# Attitudes of Algerian Students Towards TikTok Influencer Videos:
## A Field Study on Media and Communications Students at Batna 1 University

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**Abstract:**

This study aims to understand the attitudes of Algerian university students when it comes to Algerian social media content; particularly, videos posted by influencers on TikTok. It highlights TikTok usage patterns, motivations for following certain influencers, and also seeks to evaluate the latter's content. For the sake of accuracy, the study employed a sample survey method, suitable for audience studies. A purposive sample of 70 Media and Communication students who actively follow TikTok and Algerian influencers was selected. Data was collected using an online questionnaire. Post-analysis, the following conclusions were reached:

- Students occasionally consume TikTok content for one to two hours on a daily basis due to the nature of content itself.
- Content from Algerian influencers is preferred due to shared language, customs, and traditions.
- Students perceive this content as negative and disrespectful to social etiquette and norms.

**Keywords:** Attitudes; University Student; Influencers; TikTok.

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## 1. INTRODUCTION

Since their inception, social media platforms have been subject to debate, as they had a tremendous impact on our daily lives in ways that can be deemed both negative and positive. This occurred due certain features that characterized these platforms such as ease of use and interactivity. They also became, especially among the youth, venues for expressing ideas and beliefs, making new connections, engaging in cultural exchange, and entertainment. Granted, like everything undergoing constant development, social media is no exception. In addition to established platforms like Facebook, Instagram, and YouTube, a new platform called TikTok emerged in 2016. TikTok started as a platform for people to showcase talent in dance and expressive videos that are no longer than 60 seconds. By 2018, it gained immense popularity among young people. This led to a requirement inflation that saw influencers need at least 10,000 followers to be considered relevant; be it in politics, economics, art, or education. Driven primarily by the pursuit of financial gain, content creatures shared a large amount of content. This often came at the expense of quality.

Algerian influencers have gained significant traction and recognition among young people. This popularity led TV channels to invite them as guests and offer them lucrative contracts as actors and media personalities, in hopes of boosting program ratings. They possess large followings similar to celebrities, and as a result, they found employment with several companies as product and service promoters that leverage their ability to influence consumer behavior.

This study aims to shed light on the attitudes of Algerian university students towards social media influencers. It attempts to answer the following research question:

What are the attitudes of Algerian university students towards social media content produced by Algerian Tiktok influencers?

To address that, the following sub-questions need to be answered:
1. What are the habits and patterns of Tiktok use among Algerian university students?
2. What motivates and influences students to follow certain influencers?
3. How do students evaluate content produced by Algerian influencers?

## 2. Significance of the Study, Motivation, and Objectives
### 2.1 Significance of the Study
The importance of the present study lies in the following:
- Providing insight, for those interested in social media studies, into the habits and patterns of Algerian students on TikTok, compared to Facebook, which previously held significant popularity.
- Highlighting TikTok's critical role and impact on decision-making through user influence.

- Examining Algerian influencers on TikTok and their content.
- Emphasizing the importance of the demographic studied by recognizing that today's youth are tomorrow's leaders and officials.

## 2.2 Motivations and Reasons for Study Choice

- Interest in exploring TikTok as a relatively new platform in Algeria.
- The novelty of the topic and the scarcity of Arabic studies on it.
- To closely understand the attitudes of students towards influencer content.
- The study's relevance to society and youth.

## 2.3 Aims of the Study

The study aims to:

- Identify the habits and patterns of use of Algerian students on TikTok.
- Understand the motivations behind students following certain influencers.
- Examine the content produced by influencers as evaluated by students.

## 3. Conceptual Framework

## 3.1 Defining the Concept of Attitudes

**Attitude in Language:** Linguistically, in Arabic the term is derived from the verb "to direct" or "to guide someone towards something." It also means turning towards or approaching someone (Ibn Manzur, 1980, p. 516). In English, the term "attitude" is defined as a settled way of thinking or feeling about someone or something, typically reflected in a person's behavior (Oxford English Dictionary, 2023).

**Attitude in Terminology:** Attitude is an acquired predisposition formed by various factors affecting an individual's life. It directs their attitudes either negatively or positively towards people, ideas, objects, or professions, based on their moral or social values (Qawasmiya, 2014/2015, p. 128).

**Attitude Operationally**: The term refers to the emotional state reflected in the feelings, opinions, and expressions of university students towards Algerian influencers on TikTok. This leads to responses that express either rejection or acceptance.

## 3.2 Social Media Influencers

**Influencers:** A social media influencer is an individual with a significant social reach, having at least 10,000 followers on a platform. He or she possesses the ability to influence their audience's decisions. With an active audience following them on social media, they can become brand advocates when presenting a relevant product or service (Kheroub, 2022, p. 126).

Influencers are characterized by their ability to leave an impression and perform actions that influence individuals or groups. Key qualities include being a positive influence, having the necessary charisma, and possessing public speaking skills. These individuals, through their roles and positions in society, can influence the public or specific groups within it. They are distinguished by their expertise or specialization in a particular field and their natural ability to

make others follow them, as well as a degree of influence over their environment (Belabbas, 2022, pp. 61-62).

Operationally, influencers in this study are ordinary individuals who share their life experiences through videos and content with an audience. The latter continuously seeks new content from the influencers they follow.

## 3.3 TikTok

TikTok is a Chinese platform launched in 2019. It was originally made for short user-made video clips targeted at the youth. Users can upload 15-second video clips or create one-minute videos. The app supports various features such as React, which allows users to comment with a video to encourage collaborative experiences, and Duet, which enables users to create a duet video with another user (Mansour, 2023, pp. 350-351).

## 3.4 University Students

Professor Ismail Saad describes students as young individuals who play a crucial role in the building of societies. They are characterized by vitality and active lifestyles. Additionally, they possess a psychological and cultural framework that helps them adapt, integrate, and participate in the world with great energy (Issaoui, Zizah, and Al-Nawi, 2021, p. 46).

A university student is someone who receives lessons and lectures and is trained in how to obtain information at a higher education institution (Labehi, 2013, p. 15).

## 4. Literature Review

Saber Mohammed Ahmed Abu Bakr conducted a study titled "University Youth Attitudes Toward TikTok Advertisements". This descriptive study utilized the field survey method on a random sample of 300 male and female participants from government universities such as Ain Shams University and private universities like the 6th of October University. It employed a questionnaire tool in the timeframe between May 1, 2023 and May 30, 2023. Results are as follows:

- There is an increase in the percentage of participants watching video clips of various commercial advertisements on TikTok.
- Attitudes towards products advertised on TikTok ranked as follows: Introducing the user to products and services ranked first, followed by introducing the user to the characteristics and features of a company's product, and TikTok ads being useful and introducing the user to existing goods and services, enabling him or her to choose among them, came third.
- There is a positive statistically significant correlation between participant interaction levels with advertisements on TikTok and attitudes toward the product.

Noha Adel Mohamed Heridi conducted a study that explored potential obsession and addiction to TikTok among university students. The study, titled "Obsession and Addiction to Tiktok among University Youth: A Model for Studying Excessive Use of Social Media", delved

into how TikTok consumption can evolve into excessive levels bordering obsession and even addiction.

Heridi's study surveyed 400 Egyptian university students across various institutions, including Ain Shams University, Menoufia University, 6th of October University, and the British University. The research findings indicated that approximately half of the participants were heavily engaged with TikTok, displaying signs of being somewhat fixated/addicted to the platform. Motifs for usage included escapism, social interaction, and access to information. Interestingly, over half of the respondents exhibited no signs of addiction to the app.

Hasna Mansour conducted a semi-experimental study titled "Effects of TikTok Use on Attention and Focus among Saudi Youth—A Study on Female Students at the College of Media and Communication." It examined how TikTok impacts the attention and focus of Saudi youth; namely, a sample of female students from the College of Media and Communication at King Abdulaziz University. The study relied on survey tools and an experimental approach. The findings revealed that 27.1% of the participants spent more than 3 hours per day on TikTok, while 25% allocated between 2 to less than 3 hours to the app. In terms of engagement with TikTok content, the study found that liking posts ranked highest with a relative weight of 72.27%, followed by saving posts at 62.64%, and finally sharing posts at 54.91%.

## 5. Research Methodology

**Approach:** This study is descriptive and relies on survey methodology.

**Data Collection Tools:** Data collection tools encompass various methods used by the researcher to gather specific information within defined methodologies. Maurice Angers, in his work "Methodology of Scientific Research in the Humanities," categorizes data collection tools into six basic types: observation, interviews, questionnaires, experiments, content analysis, and statistical analysis. For this study, a digital questionnaire was used. A questionnaire is essentially a well-prepared list of questions distributed to a sizable number of individuals in the community—research sample.

**Research Population and Sample:** The research population comprises Algerian university students actively engaged with both TikTok and Algerian influencers. The sample was purposively selected from students studying Media and Communication Sciences at Batna 1 University.

## 6. Results and Findings

**Data Analysis:** The analysis involved the use of frequencies and percentages. After sorting and calculating the frequencies for each variable, the following formula was used to obtain the percentage ratios:

$$\text{Percentage} = \left( \frac{\text{Frequency} \times 100\%}{\text{Total Frequencies}} \right)$$

**Validity Testing:** The questionnaire was presented to experts in Media and Communication Studies from Batna 1 University to assess its validity. Based on their feedback, some changes were made. Additionally, a preliminary test was conducted on 10 individuals to ensure clarity of the questions and scale statements. Subsequently, based on the feedback from the research group, certain statements were revised.

### 6.1 Personal Data Analysis

**Table 01:** Gender

| Gender | Frequency | Percentage % |
|--------|-----------|--------------|
| Male   | 28        | 40           |
| Female | 42        | 60           |
| Total  | 70        | 100          |

**Source:** Author

Table 01 indicates that male frequency is 28, accounting for 40% of the participants, while female frequency is 42, constituting 60%. This suggests that the proportion of female students in the Department of Media and Communication Studies is higher than that of male students. It also reflects the significant interest that females have in social media platforms.

**Table 02:** Age

| Age | Frequency | Percentage % |
|---|---|---|
| From 18 to 20 | 12 | 17 |
| From 21 to 23 | 25 | 35.7 |
| Older than 23 | 33 | 47.1 |
| Total | 70 | 100 |

**Source:** Author

Table 02 indicates that the frequency of participants aged 18 to 20 years was 12, accounting for 17%. Participants aged 21 to 23 years had a frequency of 25, constituting 35.7%. Moreover, the frequency of participants aged over 23 years was 33, making up 47.1%.

This increase in the proportion of students in the Department of Media and Communication Sciences aged over 23 can be attributed to the majority of them being in the third year of their bachelor, and the first and second years of their master's program. This is largely because masters' students, due to their inclination towards research; namely, graduation theses, are more inclined to explore various social media platforms for research purposes or to gather miscellaneous information.

**Table 03:** Education Level

| Level | Frequency | Percentage % |
|---|---|---|
| Bachelor | 32 | 46.4% |
| Master | 37 | 53.6% |
| Total | 69 | 100% |

**Source:** Author

Table 03 indicates that the level of the surveyed sample consists of 32 frequencies for undergraduates, equivalent to 46.4%, and 37 frequencies, representing 53.6%, when it comes to master's students. It can be said that Master's students are more interested in TikTok.

**6.2 Data Analysis of Habits and Patterns of Exposure to TikTok Influencer Videos**

**Table 04:** Degrees of TikTok Usage

| TikTok Usage | Frequency | Percentage % |
|---|---|---|
| Always | 21 | 30 |
| Occasionally | 29 | 41.4 |
| Rarely | 20 | 28.6 |
| Total | 70 | 100 |

**Source:** Author

Table 04 shows that among participants, 30% indicated that they consistently use TikTok. Another 41.4% reported occasional use, while 28.6% said they rarely engage with the platform. This trend might be due to various factors specific to Algerian university students. For instance, some students face problems when it comes to internet access, especially those from lower-income backgrounds. Additionally, the content available on TikTok may not always align with their interests or values, contributing to sporadic engagement. Moreover, TikTok's relatively new arrival and its departure from traditional cultural norms might also deter some users, particularly given the platform's global reputation.

**Table 05:** Overall Time Spent on TikTok

| Time Spent on TikTok | Frequency | Percentage % |
|---|---|---|
| From 1 to 3 Years | 50 | 71.4 |
| From 4 to 6 Years | 14 | 21.4 |
| More than 6 Years | 5 | 7.1 |
| Total | 70 | 100 |

**Source:** Author

Table 05 illustrates that Algerian university students who engaged with TikTok for a duration ranging from one to three years amount to 50 frequencies or 71.4%**.** Meanwhile, those who were in TikTok for four to six years comprise 15 instances or 21.4%**.** Additionally, the frequency of individuals who were in TikTok for more than six years **is** 5, equivalent to 7.1%**.**

This trend can be attributed to several factors. Firstly, TikTok is relatively new to Algerian society. Secondly, many of the participants are not old enough to own a smartphone legally or enter university, especially females. Furthermore, TikTok's negative reputation as a platform that promotes moral depravity and undesirable behaviors, tends to discourage students from openly admitting their engagement with the platform.

**Table 06:** Hours Spent Daily on TikTok

| Hours Spent on TikTok | Frequency | Percentage % |
|---|---|---|
| From 1 to 2 hours | 57 | 81.4 |
| From 2 to 4 hours | 9 | 12.9 |
| More than 4 hours | 4 | 5.7 |
| Total | 70 | 100 |

**Source:** Author

Table 06 illustrates that the frequency of university students who use TikTok for one to two hours a day is 57, equivalent to 81.4%. Meanwhile, those who spend two to four hours amounted to 9 instances, or 12.9%. As for the number of students who use TikTok for more than four hours was 4, making up 5.7%. The high number of students spending one to two hours on TikTok can be attributed to their engagement in other matters such as studying and academic assignments. On the other hand, as the platform is for videos lasting between 30 seconds and one minute, a two-hour duration provides ample time to watch over 100 videos across various fields and languages. These results align with Hasna Mansour's findings on the amount of time Saudi youth spend on TikTok being from one hour to less than two hours representing 28.4%. The survey was distributed during study times of the year, and that can be deemed an increase.

**Table 07:** Reasons for TikTok Usage

| Reason | Frequency | Percentage % |
|---|---|---|
| Nature of the topics | 23 | 32.85 |
| Creativity and inspiration for new ideas | 21 | 30 |
| Boldness in addressing topics and issues | 6 | 8.57 |
| Social Issues Awareness | 16 | 22.85 |
| Quranic recitations | 1 | 1.42 |
| Entertainment | 3 | 4.28 |

| | | |
|---|---|---|
| Total | 70 | 100 |

Table 07 shows the reasons why Algerian university students follow TikTok. The primary reason is the nature of the topics, with a frequency of 23, representing 32.9%. Creativity and inspiration for new ideas follow closely with a frequency of 21, or 30%. Boldness in addressing topics and issues was cited by 6 respondents, accounts for 8.6%. Awareness of social issues was mentioned by 16 students, making up 22.9%. Lastly, entertainment or passing time was the reason for 3 students, or 4.28%.

The high percentages for the nature of the topics and creativity and inspiration for new ideas reflect the curiosity of university students towards new and innovative content, especially in their fields of study. They seek to be creative and assert themselves, particularly in the media and entrepreneurship sectors, such as sales and product marketing or registering their own brands. This is further encouraged by the university's openness to the external environment and its support for student creativity, innovation, and the establishment of enterprises to create job opportunities instead of merely waiting for employment.

**Table 8:** Respondents Preferred Topics on TikTok

| Preferred Topics | Frequency | Percentage % |
|---|---|---|
| Audience behavior and ideas | 12 | 17.1 |
| Domestic and international events | 9 | 12.85 |
| Violence and murder | 0 | 0 |
| Protecting others and providing help | 3 | 4.3 |
| Rumors and gossip | 0 | 0 |
| Culture, customs, and traditions | 5 | 7.1 |
| Movies and Music | 14 | 20 |
| Religion | 1 | 1.42 |
| Bullying | 1 | 1.42 |
| Others | 9 | 12.85 |
| Total | 70 | 100 |

Table 10 illustrates how Algerian university students interact with TikTok content. 17.1% of students share content with friends, representing 12 respondents, while 20% prefer to save images and videos, equating to 14 respondents. Interestingly, 44.3% of students, totaling 31 respondents, express their engagement solely by liking content. Meanwhile, 18.57% of students, totaling 13 respondents, engage by commenting.

The high percentage of students who solely express their engagement by liking the content can be attributed to students using TikTok as a form of entertainment or time-wasting activity. This aligns with findings from a study by Hasna Mansour, where interaction with influencers on TikTok often involved a significant proportion of likes, reaching 72.27%**.**

**Table 11:** Posting Videos on TikTok

| Posting Own Video on TikTok | Frequency | Percentage % |
|---|---|---|
| Yes | 23 | 32.85 |
| No | 47 | 67.1 |
| Total | 70 | 100 |

The data in the table above sheds light on the TikTok engagement patterns of Algerian university students. Approximately 32.9% of them have taken the initiative to share their own videos on the platform, while 67.1% have refrained from doing so.

Among those who have posted content, the range is diverse. Content includes but is not limited to: motivational messages, glimpses of their travels, comedic sketches, snippets from theatrical performances, voice-over narrations, insights into animals, personal anecdotes, religious reflections, entrepreneurial ventures, and snapshots depicting university and social life, among other things.

On the flip side, the majority who have not uploaded content may lack the confidence or skills to participate, or perhaps they perceive TikTok as a platform better suited for topics, they consider inappropriate and taboo. This divide illustrates the varied interests and talents among university students. Some leverage TikTok as a platform for self-expression, showcasing

everything from their comedic flair to their entrepreneurial endeavors, while others prefer to observe from the sidelines, wary of the platform's cultural implications.

**Table 12:** Preferred Language for TikTok Content

| Preferred Language | Frequency | Percentage % |
|---|---|---|
| Arabic | 37 | 52.9 |
| Foreign | 16 | 30 |
| Translated to Arabic | 17 | 22.9 |
| Total | 70 | 100 |

**Source:** Author

Table 12 above indicates that among Algerian university students who follow TikTok, Arabic is the preferred language, with 37 responses, accounting for 52.9%**.** Translated videos come second with 17 responses, representing 24.3%**,** followed by foreign languages with 16 responses, making up 22.9%**.**

The high preference for the Arabic language can be attributed to its significance and role as a pillar of identity and culture. Consequently, university students tend to naturally gravitate towards content and influencers who communicate in Arabic, due to ease of understanding and material relatability. Opting for foreign languages or translated content can be attributed to the quality and nature of the content itself. Some social media influencers provide content that is educational or informative, such as language tutorials or information about their home countries.

## 6.3 Analysis of Data on Choice of Influencer Following

**Table 13:** Preferred Algerian Influencer Among University Students

| Influencer | Frequency | Percentage % |
|---|---|---|
| Shari' al-Bibane | 18 | 25.71 |
| Khabib | 24 | 34.28 |

| | | |
|---|---|---|
| Nahla TV | 6 | 8.57 |
| E'lam Aly | 1 | 1.42 |
| Aghani | 1 | 1.42 |
| Shams al-Din | 1 | 1.42 |
| Al-Shaykh 'Ata' Allah | 1 | 1.42 |
| Al-Shaykh Koukou | 1 | 1.42 |
| Ben Kada Ammar | 1 | 1.42 |
| Nour Brahimi | 1 | 1.42 |
| Rifka | 3 | 1.42 |
| Sarah Rajil | 1 | 1.42 |
| Said al-Dridi | 1 | 1.42 |
| Chef Salah al-Batni | 1 | 1.42 |
| Omar Rahmoun | 1 | 1.42 |
| Moumen Bouziane | 1 | 1.42 |
| Talha Ahmed | 1 | 1.42 |
| Abd al-Aziz Sahim | 1 | 1.42 |
| Lamine Khalif | 1 | 1.42 |
| Nadji Mishri | 1 | 1.42 |
| Numidia Lezoul) | 1 | 1.42 |
| Wahid Belaidi | 1 | 1.42 |
| Total | 70 | 100 |

**Source:** Author

The table above is of Algerian influencers most followed by university students. Shari' al-Bibane with 18 occurrences at 25.71%, Khabib Kwas with 24 occurrences at 34.28%, Nahla TV with 6 occurrences at 8.57%. As for the other influencers listed, such as E'lam Aly, Aghani, Sheikh Shams al-Din, Sheikh Ata' Allah, Sheikh Koko, Ben Kada Ammar, Nour Brahimi, Rifka, Sarah Rajil, Said al-Dridi, Shaf Salah al-Batni, Omar Akrib, Omar Rahmun, Moumen Bouziane,

Talha Ahmad, Abd al-Aziz Sahim, Lamine Khalif, Mohammed Naji Mishri, Numidia Lezoul, and Wahid Belaidi, their frequency of occurrence is 1 at 1.42%. This indicates that students have diverse interests and are aware of what they choose to watch and interact with. For other influencers at 1% is due to the individual interests of each student.

**Table 14:** Potential Reasons Behind Influencer Preferences

| Potential Reason | Frequency | Percentage % |
|---|---|---|
| Common Language | 20 | 28.6 |
| Traditions and Customs | 15 | 21.4 |
| Subjects | 25 | 35.71 |
| Total | 70 | 100 |

**Source:** Author

Table 14 shows that Algerian university students who follow TikTok prefer Algerian influencers for several reasons:

1.  **Common Language**: 20 students, constituting 28.6% of the total, prefer influencers who use a language they share.
2.  **Traditions and Customs**: 15 students, accounting for 21.4%, are inclined towards influencers who address cultural norms and traditions.
3.  **Relevant Topics**: 25 students, representing 35.71%, favor influencers who discuss relevant topics.

This suggests that language and relevant topics are fundamental for university students. A common language facilitates understanding, and the topics discussed often relate to social issues and local customs. Many influencers depict everyday life humorously which resonates with university students, as it fosters a sense of belonging and connection to their culture and community.

**Table 15:** Student Needs and Influencer TikTok Content

| Meets Student Needs | Frequency | Percentage % |
|---|---|---|
|  |  |  |

| | | |
|---|---|---|
| Yes | 14 | 20 |
| No | 56 | 80 |
| Total | 70 | 100 |

**Source:** Author

Table 15 indicates that students who are satisfied influencer content on TikTok are 14, representing 20% of the sample. 56 students, however, representing 80%, are not satisfied. This high number is attributed to various factors. This includes content being published and the way it is presented, as well as the perceived frivolity and lack of creativity. Although influencers offer somewhat acceptable content, they often lack innovation and creativity, as most of their videos are mere imitations of foreign content, presented in their own style. Furthermore, the majority are males portraying female characters, drew substantial criticism critique towards them. Paradoxically, this seems to fuel their popularity and profitability often at the expense of quality.

**Table 16:** Trust Levels in Influencer TikTok Content

| Trust Level | Frequency | Percentage % |
|---|---|---|
| High | 5 | 7.1 |
| Moderate | 30 | 42.9 |
| Low | 35 | 50 |
| Total | 70 | 100 |

**Source:** Author

Student trust in influencer TikTok content is high for 5 instances, accounting for 7.1%, moderate for 30 instances, accounting for 42.9%, and low for 35 instances, accounting for 50%. Moderate to low levels having the lion's share can be attributed to the spread of false information and news that has run rampant in recent years. Prime of examples of this include feuds between influencers where accusations are thrown at random, leaving the audience perplexed and skeptical.

**Table 17:** Satisfaction with Influencer TikTok Content

| Satisfaction | Frequency | Percentage % |
|---|---|---|
| | | |

| | | |
|---|---|---|
| Satisfied | 21 | 30 |
| Dissatisfied | 49 | 70 |
| Total | 70 | 100 |

**Source:** Author

Students satisfied with the content provided by Algerian influencers on TikTok constitute 21 of the entire sample; i.e. 30%. However, those not satisfied amounted to 49, representing the remaining 70%. This dissatisfaction can be attributed to poor content quality, repetition, the nature of the topics discussed, and the prevalence of male influencers portraying themselves as females. This contradicts the findings of Hasna Mansour's study indicating a good level of satisfaction. This discrepancy may be attributed to the type of content consumed by the sample in both studies.

**Table 18:** Content Suitability to Algerian Customs, Traditions, and Norms

| Content | Frequency | Percentage % |
|---|---|---|
| Rejected | 45 | 64.3 |
| Somewhat Acceptable | 20 | 28.6 |
| Highly Acceptable | 5 | 7.1 |
| Total | 70 | 100 |

**Source:** Author

64.3% of students perceive content presented by Algerian influencers as somewhat unacceptable, 64.3% or a frequency of 45. On the other hand, those who find the content largely suitable amount to 5 individuals, representing 7.1%. Additionally, students who believe that the content presented by somewhat aligns with our customs, traditions, and norms reach a frequency of 20, making up 28.6%.

This can be explained by the incompatibility between Algerian customs and traditions and some TikTok content. As previously mentioned, most videos are imitations of foreign videos. Influencer behavior might affect individuals with moderate education levels, as they might rush to like, share, and imitate the content, including fashion and lifestyle choices. This behavior is not common among the educated youth who are aware of both the positives and negatives.

**Table 20:** Content Evaluation by Algerian Students

| Content | Frequency | Percentage |
|---|---|---|
| Negative, Socially Damaging | 50 | 71.4 |
| Positive, Community Serving | 20 | 28.6 |
| Total | 70 | 100 |

**Source:** Author

Students harbor negative perceptions regarding the content disseminated by Algerian influencers on social media platforms. Specifically, the majority, accounting for 71.4%, consider this content to be negative and disrespectful to societal norms. Conversely, a smaller fraction, representing 28.6%, view the content positively, acknowledging its contribution to community welfare. This substantial proportion of students deeming the content as negative and lacking in adherence to social norms can be attributed to several factors. Firstly, a notable trend influencer choice of attire, that is often accompanied by profanity, insults, and derogatory remarks. Such content typically lacks substance or constructive messaging. It primarily revolves around scandalous narratives and the use of offensive language, especially evident during live interactions with their audience.

## 6.4 Data Analysis of Students Attitudes Towards Types of Influencer Video Content

| Phrases | Mean | Standard Deviation | Opinion |
|---|---|---|---|
| Keeping up with news | 2.5714 | 0.393 | Disagree |
| Content incompatible with values, customs, and traditions | 2,3143 | 0,711 | Disagree |
| Impacts identity, values, and principles. | 2,1714 | 0,811 | Disagree |
| Promotes moral degeneracy | 2,2571 | 0,716 | Disagree |
| Creative entertainment tool | 2,3143 | 0,595 | Disagree |
| Cause Identity Crisis | 2,1143 | 0,711 | Disagree |
| Space for freedom of opinion and expression | 2,1286 | 0,780 | Disagree |
| Develops scientific, cognitive, and | 2,3571 | 0,552 | Disagree |

| | |
|---|---|
| ethical thinking | |
| Encourages the creation of marketing and advertising content | 2,0571 |
| Encourages creativity | 2,6571 |
| Space for leisure time. | 2,3714 |
| Searching for adventure and distinction | 2,5714 |
| Promoting negative Western values | 2,4000 |
| Negatively affects social relationships | 2,3714 |
| Encourages education | 2,4571 |
| Useful for fashion and clothing | 2,1143 |
| Promotes beauty and personal care products | 2,6000 |
| Complete absence of parental supervision over their children. | 2,5286 |

**Source:** Author

Students from the Department of Media and Communication Studies at Batna 1 University are in disagreement with all statements listed in the table above, except for statement number (10), where participants opted for a neutral stance on whether the content produced by social media influencers on TikTok fosters creativity. This trend of disappointment arises from their disillusionment with content from many influencers they follow. Their goal on TikTok appears predominantly profit-driven, lacking substantive content and instead relying on cheap humor and entertainment. It is equally important to note that algorithms tailor content to users on the basis of content they typically engage with. For instance, individuals accustomed to consuming trivial content will find algorithms suggesting millions of videos with similar or related concepts. Conversely, the same applies to those seeking informative or educational content. The user has the agency to determine the type of content they consume and can even influence network algorithms to prioritize content that aligns with their preferences. This underscores the increasing importance of technological literacy in navigating various digital platforms.

## 6.5 Results in Light of the Research Questions

- Students spend between one to two hours daily on TikTok due to the nature of the topics presented.
- Students prefer videos from Algerian influencers due to common language and shared customs and traditions.

- Students perceive the content provided by Algerian influencers as mostly negative.

## 7. Conclusion

The study, both in its theoretical and practical aspects, concludes that TikTok enjoys a broad popularity worldwide, especially among youth, and akin to other social media platforms, it exhibits both positive and negative aspects. Several influencers have transformed it into a means for financial gain and fame, sometimes at the expense of our customs, traditions, and the standards governing our Arab-Islamic society. Their aim is often to amass views and subscriptions rather than content quality and substance. Topics that were once taboo are now routinely discussed. Nevertheless, despite what TikTok offers and the topics social media influencers tackle, our work found that Algerian university students are aware of the negative aspects that represent a danger to their values and Islamic religion. They are fully aware, hence the overall negative attitude towards a large portion of content they encounter on the platform.

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