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## ***Spreading Awareness Culture through the digital space: Analytical study of the contents of Nouredine Bekkis' Facebook page***

### **نشر ثقافة الوعي عبر الفضاء الرقمي**

### **دراسة تحليلية لمضامين صفحة نور الدين بكيس على شبكة الفيسبوك**

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#### **Abstract**

The present research aims to shed light on the contribution of Facebook as a digital networking space in the spread of cultural awareness in light of the Algerian Hirak. The latter has had positive repercussions by opening the doors of free debate and discussions. On the same line of thought, it was characterized with raising issues of public affairs and establishing effective democracy laws. This virtual space allowed the youth who are fond of using modern technology, to practice their right of critical thinking regarding most of the common issues that concern them, especially political and social issues, this has inspired the topic of this research work. On this basis, the researcher opted for the descriptive analytical approach with the use of the content analysis tool in order to analyze the Facebook page of the sociologist Nouredine Bekkis in terms of form and content. As a conclusion, the findings highlighted that Facebook as a digital space contributes to the development of a conscious intellectual methodology for discussing societal issues through Facebook posts, in other words, it had a fundamental and important role in raising awareness and containing the problems and societal issues experienced by individuals at all levels.

#### **ملخص**

#### **الكلمات المفتاحية:**

جاءت هذه الورقة البحثية بغية التعرف على كيفية مساهمة الفضاء الرقمي من خلال شبكة الفيسبوك في نشر ثقافة الوعي في ضوء الحراك الشعبي الجزائري، والذي كان له انعكاسات إيجابية من خلال فتح أبواب النقاش الحر في طرح قضايا الشأن العام لإرساء قوانين الديمقراطية الفعلية، حيث سمح هذا الفضاء الافتراضي للفئات الشعبية بما فيها شبابها المولوع باستخدام التكنولوجيا الحديثة من ممارسة تفكيرهم وسلوكهم و شعورهم في معظم القضايا المشتركة التي تهمهم، خاصة القضايا السياسية و الاجتماعية بالدرجة الأولى، فتم الاعتماد على المنهج الوصفي التحليلي مع استخدام أداة تحليل المضمون لتحليل منشورات صفحة الفيسبوك الخاصة بعالم الاجتماع نور الدين بكيس من حيث فئات التحليل بما فيها فئات الشكل والمضمون؛ فخلصنا في نهاية البحث إلى أن الفضاء الرقمي يساهم في وضع منهجية فكرية واعية لمناقشة القضايا والمشكلات لواقع المجتمع عبر المنشورات الفيسبوكية، بمعنى آخر كان له دور أساسي ومهم في التوعية و الاحتواء لما يعايشه الأفراد من مشكلات وقضايا مجتمعية على جميع الأصعدة.

الفضاء الرقمي  
الفيسبوك  
ثقافة الوعي.

## 1. introduction

It is agreed upon that change is one of the universe laws which happens in all societies; it affects all life aspects and fields. One of the most important changes is what happened in the field of communication technology, which imposed a virtual gelatinous communication space that is difficult to control due to moving from the public and face to face social relations to a virtual space. The latter has reformulated the communicative message in its digital edition through the use of alternative communicative spaces such as social networks through which social issues and problems could be raised.

On the same line of thought, the traditional public space faced external conditions and pressures by members of society in a previous period of time characterized by the deterioration of conditions. This has caused people to resort to digital spaces which had a prominent impact on the life of the individual and society because of their characteristic of interaction that transcended time and place. On the same token, this new type of interaction made people live in a state of alienation in their countries; this has led to the formation of virtual communities through virtual groups in this digital space attracting the attention of today's youth and spreading awareness among them about current events surrounding them including political, social, cultural, economic and other issues and problems, which makes all citizens effective elements in their society, by constructing their stands and their contribution to the discussion of their issues through this virtual space.

Furthermore, the Arab Spring revolutions were characterized by the uprising of the protests the calls of virtual groups who demanded change and asked for reforms to overthrow the ruling dictatorial regimes. Thus, social media networks have contributed to the communication and interaction that were held in order to organize protests through planning in virtual chat groups. Moreover, it has become an effective tool that the individual and society acquires to protest and express their rejection of a deteriorating situation. Following that, the Algerian society, like other Arab

societies, has taken the digital space to present its societal issues. It was among the tools that were adopted to call for the Hirak due to the lack of citizens' participation in expressing the state of alienation that the country was witnessing and the fact that traditional media was controlled by the previous political regime. So, instead of broadcasting political news they rather focused on familial, professional, social, health, economic, and environmental, other problems of society; "media institutions have become unable to provide effective broadcasting services and channels of communication, even if there is news, but it is not significant, which makes people feel that there is an evident lack of news which makes them search for any alternative, even if it is virtual, as long as it is effective" (Bekkis, 2018, p. 226). On this basis, the present research paper aims to answer the following question: How does the digital space contribute to spreading cultural awareness in the light of Al Hirak through the Facebook page of the sociologist Dr. Nouredine Bekkis?

Based on this question, two main sub-questions need to be asked:

- Questions about how to address issues of social awareness in terms of form:

What is the nature of the content published on the Facebook page of Dr Nouredine Bekkis?

What is the language used and approved his Facebook posts that has a relationship with cultural awareness?

- Questions about how to address issues of community awareness in terms of content.

What is the most prominent awareness issues raised on Dr Nouredine Bekkis' Facebook page?

What are the values included in the published content in his page?

What are the goals of the publications of Dr Nouredine Bekkis' Facebook page?

Based on the above questions; this study aims to achieve a primary goal, which is to identify how Facebook pages contribute to spreading cultural and community awareness in the light of Al Hirak in

Algeria. The Facebook page that is going to be studied belongs to Dr Noureddine Bekkis due to the change in the intellectual, social and political structure, as today's youth gained a cultural awareness' level in the use of social communication techniques that broke the wall of silence and the barrier of fear of power and enabled them to raise their social, political and health issues and various community problems alongside their active participation in the development of their society; which resulted in acquiring cultural awareness in dealing with social conditions.

Based on the main objective, this study aims to achieve the following sub-objectives:

- Exploring the most prominent topics and issues that were discussed by Noureddine Bekkis in his Facebook page, which would contribute to individuals' acquisition of an appropriate cultural awareness that would enable people to acquire a systematic approach in order to deal with various issues of society in light of El Hirak, which contributed to putting forward and discussing many issues through social networks.
- Identify the most important values that are included in Dr Noureddine Facebook page publications.
- Identify the most important goals that the caller's page calls for.

The present study is very important importance due to the fact that it came at a time when Algerian society is witnessing changes in the construction of its social system, especially intellectually and politically through the popular peaceful manifestations called El Hirak. The latter demanded change and reforms to social conditions; where modern communication technology allowed virtual communication, which in turn allowed building virtual relationships that aim to enable community members to take social networks as a space to raise issues of the public and transfer them to a digital space concerned with communication, interaction and community participation; especially since people were prevented from discussing the social conditions and tragedies due to being deprived of self expression and given that media was controlled by the previous political regime so the virtual space is parallel to the public sphere which strives to share

social, political and religious issues through social relationships formed through virtual groups.

## 2. Concepts of the Study

### 2.1 Digital space

The term digital space is multi-layered due to its association with the media and techniques of modern communication technology that is produced by the World Wide Web, which is the Internet. The latter, has contributed to the construction of a virtual space parallel to the official public space in which all public opinion debates are raised through distinctive virtual groups thanks to the technical development of its digital communication networks. Among these networks, we find digital space, cyberspace, and the virtual space, and accordingly the researcher Muhammad Tawalbeya defines it as "the virtual cyber or electronic world" (Tawalbeya, 2019, p. 49). Furthermore, Rederik Mayor defines it as "the virtual or cyber public space that is a new technological environment for self expression, information and exchange, and it mainly consists of a middle circle formed historically between civil society and the state which is available to all citizens to express their public opinion" (Saghir Abbas, 2018, p. 118).

As for the procedural definition of the concept of digital space, it is defined as the virtual space that is parallel to the public space, in which various discussions, dialogues and transactions of public affairs are practiced through virtual groups and using digital methods and techniques such as photos, videos, comments and other features of this space.

Facebook is considered as one of the most important and prominent websites that have had an undeniable and quick impact on life, bypassing the traditional means of communication. This site has changed the map of human life in terms of relationships, interactions and services in the digital space, thus contributing to changing the social engineering for the daily lives of individuals and societies. According to Chris Hughes, "it was limited at first to Harvard students, but it was extended and then expanded to include any university student, then schools, and finally anyone aged 12 and over" (Ryan, 2013, p. 11).

## 2.2 awareness culture

Awareness culture as a concept is composed of two important concepts; culture and awareness. Culture is defined as “having a basic feature, which is the feature of allowing difference and diversity in addition to practicing cultural values” (Al-Mousalma, 2017, p. 18). The British anthropologist Edward Taylor (1832-1917) defines it as “that complex whole that includes knowledge and beliefs, art, morals, law, customs, and all other capabilities and habits acquired by man as a member of society.” As for the sociologist Rachid Zerwati, he considers that “culture is the practice of thought, that is, the embodiment of social behavior, the more cultural values are inclusive of all aspects of life, complete, clear and accurate; constructively, the more effective cultural values are as a way of thinking, feeling, and behavior” (Zerwati, 2011, pp. 55-59).

On the same line of thought, “awareness is defined in the Encyclopedia Britannica as understanding and sound perception, and awareness here means the person’s knowledge of himself and the society in which he lives”, in other words, the individual’s ability to perceive himself on the one hand and absorb what surrounds him from the outside world on the other hand” (Zahani & Zimam, 2019, p. 334). Furthermore, awareness is defined in general as “a reflexive mental direction that enables the individual to perceive one’s self and the surrounding environment with varying degrees of clarity and complexity, as awareness includes the individual’s awareness of his mental and physical functions and awareness of things and the outside world” (Masoud, 2011, p. 103).

On this basis, culture of awareness, we mean in this study what the individual acquires from the mental ability and insight into community life in all fields (political, social, religious, cultural, educational, health...) which enables one to achieve one’s goals and ambitions by pursuing better ways and steps. Thus, it is not the result of chance or a stroke of luck. Rather, it is rather due to systemic efforts and following an approach aimed at developing this aspect of the human being” (Al-Hassoun, 2003, p. 12).

## 3. Previous Studies

### 3.1 Study of “Raja Zahani” (2019)

This study is titled: *the role of Facebook in spreading social awareness among young people - a group of young people in Biskra as a model*. The study aimed at revealing the different ways that Facebook influences and contributes to spreading social awareness in light of the current global digital changes. The study problem revolved around the role of Facebook in spreading social awareness among young people in which the researcher relied on the social survey method using the intentional sampling method by targeting a group of active young people on Facebook, relying on the questionnaire tool which was distributed to the study sample via e-mail to the participants, which is estimated at: 100 questionnaire forms.

The study concluded that Facebook has an effective role in developing the social awareness of young people; furthermore, it gave them the opportunity to actively participate in the situations of their community’s problems by proposing solutions. Their involvement in this digital space also contributed to the development and change of their society for the better using virtual communication through beneficial social relationships that serve their community.

### 3.2 The study of “Aisha Ala” and “Ahmed Baloul”

This study is titled “developing social awareness through the use of social networks among university students”, it aimed to study the contributions of students’ social networks in forming their technological and informational opinions and beliefs. The research problem revolved around the role of social networks in creating social awareness among the university student, relying on the descriptive analytical approach by addressing in the theoretical study the theoretical concepts about social awareness and its forms and the motives for using social networks.

The study concluded that social networks work on the political, social and cultural upbringing of young people, and achieve social awareness through their participation in the issues of their society to be an effective element in the development of individual and



collective awareness in order to achieve social change.

### 3.3 Study of “Nadia Ben Ouargla”

This study, which was titled “The Role of Social Networks in Developing Political and Social Awareness of Arab Youth”, it aimed to examine the role played by the media, particularly in social networks, in developing political and social awareness among Arab youth. The study is based on the analytical descriptive approach in dealing with the study’s axes on social networks and ways to develop political and social awareness through media, in addition to its role in the revolutionary and mass rise during the Arab Spring.

The results of the study concluded that the Arab Spring was characterized by ridding of the tyrannical regime on the one hand, and on striving for change in the structure of all societal fields on the other hand. Social networks have contributed with their great popularity to the participation of young people in social, political and cultural activities and the upbringing of young people on purposeful behaviors in order to social change.

### 4. Commenting on previous studies

Based on the aforementioned studies, their findings were unanimous concerning the social networks represented in Facebook which have contributed to the dissemination of social and political awareness among members of society. Moreover, our analytical study is the contribution of the digital space to the dissemination of a culture of awareness (social, political, economic, health, cultural, educational) in the light of the Algerian El Hirak, in which Algerian society, like other Arab societies was influenced by the Arab Spring and is witnessing radical changes in the intellectual, social and political structure of Algerian society.

On this basis, our study aims to investigate whether Facebook contributes to building a conscious culture and drawing understanding the members of society, in order to take basic steps in solving social problems, which is the absent key point from the mentioned studies, there is awareness of the conditions of society.

## 4. Methodology of the Study

The present study belongs to the descriptive field studies; it follows the descriptive analytical method, which requires the process of analysis, interpretation and evaluation in order to understand the relationship between the two variables.

### 4.1 Study population

The target population in the present research is the digital space or the so called social networks, from which Facebook was chosen for study and analysis.

### 4.2 Study sample

After defining the research population for social networks, which is Facebook, it was difficult to conduct a comprehensive survey of all its vocabulary. An intentional sample representative of the research community was chosen by choosing the Facebook page of Nouredine Bekkis, which is the most popular, followed, interactive, and addresses social issues in light of El Hirak that Algeria has witnessed on February 22, 2019, we find that the number of followers of this page is estimated at: 107,894 followers.

### 4.3 Study tools

The content analysis method was used, which Berelson defined as “a research method that aims at an organized, objective, quantitative description of the apparent content” (Hamid, 2008, pg. 64). Therefore, we relied on it in our study to analyze the content published on the page of Dr. Nouredine Bekkis in his Facebook page, which connects him to the various groups of Algerian society, through which he can deliver his communication message that carries objectives that he deems effective to serve his community, and this is based on the units and categories of analysis that were classified in the analysis form based on which we reached the desired results.

### 4.4 Units of analysis

Saeed Saboon argues in his book ‘The methodological Guide to Preparing Memoirs and University Theses in Sociology’ that “the units of analysis are like decomposing the communication text and only leave

what is related to the hypotheses” (Sabaoun, 2017, p. 236) and accordingly the following units were set appropriate to the problem of our study, including:

- Unit of the topic: It expresses the idea around which the sample’s publications revolve around in his Facebook page.

- The unit of the media material: It is the material on which the analysis is based.

In this research study, the Facebook page was used as a natural unit of analysis.

- Recording units: It is the part that the researcher has chosen to put in the form of the process of analysis.

We may find that “the word is the smallest unit in the text of the communication, written or verbal, which is related to the study hypotheses through its frequency of use, as it might be the sentence or paragraph that carries the meaning of the unique sense that has been chosen intent to signify” (Sabaoun, 2017, pp. 236-237).

- Context units: “they are linguistic units within the content which are useful in accurately determining the meanings of the recording units on which the measurement is made; “the unit of recording turns the idea into a unit of context” (Nefousi, Content analysis in the human sciences - foundations and applications , 2016, pp. 162-163)

- Unit of values: it is used to identify the values offered by the sample’s Facebook page.

- Unit of time: The researcher chose the time period extending from 01 June to 31 August 2021 to conduct the analytical study in order to investigate, analyze and interpret what the sample offers in terms of form and content in dealing with various societal issues that require culture of awareness to address them in the light of El Hirak, especially after the demise of the wall silence and fear through his Facebook page.

## 5. Categories of Analysis

They are categories concerned with the form in which “the communication message is transmitted by answering the question ‘how’, in the sense of determining the template in which the material under

analysis was presented” (Nefousi, 2016, p. 159), and they were identified in the following categories:

- Publications format category: it pertains to the nature of the template style for the content in which topics dealing with issues of social awareness were discussed through the sample’s page.

- Language category: It is about the language used in the publications of the sample’s page (standard Arabic, colloquial, mixed of Arabic and colloquial, French, English, a mixture of foreign and Arabic languages).

Second, there are the content categories:

What was said: They are the categories that require analysis of the contents of the communicative message by answering the question ‘what’ with “the aim of determining the meanings and ideas contained in the content material” (Nefousi, The dynamism of research in the humanities, 2016, p. 153), and they have been identified in the following categories:

- Topics Category: It is represented in the most prominent issues alongside their types which have been raised on the sample’s page, including social, political, economic, religious and health issues, from which we may find what is arranged at the forefront of the most discussed issues and what is in the second and last rank and this is in terms of interest, comment, participation and admiration.

- The category of included values: they are the values included in the sample’s publications, which may be positive values or negative values, where one overrides the other, each according to what the aims for through the Facebook network.

- The category of goals: They are the goals that the sample sees as goals that serve his community with the aim of change and reform, whether for the individual or the community who expressed a desire for change through the slogans of the protests raised in the Hirak calling for reforming the situation, from which we find what is a functional goal by putting it frequently in the contents of the publications.

A table representing metadata on the researcher Nouredine Bekkis’ on his Facebook page:

**Table 1****Presentation and analysis of the data of the analytical study in terms of form**

Time of the analysis	Number of followers	Information about the page	Link of the page	Page data Pagename
Analyzing posts for three days	111975 Followers	A page for political sociologist Nouredine Bekkis, who is interested in community issues in all fields The date the page was created on June 17, 2019 until today	<a href="https://fb.watch/91iJe6YY/">https://fb.watch/91iJe6YY/</a>	نور الدين بكييس Nourddine Bekkis

**Table 2****The form of publications on the topics of the sample**

Form of the posts of the page of the sample	The sum	
	frequency	%
text	23	%53,50
Video	01	2,32 %
Text with a video	19	44,18 %
The sum	43	100 %

Based on the results which are displayed in table above that the nature of the publications of the sample's page were mostly texts, which took the highest percentage, estimated at 53.50%, considering that the publication's needed to be written in Arabic for clarification and interpretation, especially with regard to the issues that are addressed, including the local and national level, which the Algerian public is accustomed to, with regard to the Arab level as well. The digital space has transcended the temporal and spatial domain, where most of the texts were:

Announcements for the dates of TV programs related to the topic of the program that will be addressed, most of which centered on the most important event experienced by Algerian society and current topics that occur to it such as elections, Corona, government changes, social events, here we find that the researcher Nouredine Bekkis is keen to attend and discuss everything that happens on the national and local arena, it accompanies the changes that accompanied the Hirak which contributed to the formation and formulation of slogans of justice and the achievement of democracy in all fields, similar to what was experienced previously from a period characterized by the control and censorship subject to the media by the controlling authorities over its contents and monopoly Information and knowledge industry.

Majority of the texts were mini-articles written by sociologist Nouredine Bekkis on his page in order to clarify and explain the most important emerging topics in Algerian society, which is witnessing changes from time to time, especially since there are developments that accompanied the Hirak that raised issues, problems and events through the digital space. In addition to that, he asks his followers to understand and explain what is being published, as the Algerian people lived a previous period in which they were absent from expressing their opinions and being aware of the actual reasons behind events and decisions at the level of institutions and groups. His followers criticize his publications and ideas in previous publications, and this means that the sample is keen to respond and explain to his followers about what is being put on his page through the digital space for an audience whose demands for interpretation and explanation reflect the degree of awareness of issues.

Following that, there is a text that is a dialogue of the sample in French that was interviewed and published in an Algerian newspaper in a French language, which means that he is keen to convey all his publications, ideas and ideology to all his followers in any language.

We also find that the high percentage of publications that characterize the sample, which was estimated at 53,50%, clarifies and confirms the nature of the audience familiar with this page, as it is a category that bears in its thought and culture certain representations and carries more than a special ideology.

The publications were also texts attached to videos, which came in second place with a rate of 44.18%, because the sample aims to display his publications by attracting attention and increasing interaction through a message that requires watching in order to analyze the meaning and understand the message to be conveyed. Furthermore, we have noticed in the publications of the sociologist Nouredine Bekkis that some of his texts attached to the video are an explanatory text for what will be discussed in the video.

Moreover, the third place was occupied by video only with a small percentage compared to the others, estimated at: 2.32%, which is due to the fact that the sample does not rely on videos alone in his publications, as he needs in his explanations and clarifications about what is published on his page to props that clarify his media message and highlight the implications of his topics through the information contained in the videos, this reflects the nature of the following audience that is distinguished by its way of thinking, culture and ideology.

As a conclusion, the sociologist Nouredine Bekkis' page relies to a large extent on the use of texts for the purpose of analysis and interpretation, and this indicates interest in the demands of the audience following his page, in addition to his reliance on the texts attached to the video because of the latter's important role in establishing and interpreting the idea and conveying meaning, especially when it is presented for this kind of messages with a new media formulation in the digital space imposed by the communication technology that has strongly affected its users and demands its audience for critical thinking and interpretation, by addressing societal problems that the digital space has allowed to discuss, analyze and look for solutions.

**Table 3**

**The form of language used in the communicator's publications**

Language used	The sum	
	frequency	%
Standard Arabic	44	69,84 %
French	1	1,58 %
A mixture of French, Arabic and local dialect (Darija)	18	28,57 %
The sum	63	100 %

Based on the results in table 3, we find that the Arabic language is the most widely used, with a large percentage estimated at 69.84%. This is due to the fact that the sample relies on the Arabic language in presenting his publications to facilitate understanding for all his followers, whether in Algeria or abroad, given that Nouredine Bekkis is a university teacher and researcher with a diverse audience with a different levels of education.

On this basis, the use of Standard Arabic in the sample's publications is also referred to:

- Publishing advertisements in standard Arabic that include discussion of important topics which are in programmed television sessions (formerly Lina channel, Al-Hayat channel, Al-Bilad channel).
- Posting when it comes to congratulations in special occasions.
- Publishing an Arabic text that includes writing a small article explaining and a certain social phenomena or discussing the course of the current events.
- Publishing a video in standard Arabic because it was extracted from an Arabic program in which he talks about the issue of illegal immigration in Algeria, which in itself is a mutual issue in the rest of the Arab countries.

Furthermore, the standard Arabic was followed in the second place by relying on the use of a mixture of standard Arabic, French and colloquial, with a lesser percentage estimated at 28.57%, which are mixed phrases between Arabic, colloquial and



French especially in live videos that explain a social phenomenon, such as the term culture of treason, socialization, job role and civil society institutions... in other words,

- When he uses specific term to his field of research. This is done with the aim to be understood by his diverse audience and followers, such as: the institution, the family, the Algerian regime, individual solutions, solidarity, estrangement, El Hirak...etc.
- When speaking in his videos with some French words such as: est ce que- les résultats- tempe que- par exemple..., in addition to publishing on his page a small article in French.
- The sample uses French because it is a language that has dominated the Algerian society in its daily speech, which is mixed between colloquial and French is the second language after the mother tongue, so he wants to communicate his ideas to a larger audience by addressing them in their own language and dialect.
- He speaks in his videos in the vernacular dialect in order to be understood by his Algerian audience in particular and the Maghreb in general, such as: we don't want to go to a country, they don't care, we don't know, who doubts we'll get out of it... So the caller uses Darija in order to facilitate the understanding of his publications for all his Algerian audience in particular and the Maghreb in general.

Based on all of the above, we conclude that the sociologist Nouredine Bekkis has deliberately addressed his audience in a language that mixes between standard Arabic, French and the colloquial dialect in order to convey his ideas and consolidate them in the minds of his audience in addition to clarifying his media messages about any phenomena and developments that occur in the Algerian society to enlighten his followers about its social reality through opening the doors of discussion with the youth of today, who gained real awareness of what is happening around them, which makes the sample an

effective element that aspires to change and reform.

## 5.1 Presentation and analysis of the data of the analytical study in terms of content

**Table 4**

### The most prominent topics and issues in Nouredine Bekkis' page publications

Most prominent topics and issues	The sum	
	frequency	%
Social issues	27	39.13 %
Political issues	17	24.64 %
Educational issues	15	21.74 %
Health issues	6	8.69 %
Religious issues	4	5.79 %
The sum	69	100 %

Through the results of the table shown above, it is clear to us that political issues topped the list of issues of most interest in the sample's publications, which were estimated at 39.13%. This is because the researcher Nouredine Bekkis is a specialist in political sociology. He is familiar with political issues, especially after the popular movement protests (Al Hirak) on February 22, 2019, which was the start of opening the door for free discussion and removed the wall of silence and fear in all political issues and topics, which in a previous period and for some reasons and certain circumstances were prevented from discussion, and this was confirmed by the study of Nadia Ben Ouargla titled 'the role of social networks in the development of Political and social awareness among Arab youth' that these social networks have contributed to the participation of young people in political activities and their upbringing on purposeful behaviors in order to push for societal change.

On the same line of thought, due to the familiarity of the researcher with political topics, we find that most of his publications talk about political issues, especially with regard to elections and political participation, which took place in the period of June 2021, in which the participants were absent for reasons that were clarified through his publications. In addition to topics about racism and mediocrity in administrative institutions and other political issues that require awareness and containment of

the developments being put forward on the political arena in order to push for reform and change by acquiring a culture of awareness. In other words, Nouredine Bekkis deal with topics that require a conscious intellectual who can deal with political issues that have an impact on our behavior in society.

After political issues we have social issues which come in second place with a rate of 24.64%. Nouredine Bekkis touched upon topics that affect the social aspect of Algerian society, which we share with some Arab countries, including addressing the phenomenon of illegal immigration in search of a decent life, which is one of the most important causes. The social situation of immigrants who prefer to die in the process of immigration instead of staying in their countries, as well as addressing other issues that affect the social aspect of the livelihood, such as working women and its impact on family life, poverty, unemployment, housing, nepotism, crime, social income, high prices and the cost of purchase (the case oil, flour). This indicates that the researcher's page is familiar with the social issues that are embraced by the social structure of society and its functional interrelationships between social systems such as the family, the school, the mosque and the state, and therefore any defect in one system affects the other in turn.

Followed by educational issues with a slightly less percentage than social issues, 21.74%, in which Nouredine Bekkis raised issues that affect the educational aspect, whether in the family or institutions, through the family role in building society through or the upbringing of children, as his educational publications focused on family issues. Such as family problems and their settlement, the social environment in which the Algerian was born, the upbringing of children, the school environment in which the children study, marriage and its continuity between reality and aspiration.

Dr Nouredine Bekkis' publications are topics that affect all Algerians in the current situation, which we can say is a period of conflicts due to what is

happening at the level of social relations, highlighted by the digital space through its electronic media (Tik Tok - YouTube - Facebook) and the most important of which is the dispersal of children and the erosion of Islamic family values, starting with parents and children, by imitating everything that exists in this space and taking it as a role model in education and a better model for civilized human behavior. Thus, these phenomena that are foreign to our society call for critical thinking and awareness in order to change and reform, as Marcus Aurelius, the Roman Emperor said, "Our life is the result of our thoughts" (Zerwati, 2011, pp. 27-28). Accordingly, we find the sample is familiar with what is happening in the Algerian society by connecting it to the family side, in order to reach collective and individual solutions when awareness of educational issues to achieve and develop individual and collective awareness with the aim of change and reform.

Health issues come in the fourth place with a rate of 8.69%. Dr Nouredine Bekkis' publications about health issues are of a big concern to Algerian society, most notably the Corona pandemic, which the world took its share of and which had previous and coming waves such as Covid 19, in addition to the reasons why an individual conceals his infection with corona, which emerged in the material aspect that is very expensive to treat.

On the same token, we find religious issues ranked last, and their percentage was estimated at 5.79%, and this may be due to the short period in which the publications were studied, estimated at three months (June - July - August). There were also greetings for Eid.

Based on the above, it is clear to us that the researcher Nouredine uses his page as a media platform in order to spread awareness of everything that is happening in the Algerian arena in particular, and in the Arab world in general, especially what coincided with the protests of the popular movement on February 22, 2019, where changes emerged that affected the political and social aspect, which

allowed discussion of political and social issues that Algerian people were suffering from due to certain circumstances that kept them from exercising their political and social rights.

**Table 5**  
**Content values in Noureddine Bekkis' Facebook page**

Content values in Noureddine Bekkis' Facebook page		The sum	
		frequency	%
Positive values	Justice and reformation	24	33,80%
	Freedom and integrity	18	25,35%
	Solidarity	16	22,53%
	success	13	18,30%
The sum		71	100%
Negative values	rebellion	8	53,33%
	conflict	7	46,66%
The sum		15	100%

Through the results obtained in the above table, it becomes clear to us that there is a set of values included in the publications of Dr Noureddine Bekkis in the digital space through his Facebook, which is a space in which all segments of society converge and through which it has become a contribution to the processes of political and social change such as what the Arab world witnessed from The Arab Spring revolutions, which were launched from Facebook; Where we note through digital statistics the presence of positive values (social solidarity - freedom and dignity - justice and reform - success) and negative ones (rebellion - conflict); providing followers with values and behaviors through virtual communication, through which relationships and values with meanings that serve the individual and society.

● Analysis of positive values:

Through the analysis of the media content in our research, we noticed that the sample presents positive values, where we find the values of justice and reform were at a greater rate compared to the rest of the

following values, where it was estimated at 33.80% and this explains that his page contained and acquired topics that cause change and exercising the right in the process of reform and achieving justice, especially after what Algerian society witnessed from El Hirak. It is worth noting that the Algerian people went through a very difficult stage in the nineties, which is the stage of the black decade that they suffered in various economic, political, social and cultural fields in terms of killing, fear, threat and poverty while living in curfew due to the ban imposed by the state.

All of these backgrounds frustrated the citizens' political will, so it became entrenched in their collective awareness. They no longer have confidence in achieving a real democracy that contributes to building the individual and society. The virtual spaces provided them with a platform for self expression and the promotion of individual and collective freedoms in addition to openness to other cultures that interfered in this space, which was characterized by the presence of interactions and dialogues, which contributed to changing the course of social interaction in the public space to another type of virtual interaction at the level of social relations and political participation in elections and the reasons for refusing to participate in them. Furthermore, he also talked about illegal immigration, the reasons for its rise in order to search for collective and institutional solutions to achieve justice and reform, because collective action imposes practical and purposeful platforms that achieve justice.

Followed by the values of freedom and dignity in the second place with a rate of 25.35%, and this is through his publications about topics that were previously and for certain circumstances forbidden to talk about, as the ruling regime worked to undermine all official spaces from discussing any topic that threatens their existence especially the traditional media and imposing what should be presented and discussed, in addition to overlooking the current events. El Hirak opened discussions on all topics such as the decisions of the regime and the mediocrity that Algerian institutions suffer from and the difficulties that the Algerian people suffer from led to living In the case of alienation, there was a promotion of freedoms and a demand for dignity.

On the same line of thought, we also found that the values of solidarity came in third place with a rate of 22.53%, through the researcher Nouredine Bekkis' talk about the social environment in which the Algerian citizen was born, which gave him a culture of greed, forgetting the values of solidarity and love of good for others, and we find him talking about the culture of treason in which the Algerian society lives. In addition to talking about family problems that require cooperation and solidarity to be settled, we also do not forget his publications on the Corona pandemic, which imposed financial and psychological difficulties that affected the Algerian individual, and which calls for solidarity on the part of everyone. This reflects the researcher's interest in the societal issues raised through his publications. The human being, according to Emile Durkheim, is the product of the society in which he lives. Human actions are linked to society such as the family, political, social and economic system, with the aim of eliminating societal and political problems by intensifying awareness and presenting positive and effective ideas characterized by achieving collective solidarity in various areas of life, through active participation in community issues to achieve social change.

The values of solidarity and interdependence reflected the solidarity of groups through digital spaces bearing the same demands, grievances and common goals that lead to strong social cohesion, tolerance, morals and good behavior.

Then the values of success come at a rate of 18.30%. Through the publications of the researcher Nouredine Bekkis, we find that it calls for work on success in family life by settling family problems, and playing the functional role of parents, especially what the Arab family is witnessing from the imbalance, we also find its discussion for the Algerian school and university and its environment in which the learners live, which requires reform and change to achieve success. Hence, What Algerian society is witnessing in terms of changes, especially in the field of the electronic revolution of the mind and cultural invasion, has affected the social construction at the level of social relations, thus contributing to the imposition of extraneous concepts and values that work to give the

family values, norms, habits and trends that prevent progress, success and a societal renaissance through sound education that It adopts the Islamic method in raising children and preparing a family that carries the approach of Islam.

Concerning the negative values, they were very non-existent during the period in which the contact's publications were studied, other than what we found of the rebellious values, which were at a rate of 53, 33%. When Nouredine Bekkis spoke about the administrative corruption in Algerian society in all institutions and the evasion of parents From raising children in addition to women leaving for work that has implications for family responsibility and talking about the regime's decisions; this may create a rebellion against the laws, the educational system, health system, and economic way of living, and against the decisions of institutions, and the demand for change and reform.

We also find that the values of conflict came in second place with a percentage of 46.66% and are very close to the percentage of values of rebellion and this is due to the fact that rebellion accompanies it, creating a conflict for the individual rejecting the healthy socio-economic and political conditions he lives in, whether at the family, professional or educational level.

## 6. Conclusion

It is well known that mankind knew intelligent technological development in the late twentieth century that affected human life in a way that exceeded the expectations of Marshall Malakluhan, who predicted the small connected village of the world, as a result of the development of means of communication and the abolition of time and spatial domains. Moreover, what we witness today from a virtual reality as a result of the emergence of electronic media that changed the course of communication and social relations, making us as if we were living in neighborhoods instead of the small village. The emergence of a virtual public space parallel to the real world, where it allows discussions, participation and interaction on community issues, as it is a digital space with a new vision to achieve dialogue, communication and interaction.

Algeria, like the Arab countries, has been affected



by this technological development that carries different cultures and overlapped in the digital space, as the Algerians deal with it as a platform for communication, interaction and discussion on issues that the traditional media could not experience free discussion for certain conditions, so this digital space came to allow them to exercise the right to debate and interacting and communicating on issues of interest to them in order to change and rebuild. On this basis, Facebook has been used by many individuals and institutions as a platform to raise societal issues and problems with the aim of awareness of what is happening at the community level in order to spread a culture of awareness of what is happening at the level of Algerian society, especially after the stage of El Hirak on February 22, 2019, which witnessed a comprehensive movement of change that touched upon the various social groups which realized the true awareness of the nature of the Algerian crises, which was prevented from discussing it due to the undermining of the public sphere and the control of traditional media by the regime. Previously, the governor, the researcher published publications urging awareness and intensification of awareness of issues to eliminate societal problems and achieve change and reform desired.

On the same token, after presenting and analyzing the obtained results, we were able to conclude a number of results, the most important of which are:

-The digital space is a space for building social relations that allows us to communicate, interact and discuss, especially Facebook, which allowed to discuss and raise issues of interest to Algerian society.

-The results of the research concluded that the researcher Nouredine Bekkis relies on his presentation of societal issues in his publications in the standard Arabic language to communicate his ideas and values to a larger number of followers.

-The most prominent awareness issues included through the materials published on the sample's page in light of El Hirak movement are political and social issues, followed by educational and health issues. Therefore, discussing these issues contributes to providing individuals with a culture of awareness

that enables them to address their various issues in a systematic and sound manner.

-There is a set of positive values that appeared in the contents of the communicator, the most important of which are the values of justice, reform and social solidarity, followed by the values of freedom, dignity and success.

-There are negative values that were confined to two values through the contents of the sample: rebellion and conflict, which are the result of awareness of the existing issues.

### **Conflict of Interest**

The authors declare that they have no conflict of interest

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