context of new media and the need to apply the forum's recommendations to the reality of pensions
- Finally, it can be said that these electronic platforms have had a significant impact on our understanding, attitude and judgment of family problems. In addition to arousing discontent, rebellion, hatred and loyalty, emotion by paying attention to violent scenes, instinct and perpetuating a reality through recommendation. It beautifies the existing conditions, popular ideas, models and personality. Therefore, the scientific family in media and communication research must formulate strict and standardized strategies to maintain the so-called family cohesion.

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