

THE VALUE CHANGE OF ALGERIAN YOUTH IN THE LIGHT OF NEW DIGITAL MEDIA APPLICATIONS "SOCIOLOGICAL GAP OR CULTURAL REVOLUTION"

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Received: 12/02/2024

Accepted: 31/05/2024

Published: 06/06/2024

Abstract:

This study aims to identify the systemic value change of the youth of Algerian society in light of the resulting changes in digital media, in addition to knowing the most important of those technologies used, and whether it is considered a cultural revolution or a sociological gap that works to meet the needs of society and its youth and the real and virtual environment in which it is based. By performing their roles properly, or it is a phrase on a sociological gap, which works to create a functional and communicative imbalance between youth and society, it has been concluded that the latter is a factor for cultural integration and the development of the personality of young people, and opens horizons for migration, learning and cultural acquisition. Despite this, it is the cause of a social value gap, as the family and society and its standards are no longer responsible for consolidating the accepted values. This technological transformation has become Margin and dysfunction between the values and their standards and the standards that have been produced in a negative digital image.

Keywords: Value Change, Algerian Youth, Digital Media, Sociological Gap, Cultural Revolution.

1. introduction:

The dynamic progress and development witnessed globally has led to several valuable changes affecting social and cultural aspects. The regional system is a system that can be changed through the modern media that the world produces, which has become an alternative to several traditional technologies. The aforementioned offers productive roles that affect the system and all its members in the cultural aspect. However, despite its benefits, it causes a defect in terms of functionality. This is evidenced by the aforementioned gap in sociological understanding.

In light of the above, we will attempt to address this issue through a series of questions.

The objective of this study is to examine the concept of value change among Algerian youth.

Has the phenomenon of value change become a gap in the context of the biological perspective, particularly in relation to digital media and its applications?

Alternatively, is it a cultural revolution that enhances cultural and societal belonging among Algerian youth?

Objectives of the study:

- The concept of value change among Algerian youth is a topic worthy of further investigation.
- Has the phenomenon of value change become a sociological gap from the perspective of digital media and its applications?
- Or is it, alternatively, a cultural revolution that strengthens the cultural and societal belonging of Algerian youth?

The Importance of the Study:

The significance of this subject matter lies in its gravity as a contemporary topic. Digital transformation has always been a multifaceted phenomenon, encompassing a multitude of perspectives and implications. Its paramount importance lies in its ability to illuminate the positive aspects of cultural evolution and the circulation of heritage among members of society, despite the existence of social disparities.

In turn, it presents the most important contributions that young people can make in this advanced era. In addition, it clarifies the modern social gaps that were produced after the digital revolution, which led to a change in values in linking technological and social networks far from the family and its society. Furthermore, this topic has the potential to contribute to scientific theoretical additions to the theoretical and scientific heritage.

Study Concepts:

The concept of value change can be defined as a transformation in the fundamental nature of values, encompassing both the structure and sequence of values within a value system, as well as the content and orientation of those values. This phenomenon can be defined as a transformation in the configuration and sequence of values within a value system, as well as a shift in the nature and direction of these values. (Al-Hajji, 0000, p. 06)

Procedural concept:

The concept of value can be defined as the standard that an individual adheres to and is influenced by the societal value system. The evolution of value is a consequence of intellectual, cultural, social, and digital changes within the societal value system.

The concept of digital media:

It refers to a set of new digital methods and activities that enable us to produce, disseminate and consume media content in its various forms through online and offline electronic devices (media). (Al-Shamaya, 2015, p. 20)

Procedural concept:

It represents the developments produced by the digital transformation from the digital side, and is expressed in the Internet and electronic networking sites that facilitate social integration.

Previous studies:

- **Study by Raja Zuhair Al-Asili (2006):** The objective of this study was to examine the impact of moral and cognitive change on the formation of the personality of Palestinian university youth. To this end, the following questions were addressed:
- The objective of this study is to determine the impact of moral and cognitive change on the formation of the personality of Palestinian university youth.
- It is of interest to ascertain whether the responses of faculty members differ at Hebron and Jerusalem Open Universities. The Hebron Educational District is: This study aimed to investigate the effects of value and cognitive change on the formation of the

personality of Palestinian youth, with a focus on differences based on age, gender, university, degree, and place of residence.

- This study employed the descriptive survey method, wherein the study population and sample consisted of all faculty members at both Hebron and Al-Quds Open Universities. A questionnaire was designed and administered, and the following results were obtained:
- -The most significant adverse consequences of moral and cognitive change on the formation of the personality of Palestinian university youth include the prevalence of unemployment, which erodes young people's sense of security; the migration of highly talented youth in search of superior educational opportunities; and the pervasive frustration and boredom experienced by youth due to unfavorable economic conditions. Additionally, youth are increasingly exposed to rapid behavioral change as a consequence of... The phenomenon of sudden cultural openness (globalization)
- -Faculty members residing in urban areas are more attuned to the adverse effects of moral and cognitive change on the personality formation of Palestinian university youth, whereas those residing in rural areas have observed a positive impact of moral and cognitive change.
- **Study by Gidor Haj Bashir (2016):**The impact of the digital revolution and the extensive use of social media networks in drawing a new picture of the concept of citizenship is evident. From the ordinary citizen to the digital citizen, the Journal of Politics and Law Notebooks, Issue 05, This study aimed to identify how the concept of citizenship transformed from the traditional concept to the digital concept. Due to the extensive use of electronic communication networks that the world is witnessing, the descriptive approach was relied upon, while the following results were reached:
- -Globalization as a social movement has served to highlight the significance of human rapprochement with regard to political values.
- -The world has become a trend! In a somewhat hasty manner, from delegating traditional forms of political participation and election to adopting digital methods in urging community members to participate in policy making and election, and expressing loyalty on the pages of digital applications.
- **Study by Bousbat Aguila, Laouia Iman (2019/2020):**The role of new media in developing cultural awareness among university youth, Muhammad Al-Siddiq bin Yahya University - Jijel
- This study aimed to identify the extent to which new media contributes to developing cultural awareness among university youth, in addition to identifying the most important means on which social media relies in spreading awareness. Furthermore, the study aimed to ascertain the role of youth in supporting the dissemination of cultural awareness through new media. The study employed a descriptive approach, with the questionnaire serving as a research instrument. The following results were obtained:
- The advent of new media has led to significant alterations in the landscape of media consumption. These changes have affected the methods and patterns of public use, and have also resulted in the emergence of new media outlets that have become distinguished by their cultural awareness, maturity, and interest in relevant issues.

- The university youth constitute a model that requires high-level quality and sound upbringing based on awareness and the basic components that highlight their awareness.
- **Study by Hanan Bint Shashou Al-Shehri (2012):**The study investigated the impact of the use of electronic communication networks on social relationships, with Facebook and Twitter serving as a model. The objective of this study was to identify the reasons that lead to subscribing to Facebook and Twitter, to ascertain the nature of social relationships through these sites, and to reveal the positive and negative effects resulting from the use of these sites. To achieve these objectives, the study employed a social survey approach and used a questionnaire tool to collect data. The research was conducted at King Abdulaziz University on a sample of 150 female students, selected intentionally.
- The study yielded a number of findings, with the most significant being:
- One of the most compelling reasons for female students to utilize social media platforms such as Facebook and Twitter is the ease with which they can express their opinions and intellectual tendencies that they may be constrained from openly expressing in society.
- Facebook and Twitter facilitate the formation of new friendships and the strengthening of existing ones. Furthermore, the use of social media facilitates communication with relatives who reside in distant locations.
- Both Twitter and Facebook facilitate intellectual openness and cultural exchange, while the lack of family interaction represents one of the most significant negative effects.
- There is an inverse correlation between the variables of age and educational level and between the reasons for use and the nature of social relationships, as well as the positive and negative aspects.
- Additionally, there is a positive correlation between the variable number of hours and the reasons for employment and the majority of dimensions of the nature of social relationships and the positives. However, the results demonstrated a direct correlation between the method of use variable and its causes, the nature of social relationships, and the positives and negatives.
- **Comment on previous studies:**
- Although previous studies are similar to our current study in a number of variables and applications, the results reached in the studies previously discussed contributed to directing the research's view towards the importance of digital media and its applications, such as electronic communication sites, in changing values. This includes whether digital media is a cultural revolution or a social gap. Moreover, psychological studies have indicated that the latter is an important factor in the consolidation and creation of a set of basic values that are circulated socially as a cultural capitalist heritage, despite its social gaps. It can be posited that these studies are founded upon the results of their predecessors, and that their methodologies and tools were employed in order to provide a foundation for the present study.
- **Approved methodology:**
 - The subject of our research is a broad topic technological progress and its digital media applications in terms of social and cultural value change. In addition, it conveys a

message about a societal issue that affects young people. The study employed a descriptive approach, whereby available references were collected and linked to a systematic study of the theoretical framework and previous studies.

Approved method:

Our research was based on observations within the social system and the use of open questions with young people to facilitate access and communication. Additionally, the participants' dependence on digital media in all aspects of their daily lives was considered. The theoretical aspects of the research were analyzed and a set of results were drawn.

2. Value Change among Algerian Youth

1.2 The concept of value and its value transformations from the perspective of digital media and its applications.

Values are defined as: They are an expression of a set of standards that define and classify appropriate behavior in different situations and differentiate between acceptable behavior and unacceptable behavior. Values and standards also explain the principles, acceptable ideas, and legitimate trends of society, and then explain the different ways and means that a person can follow. In order to achieve the goals (Fahmy, 1996, p. 96)

From which several characteristics emerged, including:

- They are human values that concern humans only
- Furthermore, the aforementioned phenomenon is not contingent upon a specific temporal framework, thereby distancing itself from the meaning of desires or inclinations that are inherently related to the present.
- These values are also characterised by normativity in the sense that they serve as a standard for making judgments, through which we measure, evaluate, interpret, and explain human behaviour.
- It varies from one society to another depending on the factors of place, time, culture and geography and ideology.
- The term "learned" is used to describe a trait that is acquired through the environment and not genetically inherited. This means that learned traits are acquired and developed through various socialization institutions.
- _It is subjective in the sense that the weight and importance of value varies from one individual to another. (Al-Zayoud, 2006, p. 24)

2.2 Value change among Algerian youth:

The value and knowledge system in all societies is subject to prevailing change as a result of a set of challenges faced by the value. The most important of these challenges are:

Value change due to the process of socialization: This is essentially a process of destabilizing the value balance and moving towards a new equilibrium. As we find that the social fabric is composed of specific mechanisms that exert pressures or tensions on the individual, leading to a loss of balanced value orientation, such as the influence of peer groups and the educational environment, among others.

Value change due to political change: This occurs when there is a discrepancy between the social pattern and the value patterns of certain individuals, as well as their level of ambition, due to the collapse of certain political values.

Value change can be attributed to a number of factors, including technological development and religious change. Additionally, information change, such as the discovery of new knowledge in scientific and knowledge fields, can influence value change. Finally, economic boom limitations can also contribute to value change. (Al-Osaily, 2006)

3.2 Reasons for the change in values among young people:

The issue of modernity and contemporaneity to which society is exposed. The contemporary world is a complex and contradictory entity, replete with crises. On the one hand, in this era, humanity has achieved a number of significant achievements, the most important of which are: The advent of mass communication, encompassing a multitude of forms, including written, auditory, and visual, has become a significant factor in the formation of trends and values. This phenomenon has heightened the impact of communication on the shaping and molding of the personality of the youth group, particularly in terms of its content and message. Some of the content and messages presented to young women may not align with prevailing moral standards, which can lead to an imbalance in social, political, and religious values. This results in a state of conflict, frustration, and confusion. (Al-Hajji, 0000, p. 19)

-The phenomenon of urbanization, which is the growth of urban areas, is believed by some to be a contributing factor to the increasing value conflict among society, especially young people. This is because urbanization, which is a slow and adaptable process in almost all cases, causes imbalance in gradual values.

-Socialization plays a role in social, educational, and youth institutions concerned with preparing a new generation. As a result, it is one of the causes of social change. The inability of youth institutions to deal with youth issues is a significant contributing factor. The most important of these issues is the gap between reality and ambition. This is a discrepancy that young people observe between the reality of life and the life values they have learned. Another significant factor is the failure of educational systems to keep pace with emerging changes. (Al-Hajji, 0000, p. 20)

3. Digital Media:

1.3 Reading about origins and development

Human societies have known and practiced media since they lived among primitive tribes that inhabited caves. Media is not the product of the hour. In the tenth century, the Romans began publishing wall newspapers, which began to develop, until the invention of printing, until the emergence of digital media, a random emergence following the stages of development of the global information network. Its first features appeared with the advent of the Internet in 1969. (Qahtani, 2019), The development of the computer industry in 1980-1990, through which 600 million devices connected to the global network were designed. By launching The first social networking site dedicated to sharing photos And addFriends, and in 2004 it was done release Blogs Web blogs, which appeared in the mid-nineties, were widely spread across the world, and in 2010, 600 million websites were monitored, an increase of 14% in the number of Internet users. (Al-Miqdadi, 2013, p. 22) Then, what is known as digital media crystallized, which at that time formed a new media phenomenon, linked to the information and communications technology revolution, and electronic applications and blogs began to appear, which opened many horizons for the public and youth, as new, rapidly spreading media. (Qahtani, 2019), It is a fact that even in less developed countries technologies are currently leading in many areas such as mobile payments, digital land registration in India,

and e-commerce in China, these countries have facilitated rapid adoption of the advances of new digital technology, and despite The digital revolution is global in nature, but its outcomes will vary depending on the differences in economic structures and social preferences. (Malaisen, 2018, p. 7_8)

2.3 The most important digital media sites and applications “social electronic networks”:

Social networks and their tools generally consist of several applications or websites, the most important of which are:

- ✓ Electronic communication sites: These are sites that allow Create Pages for people to communicate with their friends and acquaintances, such as My Space, Facebook, and WhatsApp.
- ✓ Electronic Blogs: These are websites that represent personal diaries or personal journals through which personal thoughts are listed.
- ✓ Wikis: These are pages created by the public through an open encyclopedia website stored on a public server.
- ✓ "Podcasts": or electronic broadcasting sites, which are sites that provide the service of uploading or downloading songs and movies for subscribers to this site or download program, such as the Apple site any tunes (Youssef, 2013, p. 25)
- ✓ YouTube as social content: This site relies on Adobe Flash technology to display the required video clips, which include various films taken by amateurs or professionals, in addition to musical pieces. The use of this site has spread amazingly due to the advantage of the short video duration on this site compared to television material. Relatively long, this may not suit the theme of this age. (Shakra, 2014, p. 90)

3.3 Characteristics of digital media applications: The Internet as an advertising medium is characterized by the following:

- _ A cheap advertising method when compared to other means.
- _ A means with a wide geographical coverage.
- _ An advertising method that is distinguished from other means by a larger display size.
- _ Advertising on the Internet, interactive advertising.
- _ Possibility of directing it to a specific segment.
- _ Limiting it to essential and basic information. (Hatimi, 2015, p. 37)
- _ The most important types of advertisements produced by social networking sites
- _ Educational advertising: which aims to introduce the consumer to the product, its characteristics and methods of use And its maintenance And its areas of use.
- _ Indicative advertising: aims to inform the consumer of the commodity and its locations.
- _ Reminder advertising: It seeks to always remind the consumer to purchase or use the commodity, indicating the places to obtain it. (Hatimi, 2015, p. 37)

4. Digital media and its valuable implications from the social cultural aspect:

1.4 Value implications of digital media in general:

Its methods and techniques have become a means of connecting the entire world's population, which in turn works to strengthen societies on a global scale, in addition to its ability to empower individuals, improve their well-being, and enhance their universal rights depending on the type of protection available. (Nations, 2020/2022) And Women's entry into new fields of work and public life, from which they were previously denied. Increasing cases of marriage

via the Internet, especially of foreign women for the purpose of travel and immigration. Change in relationships with others. The young man's relationship with his family, neighbors, acquaintances, people of his town, and his citizens moved to stronger and more extensive relationships with individuals in the world, which led to the diversity of his acquaintances and the multiplicity of his friendships..(Al-Zayoud, 2006, p. 86_87)

AndHe has made contributions to solving contemporary issues in the societies of the Arab world:

The tremendous development that society is experiencing in the fields of media and communication, and the steady trend towards technology as a tool for producing media content and as a tool for publishing, distribution and communication between the sender or media outlet and its audience, has led to the emergence of a large number of technologies in the means of communication that reinforce this trend, among the most prominent additions made by These technologies helped transform the means of communication from a self-sufficient means direction One (One to Manny) into means of communication with mutual interaction between both parties of the communication process (Manny to Manny). It also helped in transforming the content from its unified form in the past to content with multiple contents and forms. This new transformation in methods of publishing in the media is expressed by the term (New Media).) or (New Media).

The transformation of media materials into digital form has allowed them to be easily published via websites(Internet Web sites) and social media sites, which have become influential and respected Mass communication means(Ford, 2016_2023)

This page shows the UAE's efforts to enhance digital integration and electronic participation for people most in need, as the country's government focuses on digitally integrating these groups, especially women and children. This is done by providing them with opportunities through digital technologies by presenting their rights in several ways. The most important areas are: The right to digital inclusion and participationAndStrengthening community capabilities to apply information and communication technologies to participate in decision-making, In addition to Youth and feminist community contribution - togetherAnd the connection to Digital Participation Policy. (<https://u.ae/about-the-uae/digital-uae>),AndIn the UAE, all members of society have equal rights to access digital services, participate in decision-making processes, and obtain educational opportunities to develop their skills that enable them to enter the digital world. The UAE government has launched many initiatives to educate these groups and develop their digital skills. Below are some initiatives in the field of providing digital services. (<https://u.ae/about-the-uae/digital-uae>)

The National Methodology for Digital Participation seeks to achieve five strategic objectives:

- Contributing to consolidating the UAE's leadership in digital government.
- Promoting community happiness through participation in policy making and service development.
- Developing a central, harmonious mechanism for participation between government agencies.
- Spreading a culture of digital participation to prepare society for the smart city era And Promoting the principle of social inclusion and inclusiveness (LNOB), one of the main axes

of the platform is building the digital capabilities of the target groups of society, as it aims to eradicate digital literacy and raise awareness of and development of digital skills.

It also aims to: enhance digital awareness and learn digital skills in general, And Providing tools and information to help individuals face the challenges of the digital world, And Teaching target groups to use digital technologies, the Internet and social media safely, and training them to address digital challenges and threats through interactive training camps (<https://u.ae/about-the-uae/digital-uae>)

In addition to the crystallization of a new concept represented by digital citizenship as one of the goals of the youth issue, the latter is defined as a set of rules, regulations, standards, customs, ideas and principles followed in the optimal use of technology, which citizens, young and old, need in order to contribute to the progress of the nation and move towards the benefits of modern technologies. .(Bashir, 2016)

2.4 In terms of its social gaps:

In this era crowded with contemporary global changes, we find ourselves facing major battles of values, ideology, political and cultural values, the final results of which are difficult to predict because the issue will depend on the ability of the opposing trend to confront the transition from spiritual values to material values and from material values to post-material values, and the transition from knowledge. To modernity and from modernity to postmodernism, the latter of which has led to social repercussionsvalueIt consisted of:

The social effects of contemporary global changes, as he confirms that they have generated transformations, changes, and changes in the social fabric, which ensures that it is not subject to the normative and value controls that have bound it over time. However, this fabric does not remain as it is, but rather develops gradually through successive generations and through... What is affected by external or internal influences.(Al-Zayoud, 2006, p. 83)

These transformations also weakened some of the roles that the family played in the process of socialization, and the emergence of new institutions for upbringing that played this role were able to attract new generations to them with the attractiveness, excitement, and suspense they contained, such as satellite stations, the Internet, and CDs (CD), as these media broadcast millions of images and symbols around the clock, including behavioral guidelines and values.(Al-Zayoud, 2006, p. 84)

5.Result extraction:

1.5 Based on what was mentioned aboveIt has already been achieved that:

It is consideredThe concept of value change among Algerian youth: a modern and traditional concept at the same time, as it derives its changes from social upbringing, the family, and educational institutions in consolidating values, and this has been known since ancient times. As for the modern side, it focuses on modern media technologies and applications, whether traditional, such as television and radio. Or modern ones, such as electronic communication networks, which impose on young people a new digital subsystem that was conjured up through these technologies, and works to crystallize their thoughts and social and cultural values.

Value change has become a sociological gap due to digital media applications, due to the social distancing it has created at the family and community levels, as it has become an

automatic, subconscious mechanism that works to change the structure of society, its mechanisms, and the new conditions that arise in it.

At the same time, it is a cultural revolution that enhances cultural and societal affiliation among Algerian youth, as it contributes to openness towards cultures and their exchange, and seeks to develop the youth's mentality towards the direction of free investment projects at the level of digital media and its applications, and has contributed to globalization as a social movement in highlighting the meaning of human rapprochement. In the light of political values.

2.5 Discussing the results in light of previous studies:

- ✓ The results of the current study agreed with the results of the study of Raja Zuhair Al-Asili (2006): Through influence of cognitive on the formation of the personality of Palestinian university youth.
- ✓ The most prominent negative effects of moral and cognitive change on the formation of young people's personalities is the migration of outstanding youth in search of better educational opportunities, then youth suffering from constant frustration and boredom due to poor economic conditions, and youth being exposed to rapid behavioral change due to sudden cultural openness (globalization)
- ✓ The results of the current study agreed with the results of the study of Gidor Haj Bashir (2016): In that the digital revolution and the extensive use of social networking impact in drawing the new picture of the concept of citizenship: from the ordinary citizen to the digital citizen, as globalization as a social movement has contributed to highlighting the meaning of human rapprochement, in that for political values, and the world has become a different direction. It accelerated the delegation of traditional forms of political participation and election to adopt digital methods in order to encourage community members to participate in policy-making and elections, and to express loyalty on the pages of digital applications.
- ✓ It agreed with the results of the study of Bousbat Aqila, Laouia Iman (2019/2020): By highlighting the role of new media in the development of cultural awareness among university youth, the results confirmed that the new media has brought about major changes in the map of the media space, changing the methods and patterns of mass use, and highlighting and producing important new media that are characterized by cultural awareness, maturity and interest in cultural issues.

In addition to the agreement of the current results with the results of the study of Hanan Bint Shashua Al-Shehri (2012), which investigated the impact of the use of electronic communication networks on social relationships (To illustrate, consider the case of Facebook and Twitter.), it was agreed that:

1. Enhancing both Facebook and Twitter old friendships and new friendships. Furthermore, the individual in question was able to communicate with his relatives via Messenger. It was also observed that the use of social media platforms such as Twitter and Facebook led to an increase in intellectual openness and cultural exchange. However, it was also noted that the lack of family interaction was one of the most significant negative effects.

6. Conclusion:

Our study indicates that the value change is not a C. Several external and internal changes have occurred, the most significant of which is digital media and its applications. These have the

effect of integrating culture and developing the personalities of young people, and of opening new horizons. The impact of migration and learning on cultural acquisition is evident. However, the emergence of digital media has created a social gap, largely in the field of values. As the family, society, and its standards are no longer responsible for consolidating accepted values, this technological transformation represents a defect in functionality. The values and their standards are expressed through the negative digital image, which has created a new acquisition of a neutral personality. These techniques play two main roles: enhancing culture and presenting a deep gap in the social aspect.

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