

Social media influencers at the 2.0 era toward content making and public opinion manipulating; An over view on Algerian reality

المؤثرون الإجماعي في عصر "2.0" ، نحو صناعة المحتوى والتلاعب بالرأي العام ؛
نظرة عامة على الواقع الجزائري

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Abstract:

Social media influencing has been recently proved as the widest field mainly that one infecting the public opinion, moreover to the influential topic in itself regarding the major impact on the diverse audience below this new issue aspect, thus with the development of social media and the growing effect in shaping societal public opinion ; social media influencers got a major role primarily on websites shaping their over- millions followers as they got the content creator prime title, adding to the main function which has become more important than traditional media , thus it is consequently focal as making or rather manipulating the content at the 2.0 web era .

Through this study paper we focus on the crucial role that social media influencers execute whether absolutely or harmfully on their diverse audience due to their content industry brand.

Keywords: Social media influencers, public opinion, 2.0 web, content creator.

الملخص:

يتأكد باستمرار تأثير وسائل التواصل الاجتماعي وبشكل كبير و في نطاقه الواسع لا سيما على الرأي العام، هذا علاوة عن جانبه التأثيري المتعلق بالجمهور المتنوع وخاصة المتابعين منه. ومع تطور وسائل التواصل الاجتماعي؛ وبالموازاة مع الأثر المتزايد في تشكيل الرأي العام، يحوز المؤثرون الاجتماعيون دورا محوريا على مواقع الويب الحافلة بالملايين من المتابعين وهو ما يؤهلهم لقب «صانع المحتوى» هذا بالإضافة إلى الوظيفة الرئيسية التي أصبحت أكثر أهمية من الوسائط التقليدية، والتي أضحت محورية على شاكله إنشاء أو بالأحرى التلاعب بالمحتوى في عصر الويب 2.0.

من خلال هذه الورقة الدراسية، سنحاول إبراز الدور الحاسم الذي يضطلع به المؤثرون الاجتماعيون على جمهورهم المتنوع بسبب علامتهم المميزة في صناعة المحتوى.

الكلمات المفتاحية : المؤثرون الاجتماعيون - الرأي العام - الويب 2.0 - صانع المحتوى.

. Introduction

The social media is increasingly attracting the communication world in relation with the influence and continuously to social networks, as a matter of fact many interrogations are now made in order to understand this new phenomenon in mutation in all societies, these questionings include the extent of the « influencers», new opinion leaders of the 2.0 era.

Those Influencers in Social Media referred to as (SMIs) usually been known as an innovative type of self-governing third-party endorser who shapes audience perspectives through social media. During this global online reach time, there are relevant characters of people that could have markable impact on people's opinions, which make personal or behavioral characteristics of an influencer, essential to take into consideration to determine the appropriate one .

Hence, Social media influencers (SMIs) represent a new type of independent third party endorser who shape audience attitudes through blogs, tweets, and the use of other social media. Although some scholars appear to view SMIs as competing, possibly hostile voices (Gorry & Westbrook, 2009, p11), while others recognize the possibilities of forging alliances with SMIs to promote a brand or organization.

Thus, this situation thrusts us to wonder about the birth and the appearance of these influencers, and the important role they play in the transformation of the relation between influence and politic, the way they transform the production, the circulation and the consumption of the information, and primarily their impact in the

process of development of this new format of news attract us as much as the « influencer “ profile that emerge in the social media and that punctuates the sociopolitical realities. (نادية، 2019، ص22)

All of this required influencers and activists on social networking sites to pay close attention to what they present to their followers, and from here the concept of "content industry" emerged, therefore Influencers and activists on social media are no longer affected by random or coincidence, but it has become a well-studied matter that requires high awareness and knowledge of the influencer before publishing any material, as it has a real role in shaping public opinion.

1. Study issue:

From this open viewpoint it is time to set this paper main issue :

Who are the real social media influencers? and what are the main challenges facing them in order to shape the public opinion via content making for providing social advantageous consequences ?

2. Social Media Influencers in 2.0 new age :

Obviously, it is primarily important to shed light on the social media concept before elucidating the social media influencers, and overall grounding natively the basic rather the original meaning that is social networks.

2. 1 Social Media ex Social Networks :

Basically, social network sites provide open avenues for “collaborative education which in essence creates a synergy by bringing together technologically learners and instructors with a shift towards less instructor that led teaching to a greater student’s

involvement” (Behdja, 2015,p 3). It is therefore, pertinent to say that the use of social network sites extend far beyond their traditional purpose of communication and entertainment to promote students’ self-reliance in learning through enquiry and sharing. (Behdja, 2015, p 5)

Hence Social networks appear when people create a personal profile, they offer users the ability to post comments, receive comments from others, join a group and a fan page, create an event, and participate in games . Accordingly a social network is the name given to a representation of social structure. It may be individuals or organizations and based on friendships, professional or commercial purposes .Whereas Wikis are collaborative sites where the user participates in the construction of the site, for example, Wikipedia encyclopedia. (Soumia, October 2019)

After all social media can be defined as internet based applications that focus on the consumer generated content which encompasses “the media impressions created by the consumers, usually informed by relevant experience and shared or archived online for easy access by other impressionable consumers”(Hanan&Putit, 2014, p. 472) .As a matter of fact Social Media are proved the best way to innovate and engage to take the risk and encourage managers to establish a digital or social media strategy to better understand customers and strengthen the e-reputation of the company.

Here rises Social Media as an Ambivalent Innovative Sector, and although innovation is traditionally defined as an invention that has spread through being appropriated by a social environment, the design in itself has the advantage of emphasizing the idea of novelty brought to a market, without presuming its origin (consumers, daring entrepreneurs, researchers, and engineers, etc.). It also assumes that this novelty will have been taken over and constituted as an offer available on this market.

The use of social media makes competition for the company. This method creates good relationships between managers and employees and helps their performance. Regarding the reasons delineation for using social media by consumers, which focus on look for : Social interaction, Information, Hobby, Entertainment, Relaxation, Communicative usefulness, The expression of their opinions, The utility of convenience, Information sharing, Observing the behavior of others.

Over the last decade, we have seen social media grow rapidly in importance, more than 3.4 billion people actively use social media (Werner Geysler, April, 2022) . In this they constitute an important channel of interpersonal communication, exchange of ideas and beliefs, participating in parallel to the creation and popularization of new trends. There is why Levine shed light on the new realities of the world of business and communications from the Internet. They portray an era of conversations where Internet users invent new ways to share their knowledge: "People talk to each other, in open, straightforward conversations, inside and outside organizations. The inside and outside conversations are connecting. We have no choice but to participate in them" (نادية ، 2019).

Social media today is an incredible source of information for the company. At the same time it too much quantitative, with generated data volumes rarely achieved, but also qualitative, via the speeches.

2.2 Social media influencers:

Just before tackling Social Media Influencers topic, let's have a look on the influencers' and youtubers' interference conceptualizing :

A. Influencers vs. You Tubers

Contrary to the popular belief of some, an influencer is not somebody who spends all their time on social media, taking “selfies” and trying to sound important. Influencers have to genuinely influence the behavior of their followers. They have built a reputation for their knowledge and expertise on a specific topic. They make regular posts about that topic on their preferred social media channels and generate large followings of enthusiastic, engaged people who pay close attention to their views.

A wide range of signs that might be related to influencing characteristics is a social activity, charisma, expertise, power, authority, shared interests, uniqueness, innovativeness, amount of followers/friend’s etcetera. Certain individuals can have more influence than others due to their social status, personal features, and overall image, including age, gender, and even marital status.

An influencer is a person who has the power to affect the purchasing decisions of others because of his or her authority, knowledge, position, or relationship with his or her audience. The size of the following depends on the size of his/her topic of the niche. So it is important to note that these individuals are not merely marketing tools, but rather social relationship assets with which brands can collaborate to achieve their marketing objectives. (Werner Geysler, 2022)

Whereas a YouTuber is a person who produces videos on the video-sharing platform YouTube, specifically whose main or only platforms are one or multiple YouTube channels, personalized subpages of the platform. The term was first used in the English language in 2006. Uninterruptedly ; Influential YouTubers are frequently described as micro celebrities. Since YouTube is widely conceived as a bottom-up social media video platform, micro celebrities do not appear to be involved with the established and commercial system of celebrity culture, but rather appear self-governed and independent. This appearance, in turn, leads to

YouTubers being seen as more relatable and authentic, also fostered by the direct connection between artist and viewer using the medium of YouTube. (Jerslev, Anne, 2016, p 14)

It can be challenging to compare influencers who operate on different social platforms, that can be easily compared the top YouTubers with those who rule Instagram. Fashion “Influencer” Jordan Bunker confesses his real life is not as it is seen on Instagram, while his “followers” believe his life is “ great”, he actually lives with his parents and “works from a desk in his room” (Bearne, 2019 :p 4). Emily Lavinia, another fashion “influencer”, speaks of her “online persona” that is different from her reality and admits having “imposter syndrome” that makes her feel ashamed. (Bearne2019 :14). Blogger Scarlett Dixon declares that her “feed isn’t a place of reality” and that all her appearances are “staged” (Hern2018, p 7)

B. Social media influencers

Influencers in social media are people who have built a reputation for their knowledge and expertise on a specific topic. They make regular posts about that topic on their preferred social media channels and generate large followings of enthusiastic, engaged people who pay close attention to their views. Brands love social media influencers because they can create trends and encourage their followers to buy products they promote.(Werner, 2022)

Social media influencers - contracted as SMIs - can be seen as active actors in the society. The scope of their influence is not limited in the local level but also in the international one which is interesting for those who focus on sharing tourism and destination content, because they can target international potential tourists and even investors. Social media influencer definition goes beyond the number of followers he can attract to your social media network or

website. Really crucial for your brand is his ability to build engagement across with your core audience and strengthen it day-by-day. (Viktoriiia, 2022,18)

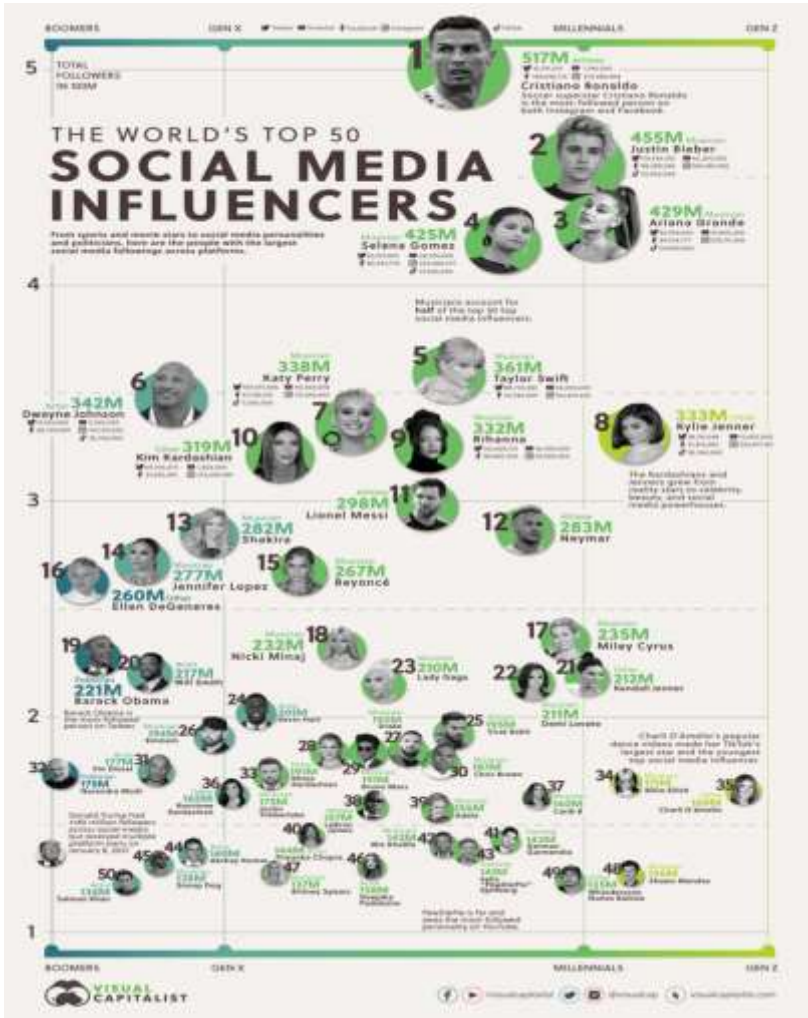
In other words; Social media influencers are the best example of social capital, which is the product of social interactions with the potential to contribute to the social, civic, or economic well-being of a community- of-common-purpose. It is produced and used in everyday interactions and these interactions only make sense in the framework of a set of purposeful community activities (Jamieson, 2014, p. 59).

A social media influencer is the mainstream, influential person in social media networks, who promote products and services of a brand. You can also define social media influencer as a person who works in a certain industry and collaborate with followers in it. It is also an individual who is able to impact the individual's purchases because of his authority or relationship with target customers. He can have his own blog with a reliable audience or a social media account, providing specific content interesting for his subscribers.(Werner, 2022)

Because of the persuasive power of social media influencers, technologies have been developed to identify and track the influencers relevant to a brand or organization. Most of these efforts to identify SMIs rely on factors such as number of daily hits on a blog, number of times a post is shared, or number of followers. Given the recognition that online influence is about quality, not

quantity, these methods should be viewed as a starting place only (Basille, 2009). However, the top 10 influencers on Instagram, for instance , as calculated by HypeAuditor, as of october 2020 and most of these people cross over between influencer and celebrity marketing who are : Kylie Jenner, Cristiano Ronaldo, Ariana Grande, Leo Messi, Selena Gomez, Kendall Jenner, Kim KardashianWest, Zendaya Beyonce, Taylor Swift.

Fig.1. The World's Top 50 Influencers Across Social Media Platforms



Source: <https://www.visualcapitalist.com/worlds-top-50-influencers-across-social-media-platforms/>, Omri Wallach, 2021

C. Influencers’ Followers and their Financial Issue :

Influencers’ followers number needed to be an influencer very much depends on the niche in which they operate, accordingly mega influencers have many followers on their social networks, often more than 1 million followers on a platform, so people with followers in the range between 40,000 and 1 million followers on a

social network are macro-influencers. Thus most influencers are micro-influencers with between 1,000 and 40,000 followers. In really specialist niches, they have nano-influencers with fewer than 1,000 followers.(Werner, 2022)

It cannot be denied that there is a whole frenzy about “following” on social media platforms during the last few years that applies on both “influencers” and “followers” of all categories and ages. The first reason behind this phenomenon can be purely financial ; for example, “influencers” can earn up to £ 20-25,000 annually if they have 2 million followers out of advertisements for brands (Shaw, 2020)

It is necessary to notice that brands recruit “influencers” whose audience is likely to be interested by their products, while young people are often seen in fashion and lifestyle advertisements, couples promote travelling destinations and parents sponsor children intended products. It is perhaps fair to say that the “followers’ ” identification with “influencers” leads to their desire to be like them, or more interestingly from a materialist angle, to purchase the same products.

Public relations practitioners need additional tools to evaluate the quality and relevance of particular SMIs to their organizations and brands and to compare audience impressions of one SMI relative to others, Meanwhile the goal of each business is to attract experts to the promotion of their products. That is why studies show that you can gain \$6.5 for each dollar invested in marketing activities online. Instagram remains the most effective platform for reaching influencers – 87.1% of them named it the main platform for their posts (Viktoriia, 2022) Inevitably these people look up to influencers in social media to guide them with their decision making.

Thus the influencer gets paid depending on the social platforms where the influencer operates. Some of the common ways influencers get paid are: Affiliate marketing, display advertising, sponsored posts / images / videos and brand campaigns, courses, subscriptions, and eBooks, photo and video sales, acting as brand representatives or ambassadors, payments to a Patreon account for exclusive content, co-created product lines and promoting their own merchandise, if so Influencers have both reach and influence on their audience, and this makes an ideal situation for brands trying to reach a matching target audience

It is essential to add that “influencers” may suffer from “uncertain incomes, performative vulnerability and [a] hustle for sponsorship”, they also have to work hard, promote products they do not need, face “competition”, give up their privacy and cope with too demanding followers (Blum,2019,p1) Just as the contribution of a Chief Executive Officer (CEO) to an organization’s bottom line can be referred to as CEO capital (Gaines-Ross, 2003), we propose that an analogous “SMI capital” exists, and in order to maximize organizational SMI capital requires methods that provide precise information about relevant influencers and how they are perceived by audiences.

Last but not least, it is necessary to admit that social media platforms changed the relationship between the star and his fan. Stever explains that they reduce the distance between them by creating a space where they could interact directly with each other (Stever, 2019 : p 160)

2.3 The “2.0” Website new technology eras:

For a generation immersed in a world of evolving technologies where internet applications, specifically the web 2.0 tools are having a considerable impact on the way people work, study, play, and communicate. Social network sites promise the opportunity to

motivate students to constantly quest for new learning experience out of the physical locations of the university encouraging them to create and share ideas rather than simply memorizing lecture notes.

The use of social networks in education has created a paradigm shift; from emphasis on teaching content to helping students develop the ability to create content tailored to their learning needs and share it with peers.(Behdja, 2015) Many have tried to define web 2.0, which leads us to face several definitions either by authors or through websites:

- According to Tristan Nitot, Europe Mozillapresident: "It's the web as imagined by its inventor, Tim Berners-Lee, a web where everyone can publish and consume information. A web where you are a consumer and an actor at the same time.Consumer' actor, so to speak." (نادية،2019)

- "we call web 2.0 or participative web or collaborative web, a system of information visible anywhere in the world and in which any user can be active. The user becomes an actor. The contents (text, image, video, and sound) are produced and realized by the Internet users. Without knowledge in programming and computing, the user will drop the content on the host site, for use by other users." (نادية، 2019، 18)

Web 2.0 is fundamentally reshaping the public sphere and public communication practices in journalism, advertising, marketing, and public relations"(Soumia, 2019) . While up to Schultz and Peltier :” Web 2.0 has fundamentally changed the way people communicate. It brought together unknown people and established friendships with each other .whereas Cox mentions that it has also changed the way people engage with information published via the Internet . Based on these technologies, new applications have emerged which are social media (نادية .2019. 18) In fact Web 2.0 applications appear then as facilitators of the process

of innovation, that this either the speed of the process, the scale of the research or its flexibility. (Soumia, 2019)

Subsequently; innovation processes prove to be more effective with the collaborative dimension of Web 2.0 applications: some such as wiki allow better information sharing between the various actors of the innovation process (capitalization and dissemination of tacit knowledge and explicit), but can also be at the origin of the emergence of information and new knowledge, or even new connections between the actors. For this Reed Hasting, CEO of Netflix says "On the internet we have a constant innovation, so every year exchanges improve".

3. Types of Social Media Influencers

Different types of influencers can be separated in multiple ways. Some of the most common methods are by follower numbers, by types of content, and by the level of influence. You can also group influencers by the niche in which they operate. This means that influencers who may appear in a low category by one measure may seem more influential when looked at in another way. For example, many mega-influencers are also celebrities. Yet both these groups often have less real influence on their audience because they lack expertise in a dedicated narrow niche. Some micro and even nano-influencers can have a tremendous impact on followers in their specialist niche. They may be of significant benefit to a firm selling a product targeting that sector. (Werner, April, 2022)

3.1 By Follower Numbers

Mega-Influencers: Mega influencers are the people with a vast number of followers on their social networks. Although there are no fixed rules on the boundaries between the different types of followers, a common view is that mega-influencers have more than 1 million followers on at least one social platform.

Many mega-influencers are celebrities who have gained their fame offline – movie stars, sportspeople, musicians, and even reality television stars. Some mega-influencers have gained their vast followings through their online and social activities, however.

Only major brands should approach mega-influencers for influencer marketing, however. Their services will be costly, up to \$1 million per post, and they will most likely be extremely fussy about with whom they choose to partner. In virtually every case, mega-influencers will have agents working on their behalf to make any marketing deals.

Macro-Influencers: Macro-influencers are one step down from the mega-influencers, and maybe more accessible as influencer marketers. You would consider people with followers in the range between 40,000 and 1 million followers on a social network to be macro-influencers.

This group tends to consists of two types of people. They are either B-grade celebrities, who haven't yet made it to the big time. Or they are successful online experts, who have built up more significant followings than the typical micro-influencers. The latter type of macro-influencer is likely to be more useful for firms engaging in influencer marketing.

Macro-influencers generally have a high profile and can be excellent at raising awareness. There are more macro-influencers than mega-influencers, so it should be easier for a brand to find a macro-influencer willing to work with them. They are also more likely to be used to working with brands than micro-influencers, making communication easier. However, you do need to be careful with this level of influencer. This is the category most likely to engage in influencer fraud – some have only reached their position thanks to the followers they have purchased.

Micro-Influencers : Micro-influencers are ordinary everyday people who have become known for their knowledge about some specialist niche. As such, they have usually gained a sizable social media following amongst devotees of that niche. Of course, it is not just the number of followers that indicates a level of influence; it is the relationship and interaction that a micro-influencer has with his or her followers. Although views differ, it could be considered micro-influencers as having between 1,000 and 40,000 followers on a single social platform. (Werner, April, 2022)

A micro-influencer may not be aware of the existence of a company before that company tries to reach out to him or her. If that is the case, the company will have first to convince the influencer of its worth. Micro-influencers have built up specialist followings, and they will not want to harm their relationship with their fans if they are seen to promote a lemon.

This requirement for the relationship between micro-influencers and brands to align with target audiences means that influencers are often picky about with whom they work. Some micro-influencers are happy to promote a brand for free. Others will expect some form of payment. Regardless of the price, any influencer is unlikely to want involvement with an "inappropriate" brand for their audience. The nature of influence is changing. Micro-influencers are becoming more common and more famous. Some have risen from virtual obscurity to being nearly as well known as traditional celebrities. This is particularly the case for Generation Z, who spend more time on the internet than watching television or going to sports or movies.

In all reality, micro-influencers are the influencers of the future. The internet has led to the fragmentation of the media into many small niche topics. Even if you are into something relatively obscure, you are likely to find a Facebook group or Pinterest board

devoted to it. And it is in these niche groups and boards that micro-influencers establish themselves as genuine influencers.

Nano-Influencers : The newest influencer-type to gain recognition is the nano-influencer. These people only have a small number of followers, but they tend to be experts in an obscure or highly specialized field. You can think of nano-influencers as being the proverbial big fish in a small pond. In many cases, they have fewer than 1,000 followers (Werner, April, 2022) but they will be keen and interested followers, willing to engage with the nano-influencer, and listen to his/her opinions. While many brands would consider nano-influencers as being inconsequential, they can be of extreme importance to firms who make highly specialized and niche products.

For most firms, however, nano-influencers probably lack sufficient influence to be of much use. They may be cheap and carry tremendous sway with a small number of people, but in most niches, you would need to work with hundreds of nano-influencers to reach a broad audience.

3.2 By Types of Content

The bulk of influencer marketing today occurs in social media, predominantly with micro-influencers, and blogging. With an increased interest in video, YouTubers are rapidly becoming more important too.

Bloggers: Bloggers and influencers in social media (predominantly micro-bloggers) have the most authentic and active relationships with their fans. Brands are now recognizing and encouraging this.

Blogging has been connected to influencer marketing for some time now. There are many highly influential blogs on the internet. If a popular blogger positively mentions your product in a post, it can

lead to the blogger's supporters wanting to try out your product. Many bloggers have built up sizeable followings in specific sectors. For instance, there are highly influential blogs about personal development, finance, health, childrearing, music, and many other topics, including blogging itself. The critical thing successful blogs have in common is the respect of their readers.

A variation on having a blogger write something that recommends your product is to participate in guest posting. If you can grab a guest posting spot on a large blog, you can control the content, and you will typically be allowed to place a link to your own site in your author bio.

If a blog is large and influential enough, you may be able to buy a sponsored post on their site. This allows you to either write a post yourself or heavily influence the blogger to write a post on your behalf. Unlike a casual mention in a blogger's post or a guest post you have written, you will have to pay for a sponsored post (and it is likely to be labeled as such). However, this hasn't harmed the results for many firms that have sponsored posts on blogs. Generation Z, in particular, seems to be immune to the Sponsored Post tag, and as long as the product aligns with the blog's core audience, there shouldn't be a problem.

YouTubers : Of course, a blog is not the only type of popular content on the internet. Another favorite type of content is video. In this case, rather than each video maker having their own site, most create a channel on YouTube. Brands often align with popular YouTube content creators.

Podcasters : Podcasting is a relatively recent form of online content that is growing in popularity. It has made quite a few household names now, possibly best epitomized by John Lee Dumas of Entrepreneurs on Fire. If you haven't yet had the opportunity to enjoy podcasts, Digital Trends has put together a

comprehensive list of the Best Podcasts of 2019. (Werner, April, 2022)

Social Posts Only : Of course, bloggers, podcasters, and YouTubers rarely rely solely on their existing audiences to just turn up to their site, hoping there is new material. They usually promote new posts or videos heavily on social media - which makes most of these bloggers and content creators micro-influencers as well. In fact, the vast majority of influencers now make their name on social media. While you will find influencers on all the leading social channels, the standout network in recent years has been Instagram, where many influencers craft their posts around a stunning image.

3.3 By Level of Influence

Celebrities: Celebrities were the original influencers, and they still have a role to play, although their importance as influencers is waning. Influencer marketing grew out of celebrity endorsement. Businesses have found for many years that their sales usually rise when a celebrity promotes or endorses their product. There are still many cases of companies, particularly high-end brands, using celebrities as influencers.

The problem for most brands is that there are only so many traditional celebrities willing to participate in this kind of influencer campaign, and they are unlikely to come cheaply. The exception will be if a firm makes a product that a celebrity already likes and uses. In that situation, the celebrity may well be prepared to use his or her influence to say how good he/she believes the product to be. I am sure many musical instrument producers benefit from musicians playing their instruments by choice.

One problem with using celebrities as influencers is if they may lack credibility with a product's target audience. Justin Bieber may be highly influential if he recommended a type of acne cream, but would have little chance of influencing the buying patterns of those

looking for a retirement village. Celebrities may have many fans and gigantic social media followings. However, it is debatable exactly how much real influence they hold over those who follow them.

Key Opinion Leaders : Industry experts and thought leaders such as journalists can also be considered influencers and hold an important position for brands. Industry leaders and thought leaders gain respect because of their qualifications, position, or experience about their topic of expertise. Often, this respect is earned more because of the reputation of where they work. For instance, a journalist at a major newspaper is probably no expert on the subjects he writes a news report on, but he is respected for being a good enough writer to work as such a prestigious publication.

These experts include: Journalists, academics, industry experts and professional advisors .If you can gain the attention of a journalist in a national newspaper, who in turn talks positively about your company in an article, then you are using him or her as an influencer in much the same way as you would a blogger or a social media influencer. There is a bonus in this situation in that the journalist will most probably write his/her report for free.

Bloggers and content creators often work with industry leaders and thought leaders, and it is not uncommon to see them quoted in blog posts and even used in social media campaigns. The line between traditional media and social media is blurring. One thing to be aware of when working with key opinion leaders is that many have built up their reputation in an offline setting and may not have a large or active social following. People with Above Average Influence on Their Audience

In many ways, the best influencers have built their reputation online for being an expert in some particular niche. They are similar to key opinion leaders but usually have gained their reputation more

informally through their online activity. And they have created that reputation through the quality of the social posts they make, the blog posts they write, the podcasts they speak, and the videos they craft and post on their YouTube channels.

Although nobody has yet created a generic term for these people, the British agency, PMYB, has come up with their trademarked name - Chromo-Influencers™. These are the agency's highest-performing influencers, based on 46 crucial factors that impact consumer behavior. These influencers have the best communication skills and engagement with their audience. They have enticed their followers and become recognized as experts in their field. Their follower numbers very much depend on their subject of expertise. However, you will find that these people have incredibly high followings in comparison to others in their niche.

4. Public opinion and Content industry:

4.1 Public opinion by the influencing philosophy:

A. Public opinion;

Up to Britannica encyclopedia; public opinion is an aggregate of the individual views, attitudes, and beliefs about a particular topic, expressed by a significant proportion of a community. (W. Phillips, 2022) But some scholars treat the aggregate as a synthesis of the views of all or a certain segment of society; others regard it as a collection of many differing or opposing views. While it is well known in American society public opinion is one of the most frequently evoked terms in American politics. At the most basic level, public opinion represents people's collective preferences on matters related to government and politics. However, public opinion is a complex phenomenon, and scholars have developed a variety of interpretations of what public opinion means.(American Government and Politics in the Information Age, 2016) The American political scientist V.O. Key defined public opinion in

1961 as “opinions held by private persons which governments find it prudent to heed.” By the 1990s public opinion was known as the collective view of a defined population, such as a particular demographic or ethnic group.

Public opinion can be defined most generically as the sum of many individual opinions. More specific notions of public opinion place greater weight on individual, majority, group, or elite opinion when considering policy decisions. (American Government and Politics in the Information Age, 2016)

B. Public opinion influencing philosophy

Communication on social media platforms functions not only by writing, but also through sharing pictures, on live and behind the screen videos which facilitates “self-deception”. In their Book, *The Language of Social Media*, Seargeant and Tagg agree that “People ...present themselves in different ways depending on the particular contextual circumstances in which they are operating” and “ visual semiotics” are becoming an important tool for “ self-representation” (Seargeant & Tagg, 2014 : 6)

Subsequently; genuine influencers don't have to pay for followers online, while some people undoubtedly do and indeed, they should treat any evidence of any more than a few fake followers as a tremendous red flag and many large celebrity accounts have their share of fake followers, created by bots without the celebrities knowing. They wouldn't have paid for these fake followers – the bots prowl on celebrity accounts to look credible. However, real influencers with more manageable follower numbers check that the bulk of their followers are genuine. (Werner, 2022)

One might ask about the “followers’ ” uncritical opinions and wonder how the celebrities manage to keep fans especially when their fame is built on daily routine or unheroic actions. Stever explains this in terms of “similarity” or “homophily”, that is a

person may “follow” another person or a star on social media because he thinks they are similar in certain ways. (Stever2019 :173).

Hence, every “influencer” wants to “follow” the example of a more famous “influencer”. For instance, “Influencer” Damian Camarillo’s father wonders why his son cannot make \$ 25, 000 a year like “ that kid” and mentions that “ that’s the goal” (Sherman, 2020 :13).A more important factor is the appearance of the “brand-influencer industry” where brands recruit “influencers” and pay them to promote their products in “ posts, videos, stories and blogs”. The money that could be made out of such activities has risen enormously during the last years a “research suggests that influencer-sponsored posts grew by 150 % in [2019], with the use of the hashtag #ad more than doubling.” (Wakefield,2019 : 11).

whereas “Self-deception”, as Jean Paul Sartre explains, implies “ falsifying once character: the fixed nature that one ascribes to oneself does not adequately reflect one’s actual qualities ” (Webber 2009: 89). He adds that it implicates performing “ publicly observable behavior” that other people will see as representing the performer’s “fixed nature” and that will convince them that he or she is as such. (Webber, 2009 : 84).

In fact, this public behavior may require the performer to invest his “thoughts, decisions, emotions, and actions to seem ... to manifest a fixed character” (Webber, 2009,100). This said, it is perhaps fair to say when fame and money are at stake in a virtual world, it is difficult not to be trapped in “self-deception”. “Influencers” seem to be more exposed to such behavior, as they are ready to present an image of themselves that is far from reality to make financial gains and remain popular.

As a result, becoming a social media “influencer” attracts more and more people who are ready to quit their jobs to embark on an

online career and encourages already established celebrities to join the business. What is more, being principally a liberal out of office job, it appeals to all categories of people even to children. In a BBC technology business report, Suzanne Bearne observes that “from toddlers appearing on carefully curated accounts set up by their parents, to teenagers creating their own channels on YouTube, more kids are becoming social media influencers” (Bearne, 2019 : 2)

4.2 Directing or Deviating the Public Opinion :

Social Pressure and the Established Standards are too much linked to following somebody else activity or a trend may itself indicate one’s inability to be creative and authentic, it is therefore, a performance of “bad faith”. Sartre explains that “ the basic aim of bad faith is to opt for a “ fixed nature” which is out of one’s control rather than acknowledging his responsibility for “the way” he is “ the way things seem” to him and “ the way“ to “respond to them” (Webber 2009)

Therefore the new digital transformation wave is shaking the lives of all of us. It has an impact on our expectations as customers or employees. Companies are questioning themselves, changing the way they work, and adapting to this technological environment. All these technological changes have a direct influence on the way information is shared and the means of communication, since it has shaken up the traditional models of classical business communication. Companies in this changing environment are confronted with new challenges and are obliged to cope with this new environment to differentiate themselves from the other competitors. Businesses quickly understood the importance of using new means of communication, especially those that target a wide audience, by applying a new type of communication means and digital communication (2019 ، نادية)

The other reason is that social media establish lifestyle standards that every user have to “follow”. In Sartre’s terms, they exercise some kind of “social pressure” to make the user adopt “the fixed nature” of a “follower” ; that is, how to be a model “influencer” and “follower”. Whereas “influencing”, as seen previously, is conditioned by the numbers of subscribers and the income they make, a whole range of varied standards condition the “follower” ; these may include the next instructions : how to be fashionable ? What is to be beautiful ? How to eat well to stay fit and healthy ? What to do to stay updated ? How to be good parents ? How to be good husbands and wives ? How can a child be happy ? Assuredly, these rules imply what products to buy to fit the socially established standards, otherwise, alienation or anxiety ensue.

Reporter JenniGritters finds that social media baffle “our social comparison radar. We’re constantly trying to figure out if we’re more or less attractive, smart, and accomplished than everyone else”, if not that “ makes us feel worse about ourselves” (Gritters, 2019 : 8). While anxiety fosters compulsive buying of advertised products, social comparison leaves little room for the disciplined “follower” to decide whom to be, what to buy and how to live.

4.3 Influencers’ Content on social media:

A. content industry concept:

In fact there are many names to the main concept such as content creator and creation or content industry, and the Content creation is the process of generating topic ideas that appeal to your buyer persona, creating written or visual content around those ideas, and making that information accessible to your audience as a blog, video, infographic, or other format. (Erika, 2020)

To fully understand what a content creator is and does, it’s important know what “content” is. Thus the content industry is an

umbrella term that encompasses companies owning and providing mass media and media metadata. This can include music and movies, text publications of any kind, ownership of standards, geographic data, and metadata about all and any of the above. In the Information Age, the content industry comprises an enormous market (wikipedia, 2021)

Content creation especially pertains to digital content, since that's where the majority of content is consumed (and where the money is, if you're looking to earn revenue through your efforts). Whereas a content creator is someone who creates entertaining or educational material to be expressed through any medium or channel. (Erika, 2020)

For businesses, content creation can mean crafting newsletters, emails, digital marketing materials, brochures, social media, articles, annual reports, advertorial, editorial, and company communications, and more. Whereas in the publishing, communication, and art industries, content can be defined as all the information and experiences, such as writing, speech, or other various arts, expressed through a medium to communicate value to an end user. More important for business, content is the stuff that users, readers, or viewers derive value from.

At its most basic level, content includes (Erika, 2020):

- The information and/or experience
- The medium/channel in which the information is delivered
- Any beneficial features the medium adds to the information or experience

It's worth noting here that while the medium for delivery is essential to content, it's not the most important part of the trio above. Information and experience are king. Without them, the

medium has essentially no value. After all, what's a YouTube channel without videos or your favorite magazine without articles or images?

More and more, businesses are understanding the value of working with content creators. They see that high-quality content inspires users to take action and can foster community and loyalty through interaction with the brand, its community, or both.

4.4 Content creation goals

Content is what you present to the audience according to certain frameworks through specific means (social media) to meet their needs or satisfy their desires through sound, image, video and artistic design. And the content making on social networking sites is defined as providing a social media material that suits and motivates the audience to reach and interact with it.

But no matter how different the goals may be among users of social networking sites, there is one important basic point and pillar that meets and serves as its backbone, which is "content. Thus there are lot of objectives of creating content in social networking sites, different that differ according to the means they use and the purpose of their use, and the most important and most prominent of these goals are:

- Increase the number of followers.
- Marketing oneself or the product.
- Raise issues of public interest.
- Gain new friendships and connect with others.

The importance of creating content in social networking sites has increased With the increase in technological development and

the increase in the number of followers of social networking sites during the past years and the expansion of the space for freedom of expression on social media platforms, the idea of creating content on social networking sites has become an important matter to deliver a successful message to the public. (Mkalkak,2021)

5. Algerian social media Influencers:

5.1 Students social media requirement:

Professional literature indicates an increase in the use of social network sites highlighting their popularity among students. They are gradually making inroads as educational tools, and seem to have the potential to support collaborative instruction and learning

There is a focal purpose to validate students' perception of social media as support tools for enhancing academic achievements. Results indicated a high use of social network sites, mainly when participants showed a preference for Facebook as the most popular tool. (Behdja, 2021). In this students are using social media mainly for communication and socializing.

It is also used for independent and collaborative learning and extending social networking. This is emphasized in a number of studies (Jabr, 2011; Dalsgaard, 2004; Palktzoglou, Stylianou, & Suhonen, 2014; Paliktzoglou and Suhonen, 2014) (Behdja, 2021) . However, perceptions of respondents expressed through the survey do not indicate that the use of social media is enhancing their academic achievements. On the contrary, previous research provided experimental evidence that social media; specifically Facebook is a great tool for collaborative learning.

The same study indicates that respondents are somehow apprehensive about social networks thinking that they violate their privacy, are time consuming and discourage face-to-face communication. They also expressed concerns about quality control

of information and integrity. The same is expressed in the literature raising concerns about privacy as well as information security and integrity as argued by Paliktzoglou and Suhonen.

Obviously; results cannot be generalized as they reported the views expressed by the master students of Library and Documentation; only a small portion of students at the University of Constantine 2 (Behdja, 2021). Nevertheless, they provide an indication that social media gradually making its way as a learning tool in Algerian universities. This suggests as faculty and students become more engaged in learning and instruction through communication and collaboration, this new form of learning will get widespread in education.

A seminal study was conducted to investigate the use of social networks by Algerian youth aged 8 to 24, as a matter of fact 84% of the surveyed population used Facebook, 8% used twitter and only 4% used MySpace. 37% of respondents indicated that making new friends was the main reason for using social networks, 40% cited their usefulness in acquiring new knowledge, 11% mentioned effective communication and 18% networking. The results of the study also show that 65% of the surveyed population benefited from social networks in improving their foreign language skills, 25% in strengthening national identity and belongingness and 11% in acquiring the ability to convince in debates (Behdja, 2021, p8)

This underscores the need to empower students to take charge of their own learning taking place anytime anywhere. This highlights the necessity for rethinking the way core pedagogical activities are carried out and assess their effect on both learners and instructors. The purpose of this study is to provide a better understanding of how Algerian students are investing their technological skills and learning time, in using social networks for better academic achievements and examine factors affecting their use.

The need will be built upon the existing body of documented literature that seeks to explore the use of social media in the academic environment. To explore such understanding further, the following were set forth (Behdja, 2021):

- Seek Algerian students' insights about the use of social network sites in learning;
- Identify which social network sites are more popular among students;
- Identify the reasons for social networking.
- Identify which personal information users reveal when using social media.

5.2 Influencers – followers; Victims or complicit controversy:

Several Algerian social media influencers have found themselves legally entangled in a scam after they promoted through their various channels a firm's packages to students wanting to study abroad. The firm, Future Gate, was found to have conned over 75 people into paying hefty amounts for nothing in return. (Reda, 2022)

Algeria's news agency said that the company, which used more than one name to trick a larger number of clients, had promised students it would cover their costs and expenses while pursuing their studies in universities in Ukraine, Turkey, and Russia, in exchange for money they paid in advance, which varied in amount depending on the universities they pursue. However, upon arrival at these destinations, students found that only the fees of one academic term had been paid, and no accommodation had been sorted out for them.

On January 15, the investigative judge at the Dar El Beïda Court ordered the arrest of three main suspects in the case, including the owner of the fake company that had allegedly conned the students, as well as a number of social media influencers. Actor and influencer Farouk Boudjemline, alias Rifka, actress and influencer Numidia Lezoul, and Mohamed Aberkan, otherwise known as Stanley were among those arrested. Sixteen-year-old influencer Ines Abdelli was placed under legal surveillance . On February 2, the indictment chamber at Algiers' Judicial Council rejected a request for the release of several social media influencers who were arrested on charges of fraud and defrauding students. Rifka's defence team argued that he too had fallen a victim of the scam along with his peers, and that he had, with other influencers, rushed to expose the truth about the case, and expressed solidarity with the tricked students.(Reda, 2022)

5.3 Reality TV show sparks anger in Algeria

Over 26 million Algerians were connected to the internet, out of a population of nearly 44 million people. That's almost half the population, indicating the importance of internet content and its influence on the Algerian population. With such strong presence of and reliance on the internet, and as with everywhere around the world, many Algerians have managed to shoot to fame and garner much influence among a wide base of youth as their social media accounts acquired millions of followers.

However, with such popularity came much controversy. Such influencers, who have become promoters of various brands and lifestyles, and the conveyers of gossip, have also come under fire from many who deem them promoters of superficiality and habits that breach Algerian traditions and norms. Reality TV show sparks anger in Algeria (Middle East Online, 2021)

"Le DZ à Dubaï" brings together a group of Algerian social media influencers, former models and rappers in a format based on a French show similar to Big Brother) - An Algerian reality TV show filmed in Dubai is causing a backlash even before hitting the airwaves, with social media users demanding a boycott and accusing participants of bringing "shame" on the country."Le DZ à Dubaï" -- DZ being shorthand for Algeria or Algerian in Arabic -- brings together a group of Algerian social media influencers, former models and rappers in a format based on a French show similar to Big Brother. But the show, presented by a Tunisian Instagram star and starring several Algerians from the diaspora in France, has already sparked rage in Algeria itself. (Middle East Online, 2021)

One comment on Twitter showed the level of anger: "To all Algerians who refuse to respect our country, you will officially be placed in the category of Harkis", Algerians who served in the French army in during the 1954-1962 war of independence and are seen as traitors.

5.4 Algerian active social media influencer :

We have chosen one of the most active Algerian social media influencers, his name is Mohamed Djamel Taleb, 27 years old Algerian young man, passionate about sport, he graduated with a bachelor degree in sport education, he describes himself as a content creator, filmmaker and sport coach. Very active on social media mainly in Youtube with more than 565 thousand subscriber, and more than 29 million view of his videos (114 shared videos until September 2020), in Instagram, where he shares photos with around 225 thousand follower (Maouahib, Fatima, 2020) His activities turn around three main topics: sport, adventure and tourism. The motivation that pushed us to choose this specific influencer is that all his actions have meaningful goals that go in one direction: working to improve the image of his country. We will

discover these goals during the exploration of his shared videos content.

Mohamed Djamel Taleb initiates a set of actions and activities in diverse domains, too much focused and interested in the contribution of tourism. For such an extent he contributed in the local sustainable tourism development. Moreover he created his own content of his trips in Algeria that he posted as videos in social media and mainly in Youtube. So he made an impact of all the actions he contributed in initiated into the local sustainable tourism development, and he achieved all that- as an individual -(Maouahib, Fatima,2020), thus he successfully drew attention on how will be the impact if a community of influencers worked together as one group to achieve in their own way the sustainable development of tourism in Algeria.

. Conclusion:

The social media has been proved of fascinating gradually the communication world in relation with the influence, as a matter of fact this new phenomenon include the extent of the Social Media Influencers (SMIs), in other words the new opinion leaders of the 2.0 web new era, referred to as an innovative type of self-governing third-party endorser who shapes public opinion perspectives through blogs, tweets, and the use of other social media, and through sharing pictures, on live and behind the screen videos which facilitates “self-deception”.

At all costs, real SMIs check the bulk of their followers and so, with more controllable follower numbers they become genuine, consequently they are worth to don't have to pay for them online like many large influencers , you tubers or other celebrity accounts having their share of fake followers intentionally or not, therefore they should treat any evidence of any more than a few fake followers as a tremendous red flag

SIMs as well-known as content creators make content on social media that suits and motivates the audience to reach and interact with it, either entertaining or educational material to be expressed through any medium or channel, nevertheless content creation in itself especially pertaining to digital content, since that's where the majority of content is consumed, and where the money is looking to earn revenue through self-efforts .

In fact, here we came to the public opinion which may require the performer to invest his "thoughts, decisions, emotions, and actions to seem, and so on to manifest as a fixed character either to Direct or Deviate this nonhomogeneous public opinion.

arriving to the Algerian SIMs context, it crucial to underline the main disparity between two followers spheres, the first one connected to students teachers and educated persons indicating an increase in the use of social media highlighting their fame among them, so they are gradually making inroads as educational tools, and seem to have the potential to support collaborative instruction and learning, which clarifies in turn the focal purpose to validate students' perception of social media as support tools for enhancing academic achievements, comparing to the last sphere linked with common people because of lack of awareness and due to common illiteracy that expose them to be easy victims and prey follows of the dishonest influencers .

. Findings:

- Over the last decade, social media grow rapidly in importance. More than 3.4 billion people actively use social media - that's 45% of the world's population.

- Social media influencers (SIMs) represent a new type of independent third party endorser shaping audience attitudes through blogs, tweets, and other social media.

- Genuine influencers don't have to pay for followers online, while some people undoubtedly do

- Inevitably followers look up to influencers in social media to guide them with their decision making.

- Web 2.0 "is reshaping the public sphere and public communication practices in journalism, advertising, marketing, and public relations

- 2.0 applications as wiki allow better information sharing between the various actors of the innovation process

- creating content on social networking sites has become an important matter to deliver a successful message to the public and increase the number of followers.

- creating content in social networking sites raise issues of public interest and gain new friendships and connect with others.

- The increase in the use of social media highlight popularity among Algerian students, and cause gradual inroads as educational tools, and seem to have the potential to support collaborative instruction and learning.

- The increase in the use of social media validate Algerian students' perception of social media as support tools for enhancing academic achievements

- Algerian influencers, who have become promoters of various brands and lifestyles, have also come under fire from many who deem them promoters of superficiality and habits that breach Algerian traditions and norms.

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