



## *The Impact of Social Media on Algerian Youth Values – a Case Study on TikTok Content Creators in Algeria-*

تأثير وسائل التواصل الاجتماعي على قيم الشباب الجزائري  
-دراسة حالة على صانعي محتوى التيك توك في الجزائر-

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### **Article abstract:**

Social media platforms have become essential tools for communication, bridging cultural and religious divides. TikTok, in particular, stands out as a widely used platform among youth and adolescents. While it offers a space for creativity and entertainment, it has also become a medium for content that critics argue undermines moral and social values by promoting behaviors that conflict with societal norms. This study explores TikTok's impact on youth values through interviews with content creators. The findings show that most users are driven by a desire for fame and curiosity about the platform, which fulfills psychological and social needs. However, TikTok significantly influences users' behavior and values, leading to notable shifts that often diverge from traditional societal norms.

**Key words :** Youth; Values; Social Media; TikTok.

### **ملخص المقال:**

تشكل منصات التواصل الاجتماعي اليوم أداة رئيسية للتواصل بين الأفراد، حيث تتيح بناء جسور بين الثقافات والديانات المختلفة. ويُعد تطبيق التيك توك من أبرز هذه المنصات وأكثرها انتشاراً، خاصة بين الشباب والمراهقين. ورغم أنه يوفر مساحة لإبراز المواهب والترفيه، إلا أنه بات يشكل منصة لانتشار محتويات تُعدها الأوساط النقدية تشويهاً للقيم الأخلاقية والاجتماعية، من خلال فيديوهات تروج لسلوكيات منافية لقيم المجتمع. تهدف هذه الدراسة إلى استكشاف تأثير التيك توك على القيم الشبابية، من خلال اعتماد تقنية المقابلة مع عينة من صناع المحتوى. وقد كشفت النتائج أن الدافع الأساسي لاستخدام التطبيق يتمثل في السعي وراء الشهرة واستكشاف المنصة، حيث يسهم التطبيق في تلبية الحاجات النفسية والاجتماعية للشباب. ومع ذلك، أظهرت الدراسة أن التيك توك له تأثيرات سلبية عميقة، إذ أدى إلى تغييرات جوهرية في سلوكياتهم وقيمهم، مما يعزز مظاهر الانحراف عن القيم التقليدية.

**كلمات مفتاحية:** الشباب؛ القيم؛ مواقع التواصل الاجتماعي؛ التيك توك.

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## Introduction

Humanity has witnessed substantial advancements in various fields, particularly under the influence of globalization, which has permeated all dimensions of life. Among the most significant of these developments is the advent of modern communication technologies, which have sparked a profound transformation in recent years. A key outcome of this technological revolution is the proliferation of social media platforms, now a dominant force in shaping contemporary communication.

Youth, in particular, represents the largest consumer base of these platforms. However, this pervasive usage has led to notable consequences, particularly the gradual erosion of traditional social values. Young people are increasingly exhibiting behaviors that deviate from societal norms, including diminished family interaction, the adoption of fashion trends misaligned with local cultural identity, and heightened feelings of alienation. Furthermore, many adolescents use these technologies to engage in deviant behaviors, exacerbated by the absence of adequate supervision. These behaviors encompass a range of issues, including theft, substance abuse, sexual violence, and engagement with explicit content and the exchange of inappropriate images with individuals. This detachment from familial and societal norms has resulted in the construction of a virtual reality disconnected from their immediate social environment.

This study seeks to investigate the impact of social media usage, particularly the TikTok platform, on the traditional value systems of youth. TikTok has experienced a significant surge in popularity, especially among adolescents and young adults. Its use spans a spectrum of positive and negative behaviors, with substantial influence over the attitudes and behaviors of its users.

### Research Objectives:

The research is driven by the need to:

1. Examine the profound impacts of social media on youth, particularly the abandonment of familial duties and traditional values.
2. Investigate the challenges faced by the cultural identity of Algerian youth within the contemporary globalized context.
3. Understand the phenomenon of TikTok addiction and its ramifications on social and familial relationships.
4. Assess the rapid ascension and extensive reach of TikTok and its implications on youth behavior.
5. Analyze the adverse effects attributed to TikTok on the traditional value systems of its users.

### Research Problem:

Social media platforms have become a defining feature of modern communication, overtaking and rendering many traditional forms of interaction, such as letters, telegrams, faxes, and telegraphs, largely obsolete. Among these platforms, TikTok has emerged as a dynamic tool with multifaceted uses. However, the extent to which these platforms can serve broader societal objectives—such as the preservation of cultural values—depends significantly on how they are exploited, particularly by youth. Adolescents and young adults, in particular, are the primary users of these platforms, driven by a desire for exploration and engagement with various services. Their developmental stage fosters curiosity and a sense of adventure, often leading them to interact with these technologies without fully considering the long-term consequences. This excessive engagement, especially when unsupervised,

can result in challenges related to personal adjustment and hinder meaningful social interactions, particularly within the family, where communication often becomes sporadic and superficial.

The growing phenomenon of social media addiction among youth, particularly to TikTok, has evolved into a pressing issue confronting many societies, especially in the Arab world. The excessive and improper use of this platform has led to an alarming increase in unethical content production by young creators, promoting deviant behavior, immorality, and even violence, often with little regard for the cultural values and norms they have been raised with.

Conversely, some users leverage TikTok to disseminate educational, developmental, and cultural content that can positively contribute to societal enrichment. However, empirical observations indicate that a significant portion of youth predominantly engages with the platform in ways that promote negative behaviors, which may adversely affect their social integration, particularly in the absence of sufficient guidance and oversight.

In light of the above, the central research question is:

What is the impact of the misuse of TikTok content on the value system of Algerian youth?

#### Sub-Questions:

- What are the primary motivations driving Algerian youth to use TikTok?
- How does the improper use of TikTok content affect youth behavior?

#### Hypotheses:

- TikTok plays a pivotal role in fulfilling the psychological and social gratifications of Algerian youth.
- Fame serves as a primary motivator for content creation on the TikTok platform.
- The nature of TikTok's content contributes to shifts in the value system among youth.

## 1. Conceptual Definitions

### 1.1 Social Media:

Social media refers to a range of digital platforms and applications designed to facilitate the creation, sharing, and exchange of user-generated content, enabling interaction and communication among individuals, communities, and organizations. These platforms support various forms of media, including text, images, videos, and live broadcasts, and are often characterized by their interactive and participatory nature. Social media has significantly transformed communication dynamics by removing geographical barriers, fostering global connectivity, and enabling real-time engagement. Popular examples include Facebook, which emphasizes social networking and community-building; Twitter, known for its microblogging and news dissemination capabilities; Instagram, which focuses on visual storytelling; and TikTok, a platform for short-form video content that encourages creative expression (Kaplan and Haenlein 2010, 60).

### 1.2 TikTok:

TikTok is defined as a short-form video-sharing platform that allows users to create, edit, and share videos ranging from a few seconds to several minutes. It encourages creativity and entertainment through features such as trending challenges, music overlays, and editing tools, appealing particularly to younger demographics. TikTok's global reach and algorithmic content delivery have made it a prominent platform for cultural and social expression.

As noted by Zulli and Zulli, 2020 TikTok's unique design promotes technological mimesis, where users replicate and reinterpret trending content, fostering dynamic and participatory public spheres. While it serves as a creative outlet for many, concerns persist regarding its potential to disseminate problematic or harmful content, its addictive design, and its implications for privacy and data security (Zulli et Zulli 2020).

### 1.3 Values:

#### • Theoretical Definition:

Values are enduring beliefs or guiding principles that influence individual behavior, societal norms, and decision-making processes. They represent what individuals or groups perceive as desirable or worthwhile, serving as benchmarks for evaluating actions, goals, and priorities. Values manifest in various forms, such as moral, cultural, or social ideals, and play a crucial role in shaping both personal conduct and collective social frameworks.

According to Schwartz, values are universal motivational constructs that guide behavior and provide a sense of purpose. While they are shared across cultures, their prioritization and expression can vary significantly among individuals and societies. These principles underpin decision-making, foster social cohesion, and serve as the foundation for societal frameworks. By influencing attitudes and preferences, values help align individual goals with collective societal expectations, highlighting their centrality in understanding human interactions and cultural dynamics (Schwartz 1992, 6).

Values can also be defined as "the fundamental principles, beliefs, ideals, standards, and ways of life that serve as general guides for behavior, preferences in decision-making, or evaluation of beliefs and actions, closely tied to moral and personal excellence" (Halstead & Taylor, 1996, p. 20).

This definition emphasizes the multidimensional role of values in shaping individual and collective actions, reflecting their deeply ingrained connection to personal integrity and societal norms.

#### • Values in the Islamic Perspective

From an Islamic standpoint, values are rooted in the divine, with God (Allah) serving as the ultimate value and the foundation for all other value systems. This metaphysical grounding is derived from the attributes of God, which embody the ideal values for human beings. The concept of Tawhid (monotheism) forms the core of the Islamic value system, elevating it to a transcendent and universal framework. Consequently, material or worldly values are not considered ends in themselves but are seen as instrumental in realizing divine attributes. Values such as justice, mercy, and compassion are reflections of God's attributes and serve as guiding principles for human behavior, providing ethical and spiritual direction in both individual and social contexts (Nasr 2002, 35).

#### • Operational Definition:

Values refer to the standards and judgments that an individual acquires through interaction with social and personal experiences. These standards guide decision-making processes and are expressed in both verbal and behavioral actions, influencing life goals and personal conduct.

### 1.4 Social Values:

Social values refer to shared principles, standards, and norms within a community that shape expectations, guide interpersonal interactions, and foster social cohesion. These values serve as benchmarks for determining acceptable behavior, influencing the collective identity and moral framework of a society. Social values encompass a wide range of elements, such as justice, respect, cooperation, and empathy, which are integral to maintaining harmony and collaboration within groups.

From a linguistic perspective, "social value" refers to the worth or significance attributed to something within a societal context, such as stability, unity, or cultural heritage (Parsons, 1968, p. 54). In broader terms, social values are the foundations upon which societal rules and cultural norms are constructed, guiding individuals to prioritize collective well-being over self-interest.

As elaborated by Hofstede, 2001, social values are deeply rooted in cultural dimensions and vary across societies. These values dictate behaviors and attitudes, shaping relationships, decision-making processes, and responses to challenges. Importantly, social values not only sustain societal order but also enable communities to adapt to changing conditions while preserving their cultural essence (Hofstede, 2001, p. 11).

### 1.5 Traditional Values:

Traditional values refer to enduring beliefs, principles, and moral standards passed down through generations, forming the foundation of cultural heritage and societal stability. These values often

emphasize respect for elders, family cohesion, modesty, discipline, and adherence to long-established social norms and practices. Traditional values provide a moral framework that guides individual behavior and ensures conformity with societal expectations.

According to Smith and Denton, 2005, traditional values serve as anchors for social cohesion, fostering a sense of belonging and continuity within communities. They are deeply embedded in cultural narratives and rituals, reinforcing identity and ethical conduct across generations. While these values often adapt to social and technological changes, their core principles remain vital in maintaining societal harmony (**Smith and Denton 2005**).

From a sociological perspective, traditional values are often contrasted with modern values, reflecting tensions between preserving historical norms and embracing innovation. In many societies, these values are rooted in religion, culture, and family structures, emphasizing virtues such as modesty, self-restraint, and communal welfare (Inglehart & Baker, 2000, p. 19); thus, Traditional values play a critical role in shaping social and cultural identity, providing stability amidst evolving societal dynamics.

- **Value Pluralism**

Value pluralism is a concept distinct from moral relativism. While moral relativism asserts the absence of universal moral absolutes, proposing that value judgments are entirely contingent upon individual or cultural perspectives without any one being superior to another, value pluralism takes an opposing stance. It posits that multiple, often conflicting, values can coexist as universal, human values, each holding inherent legitimacy and distinctiveness. Importantly, these values cannot be ranked or measured using a singular, uniform metric due to their intrinsic differences.

As Berlin, 2013 explains, value pluralism represents a cosmopolitan worldview, grounded in the recognition and acceptance of diverse values as collectively essential to the human experience. These values are neither reducible to a single framework nor entirely relativistic, emphasizing the need to acknowledge and navigate their coexistence within complex societal contexts (**Berlin and Hardy 2013**).

## 1.6 Youth:

- **Theoretical Definition**

Youth is often defined as a transitional phase of life marked by physical, psychological, and social changes, bridging the period between childhood and adulthood. Theoretically, it is considered a critical developmental stage characterized by identity formation, the pursuit of autonomy, and the quest for self-actualization. Erikson's psychosocial theory places youth in the stage of "identity vs. role confusion," emphasizing the individual's effort to establish a coherent sense of self (Erikson, 1968, p. 93). Sociologically, youth is viewed as a socially constructed category, influenced by cultural, economic, and political contexts, rather than merely a biological phase.

- **Etymological Definition**

The term *youth* derives from the Old English *geogub*, which evolved from the Proto-Germanic *jugunthiz*, signifying the state of being young. Its roots lie in the Proto-Indo-European *yeu-* (to be vital, young, or vigorous). Historically, the term has carried connotations of vitality, growth, and potential, symbolizing the early stage of life characterized by energy and aspiration (**Dictionary n.d**).

- **Procedural Definition**

Procedurally, youth refers to a specific age range, often delineated by societal or institutional criteria. The United Nations defines youth as individuals aged 15 to 24, recognizing it as a critical demographic for development and policy initiatives (United Nations, 2013, p. 2). From a procedural standpoint, youth encompass not only chronological age but also the social roles and responsibilities associated with this life phase. It includes the processes of acquiring education, entering the workforce, and participating in civic and cultural activities, reflecting the broader developmental milestones expected during this period.



## 2. Key Impacts of Social Media Usage Among Algerian Youth: Social Media and Values

### 2.1 Physical Autonomy and Heterosexual Relationships

Social media platforms have contributed to the normalization of behaviors that challenge traditional societal norms, including increased acceptance of physical autonomy and informal heterosexual relationships. These dynamics often lead to severe consequences such as unplanned pregnancies, reflecting an erosion of ethical and familial standards. Platforms like Facebook have been implicated in fostering such deviations through digital blackmail, wherein young men coerce women into physical meetings under threats of exposing private interactions. Such coercion occasionally results in incidents of sexual violence and exploitation.

### 2.2 Homosexuality (Same-Sex Relationships)

The increasing visibility and normalization of homosexuality among Algerian youth have been significantly influenced by social media platforms. These platforms provide spaces for the promotion of same-sex relationships, often through interactions with individuals from diverse cultural and religious backgrounds. These virtual exchanges have facilitated the spread of ideologies that diverge from traditional values, fostering their adoption among youth.

### 2.3 Explicit and Immoral Content

TikTok and similar platforms have come under scrutiny for hosting explicit, inappropriate, and morally questionable content. This includes provocative dances, explicit language, and videos that glamorize ethically controversial behaviors. Various countries, including Indonesia, Bangladesh, India, and Pakistan, have issued warnings or temporary bans against TikTok due to concerns about its influence on societal values. For instance, in 2018, Chinese regulators criticized Douyin (TikTok's Chinese counterpart) for broadcasting "unacceptable content," including videos featuring teenage pregnancies (Al-Sawah 2021).

### 2.4 Social Isolation

Despite being branded as tools for fostering social interaction, social media platforms paradoxically contribute to social isolation. Many users, especially youth, prioritize virtual connections over real-life relationships, resulting in disengagement from their immediate social environments. This behavioral shift undermines familial and social cohesion, with youth increasingly favoring digital interactions over face-to-face communication.

### 2.5 Illegal Migration

Social media has emerged as a significant driver of illegal migration among Algerian youth. Faced with economic challenges, young individuals are often drawn to the idealized depictions of life abroad presented on these platforms. Social media amplifies narratives portraying migration as a viable solution to economic difficulties, encouraging risky attempts at border crossings despite the life-threatening dangers involved.

### 2.6 Adoption of Western Consumer Culture

Social media has facilitated the widespread adoption of Western consumer culture, influencing dietary habits, fashion preferences, and lifestyle choices among Algerian youth. Fast food culture has become dominant, with an increased preference for dining out and consuming ready-made meals. Fashion trends, including revealing attire for women, ripped jeans, and unconventional hairstyles for men, have gained popularity, often inspired by Western aesthetics. Practices like hair dyeing and peculiar hairstyles, such as qaza' (partial shaving, which is discouraged in Islamic teachings), are now

common. Social media serves as the primary conduit for disseminating these trends, with youth actively engaging in fashion-related content to stay informed.

### 3. Fieldwork Section

#### 3.1 Geographical Scope:

The study was conducted in the Wilaya of Ain Defla, located approximately 150 kilometers west of Algiers, Algeria's capital. Ain Defla is bordered to the north by Tipaza, to the south by Tissemsilt, to the east by Médéa, to the northeast by Blida, and to the west by Chlef.

#### 3.2 Methodology:

Methodology is defined as a structured framework comprising systematic procedures and precise steps aimed at achieving specific research objectives (Ben Mersli, 2005, p. 282). In line with the nature of this study, the research employed two primary methodological approaches:

- **Descriptive-Analytical Approach**

The descriptive-analytical approach is one of the most frequently utilized research methodologies, widely recognized for its capacity to analyze phenomena as they exist in reality. This method seeks to describe the studied phenomenon accurately, offering both qualitative and quantitative insights into its characteristics. By focusing on precise observation and in-depth analysis, the approach enables researchers to examine the phenomenon's dynamics and underlying factors comprehensively (Bouhouche, 1995, p. 131). In this study, the descriptive-analytical approach was employed to assess the phenomenon objectively, providing a foundational understanding of its context and implications.

- **Case Study Approach**

The case study approach, commonly referred to as "Case Study," involves an intensive, in-depth examination of an individual, group, or unit. This approach analyzes multiple variables within a specific context to derive findings that can be generalized to similar cases. It is widely used in humanities and social science research due to its ability to uncover detailed and context-sensitive insights (Heale & Twycross, 2018, pp. 7–8).

In the context of this study, the case study method enabled a focused exploration of key instances within the subject population, examining either a specific phase of the subject's history or its entire trajectory. By adopting this approach, the study delves deeply into the complexities of the phenomenon, providing a nuanced understanding of its implications for broader societal and cultural contexts.

#### 3.3 Sample:

The selected sample for this study is a purposive sample, characterized by its deliberate selection process based on specific criteria. Maurice Angers defines this type of sampling as one in which "the researcher does not rely on random selection but intentionally chooses the required number of units from the population, ensuring their relevance and suitability to provide the necessary data for the research (Angers, 1997, p. 45).

For this study, four young TikTok content creators from the Wilaya of Ain Defla were chosen. This purposive selection was aimed at ensuring the participants' relevance to the research objectives, particularly their capacity to offer insights into the dynamics of content creation and its broader social implications.

#### 3.4. Data Collection Tools:

- **Observation:**

Observation was a key tool used to capture the real-time behaviors and patterns exhibited by the TikTok content creators. Through direct engagement with their activities and content, we identified critical behavioral changes influenced by their interactions with the TikTok platform. This method

enabled us to gather substantive evidence regarding the impact of TikTok on their value systems and conduct.

- **Interview:**

The interview is defined as a direct scientific investigation tool used to collect data from individuals selected through a non-random, purposive sampling process. Maurice Angers defines it as "a direct technique employed to question respondents and gather a purposive sample, with the objective of obtaining an in-depth understanding of the participants" (Angers, 2004, p. 197).

In this research, interviews were conducted with four participants identified as creators of deviant content. The primary goal was to examine the phenomenon in depth and assess the impact of TikTok on their values and behaviors, offering critical insights into the broader implications of the platform's influence.

### 3.5 Case Presentation and Analysis:

#### Case One: Analysis and Discussion

- Interview Date: April 30, 2024
- Location of Interview: Public Street
- Duration of Interview: 50 minutes
- Respondent Profile:
  - ❖ Gender: Male
  - ❖ Age: 20 years
  - ❖ Educational Level: Middle School, fourth grade
  - ❖ Socioeconomic Status: Stable
  - ❖ Content Specialization: Music, Dance, and Singing

**Overview:** The subject, a 20-year-old male TikTok content creator, shared that his primary motivation for engaging with the platform was to achieve fame. He is actively pursuing recognition within the digital celebrity sphere, with a particular interest in Rai music, which he identifies as the content most appealing to him on TikTok.

He perceives TikTok as an ideal medium for expressing personal identity and for achieving his aspirations of fame and financial success. These factors collectively fuel his continued engagement with the platform. However, he acknowledges a significant shift in his behavior and cognitive orientation, influenced predominantly by the content he consumes and produces on TikTok. He noted that the platform's environment and the type of content he interacts with have gradually estranged him from the traditional values upheld by his family.

The respondent is particularly influenced by prominent figures within the TikTok community, including singers and dancers, whose mannerisms and stylistic attributes he emulates in hopes of mirroring their success. This mimicry extends to their speech patterns and public personas.

Despite facing negative feedback regarding his content, the subject reports that this has not significantly affected his self-esteem or social standing. His audience predominantly consists of individuals aged 16 to 25, a demographic that he believes is especially vulnerable to the influences of his content. He expressed concerns about the deleterious effects of certain types of content, specifically music and sexually explicit material, which he perceives as detrimental to the social norms and values of the youth. According to his observations, such content not only impacts him negatively but also poses a broader risk to young viewers, potentially eroding their adherence to established societal values.

- **Sociological Analysis of the Case**

The analysis reveals that the content creator's work lacks widespread social acceptance, resonating primarily with a niche audience that endorses their material. This limited validation has



subjected the individual to substantial negative criticism, primarily due to the controversial nature of the content. A significant proportion of their followers consists of adolescents aged 16 and above, a demographic particularly susceptible to external influences, raising concerns about the potential detrimental effects on their behaviors, morals, and values.

Moreover, the content produced by this individual appears to have influenced their own values and behaviors, leading to a departure from their religious and ethical principles. The frequent exposure to negative criticism further compounds these challenges, potentially affecting their social interactions and relationships adversely.

Social media platforms, with their extensive freedom of expression, have become fertile ground for the proliferation of superficial and ethically questionable content. This dynamic has enabled thousands of so-called "triviality creators" to dominate these platforms, amassing millions of views daily. Motivations among these creators vary, ranging from a pursuit of fame and financial gain to aspirations of societal contribution. However, a concerning trend has emerged: many of these creators produce content that not only garners significant attention—often measured in millions of views and subscribers—but also undermines social ethics and cultural norms under the guise of "entertainment."

### Case Two: Analysis and Discussion

- Interview Date: May 14, 2024
- Location of Interview: Conducted Online
- Duration: 75 minutes
- Respondent Profile:
  - ❖ Gender: Male
  - ❖ Age: 21 years
  - ❖ Educational Level: High school, third year
  - ❖ Socioeconomic Status: Low
  - ❖ Content Focus: Dance

**Case Overview:** This case study focuses on a 21-year-old male who is actively involved in content creation on TikTok, with a specific focus on dance. He has completed up to the third year of high school and comes from a low-income background.

The primary motivation for his engagement with TikTok is to achieve fame and recognition, which he perceives as facilitated by the platform's capacity to reach a global audience. This respondent is strategically leveraging TikTok to enhance his visibility and social standing, both locally and internationally.

His aspirations extend beyond mere popularity; he aims to cultivate relationships and broaden his social interactions, particularly with females, which he views as a significant benefit of his online presence. He acknowledges receiving familial support for his activities on TikTok, which he believes fortifies his commitment to continue creating content.

Live streaming emerges as a particularly attractive feature of TikTok for him, serving as his preferred method for self-expression and audience engagement. He attributes the effectiveness of TikTok in conveying personal narratives and ideas to its interactive capabilities, which surpass those of other platforms.

The creation of content on TikTok, according to the respondent, necessitates specific resources such as high-quality smartphones and appropriate attire, emphasizing the material investments associated with maintaining an active and appealing online presence. These investments, he notes, are justified by the financial returns and the enhanced recognition he gains through the platform.

In discussing the influence of other content creators, he asserts that his content creation is authentically self-driven and not significantly swayed by external influencers. His approach is described as genuine and reflective of his true personality, dismissing any notion of pretense or emulation of popular figures. This independence from external influences underscores his personal integrity in content creation.



The demographic profile of his audience predominantly ranges from 30 to 45 years, indicating a broader reach beyond the typical youthful TikTok user base. He expresses concern about the adverse effects of certain prevalent content themes on TikTok, particularly highlighting the problematic portrayals of dancers and scantily clad women. He critiques these portrayals for their potential to perpetuate detrimental social norms and to mislead young viewers, thereby contributing to a deviation from traditional societal values.

- **Sociological Analysis of the Case**

The content creator in this case has garnered significant acceptance and interaction, primarily due to the relatability of their content, which includes songs and stories reflecting their personal reality and life circumstances. This has resonated strongly with viewers, as evidenced by the likes, shares, and overall engagement their content receives. However, it is notable that this acceptance and encouragement come largely from their audience and not from their family, with the exception of minimal support from their mother. Adolescents at this developmental stage often seek psychological support and validation, which, in its absence, can lead them to pursue self-esteem through potentially misguided avenues. Platforms like TikTok, when misused, provide such avenues, allowing adolescents to engage in behaviors that may conflict with the values upheld by their families and communities.

To address such behaviors, it is imperative for parents to engage in open, empathetic conversations with their adolescents. Rather than issuing direct "orders," parents should aim to discuss the implications of negative behaviors, helping adolescents understand the consequences and make informed decisions. This approach not only shows genuine concern for their emotions but also fosters critical thinking and responsible decision-making, steering them away from impulsive actions driven by unchecked desires.

The type of content produced, particularly involving singing, poses significant risks to adolescents by promoting behaviors and values that undermine the ethical and social standards of Algerian society. While much of society rejects such content, a subset of individuals finds solace and gratification in it, further fueling its spread. This dynamic highlights the dual nature of digital platforms as both arenas for creativity and potential tools for disseminating content that conflicts with societal norms.

The lack of parental supervision exacerbates the issue, leaving adolescents vulnerable to experimenting with behaviors that contradict traditional moral values. The influence of such content extends beyond the individual, as it permeates social norms and reshapes collective behaviors.

The effects of this content are not limited to isolated instances but rather reflect a broader trend of cultural and behavioral shifts facilitated by social media platforms like TikTok. For instance, some adolescent girls may use the platform to showcase their bodies in short clips involving dancing or imitation, while others might engage in promoting or experimenting with "digital drugs," often framed as harmless entertainment. These behaviors represent a systematic reprogramming of youth, steering them toward practices that clash with established social and ethical norms.

Social media platforms, including but not limited to TikTok, have become powerful vectors for introducing new, often contradictory, values and behaviors into society. These platforms accelerate the adoption of novel cultural patterns, creating a widening gap between traditional societal values and emerging behaviors.

### **Case Three: Analysis and Discussion**

- Interview Date: May 15, 2024
- Location: Public Street
- Duration: 1 hour
- Respondent Profile:
  - ❖ Gender: Female
  - ❖ Age: 20 years

- ❖ Educational Level: Second year of secondary education
- ❖ Socioeconomic Status: Medium
- ❖ Content Focus: Music and promotion

**Overview:** The subject, a 20-year-old female with secondary education level, engaged with TikTok primarily out of fascination with its capabilities and content diversity. She highlighted minimal familial support for her digital activities, with only her mother providing encouragement.

Her attraction to TikTok revolves around exploring trending topics, which encompass widely discussed current events, cultural phenomena, and viral internet challenges. She perceives TikTok as an optimal platform for self-expression and achieving visibility, citing its superior ability to disseminate information rapidly. The platform facilitates her aspirations for fame and societal recognition.

She is influenced by prominent figures within the platform, particularly in fashion and cultural contexts. However, she experiences discontent with content that involves derogatory remarks or bullying, specifically videos that exploit individuals by exposing personal information or engaging in mockery.

Post-engagement with TikTok, she observed behavioral changes in herself and identified her primary audience as young adults and late teenagers, ranging from 16 to 28 years. She expressed concerns about the negative impact of content involving disrespectful behaviors and explicit dancing on this vulnerable demographic.

She critically views her contributions, especially musical content, as potentially detrimental to the traditional values and morals of Algerian society. While some segments of the audience endorse her content, seeking gratification of certain desires, she acknowledges the broader implications of such material. This content often promotes values misaligned with societal norms, particularly through its portrayal of scantily clad dancers and trivialization of serious issues like drug use, packaged in humorous or light-hearted formats.

The participant noted a disturbing trend where young individuals, influenced by such content, display inappropriate behavior that contradicts societal expectations. This includes the exhibitionist tendencies among young females and the casual promotion of narcotics by males, depicted as entertainment. These actions not only challenge the prevailing moral framework but also suggest a shift towards a digital culture that prioritizes sensationalism over substance, potentially leading to a dissonance in societal values.

#### • Sociological Analysis of the Case

A critical observation is that many young women engaging in such behavior on TikTok originate from traditionally conservative families, highlighting a failure in conventional upbringing methods and the erosion of familial values grounded in religious and moral frameworks. TikTok has facilitated an unprecedented intrusion into the sanctity of private homes, where young women openly share videos of themselves dancing in revealing clothing, often accompanied by music associated with nightlife environments. Alarming, these activities sometimes occur in the presence of their parents, indicating a significant shift in the boundaries of acceptable behavior.

This phenomenon is intertwined with the pervasive "fame-seeking culture," where individuals—particularly young women—relentlessly pursue recognition at any cost. A large proportion of videos featuring young women gain widespread traction on TikTok and other social media platforms. These videos often leverage beauty-enhancing filters and feature minimal or provocative clothing intended to attract attention. However, the primary audience for such content frequently consists of individuals whose engagement is superficial, objectifying the creators and reducing them to mere physical spectacles. Such dynamics result in derogatory comments and exploitation, ultimately harming the content creators' dignity and self-esteem.

Young men are equally implicated in this trend, utilizing exaggerated gestures, choreographed dances to popular songs, or humorous reenactments of movie scenes to amass online followers. This approach often appeals to adolescent girls, fostering shallow interactions aimed at gaining social validation rather than fostering meaningful relationships. These behaviors underscore the commodification of personal identity and physical appearance in exchange for fleeting online popularity.

#### Case Four: Analysis and Discussion

- Interview Date: May 6, 2024
- Location of Interview: Public Street
- Duration of Interview: 90 minutes
- Respondent Profile:
  - ❖ Gender: Male
  - ❖ Age: 22 years
  - ❖ Educational Level: Secondary school, second year
  - ❖ Socioeconomic Status: Moderate
  - ❖ Content Type: Promotion of narcotics

#### Case Overview:

The individual is a male content creator on TikTok, aged 22, with a high school education. He articulated that his principal incentive for using TikTok was to gain fame and access the arts industry through his video uploads on the platform, which he perceives as a stepping-stone to widespread recognition.

He specified that his engagement on TikTok be driven by a desire to portray and reflect the psychosocial challenges faced by adolescents, including emotional neglect and socio-economic adversities within their familial contexts. This portrayal often manifests through content centered on music and brief narrative videos that resonate with the real-life conditions of youth, which, according to him, fosters a virtual refuge offering solace and a semblance of liberty.

The respondent asserts that TikTok serves as a superior medium for self-expression compared to other social networks due to its vast reach and potential to attract extensive viewership. This platform, he notes, facilitates the expansion of his social networks, allowing him to form connections with individuals who share analogous struggles and aspirations, thus fostering communal support networks.

The subject acknowledged significant shifts in his personal values and behaviors subsequent to his TikTok usage, pointing out a newfound sense of freedom to act without restraint, irrespective of the content's nature. He highlighted his adaptation of characteristics from influencers within the platform, which has augmented his popularity particularly among younger audiences who actively endorse his content trajectory.

While he recognizes both the positive and adverse impacts of TikTok on his personal development and public persona, he contends that the negative implications, especially regarding ethical and behavioral deviations, predominate. Despite this, he continues to leverage the platform to advance his career ambitions in fame and financial success, thus illustrating the complex dynamics between personal gain and ethical compromises.

#### • Sociological Analysis of the Case

The findings indicate that the content creator's social acceptance is largely limited to their audience on TikTok, derived from the nature of their content, which is shared without adherence to moral or societal constraints. This content appears to attract a diverse following, including older adults, reflecting the platform's broad appeal. However, this form of acceptance does not extend to the broader community, which views such material as encouraging deviant behaviors among adolescents and undermining ethical values. Adolescents, in particular, are highly susceptible to the influence of such

content, given their developmental stage, which is marked by heightened vulnerability to external influences and a tendency to imitate behaviors that align with their evolving identity.

The exposure to such content fosters mental representations among adolescents that gradually normalize behaviors and attitudes inconsistent with societal values. This process often escalates from passive browsing to active participation, culminating in a departure from traditional cultural norms. The implications of such engagement extend beyond individual behaviors, threatening to erode the moral and religious foundations of Algerian family structures. TikTok, in this context, operates as a platform that not only disseminates content but also facilitates the systematic undermining of ethical principles, promoting the abandonment of religious and cultural identity.

An alarming trend associated with excessive social media use, including TikTok, is the emergence of "digital addiction," often referred to as "digital drugs." This phenomenon has gained significant traction among adolescents and youth, manifesting through highly engineered auditory and audiovisual content designed to manipulate neural activity. These digital stimuli can have a profound psychological impact, often exceeding the coercive effects of conventional substance abuse. Such patterns of engagement highlight the platform's potential to serve as a direct gateway to delinquency, substance dependency, and even criminal activity.

## 4. Study Results

- The primary motivation for the majority of youth using TikTok and showcasing content is their aspiration for fame, with a significant number also driven by curiosity to explore the functionalities of the application.
- Most creators of deviant content do not receive familial support, with only peer support being prevalent.
- All participants in the study indicated a preference for sharing their original content on TikTok using their personal identities.
- Predominantly, creators of deviant content have noted a detrimental impact on their social lives due to the nature of their decadent content.
- The influence of other content creators is significant, with individuals being impacted by those producing similar deviant content. This influence leads to the adoption of new, often non-traditional values, indicating a shift from their conventional moral frameworks.
- TikTok fulfills psychological and social needs among the youth, presenting a facile route to fame and monetary gain with minimal effort.
- Behavioral changes following TikTok usage among creators of inappropriate content highlight the app's profound ability to influence individuals, negatively altering their values.
- Influencers and content creators often emulate popular non-Muslim personalities in an effort to augment their visibility and gain fame, which can shift the viewers' perceptions and behaviors.
- TikTok significantly influences youth behavior, promoting a deviation from societal values. The platform's content, often centered around sexual provocation and excessive ridicule, has a compelling allure that normalizes such behaviors among its audience.
- Interactions with inappropriate content on TikTok are notably higher compared to engagements with constructive content.
- While TikTok's influence on youth behavior is impactful, it is predominantly short-term, peaking during adolescence and diminishing as individuals mature.
- TikTok contributes to social isolation, with young individuals increasingly retreating into a virtual sphere, thereby distancing themselves from tangible social interactions.



- The most detrimental content on TikTok, in terms of impacting youth behavior and values, includes explicit dance videos, loud music, scantily clad females, and videos featuring mockery and bullying.

#### Recommendations and Proposals:

Based on the results of this study, the following recommendations are proposed:

- Educate youth about the adverse aspects of TikTok to prevent various deviations and addiction to such applications, which negatively affect them physically, psychologically, and morally.
- Enhance the supervisory role of social institutions, particularly families and educational systems, to safeguard children from the perils of social media applications including TikTok.
- Promote open discussions between guardians and children to increase parental trust and reduce secretive online behaviors.
- Encourage more research into the impact of social media on youth and society to better understand and mitigate its adverse effects.
- Emphasize religious education from an early age to instill a sense of divine oversight and moral responsibility.
- Provide ample recreational opportunities for youth to engage in physically and socially enriching activities, thereby reducing their reliance on virtual social interactions.

## CONCLUSION

The discourse surrounding the impact of social media platforms on the traditional values of youth is both significant and timely, given the pervasive influence of networks like TikTok. This platform, known for its audio-visual content, has been at the forefront of shaping modernity's new cultural norms. Our study focuses on TikTok, not merely as a technological innovation but as a central player in the cultural and social dynamics of contemporary society. The app has undeniably become a focal point for both general and specialized audiences, celebrated by many as a hallmark of progress and sophistication.

TikTok's ability to engage diverse age groups, especially young people—who are considered vital to the vivacity and future prosperity of societies—is profound. The platform's high level of interactivity allows users to explore and express themselves in varied ways, making it a primary tool for achieving various psychological and social gratifications. Our investigation into TikTok's usage patterns and the gratifications users derive highlights its deep-seated integration into their daily lives.

In conclusion, the characteristics and content of TikTok have evolved markedly, providing an array of video types—ranging from cultural and educational to artistic and unethical. This versatility has made TikTok a favored platform among the youth, who use it as a means of filling their leisure time and satisfying their entertainment and psychological needs. However, the platform's broader cultural impact, particularly its influence on traditional values, is emerging as a double-edged sword. TikTok introduces new cultural norms that may conflict with, and potentially erode, established societal values.

The encroachment of TikTok into areas traditionally governed by societal norms poses significant challenges. As such, it is crucial for socialization agents, especially families, to exercise vigilant oversight. Parents, as primary socializers, must monitor the content their children are exposed to on TikTok, assessing its potential impacts on their development and value systems.



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