

Vlogging and Algerian Cultural Diversity: A Field Study on the Attitudes of Algerian Youth

التدوين المرئي والتنوع الثقافي الجزائري: دراسة ميدانية حول اتجاهات الشباب الجزائري

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Abstract:

This study aimed to describe and analyze the attitudes of Algerian youth toward the content of visual blogs that highlight Algerian cultural diversity, with a focus on their consumption habits and patterns of engagement. A questionnaire, utilizing a five-point Likert scale to measure attitudes, was employed as the primary data collection tool. The survey was distributed electronically via Facebook to a sample of 150 Algerian youth. The data analysis revealed a significant level of engagement with visual blogs focused on Algerian cultural diversity. The findings also identified various motivations driving youth to follow these blogs, such as their interest in exploring different cultures. Moreover, the study observed a diversity of evaluations regarding the cultural content presented, reflecting the varied interests and experiences of the youth in engaging with visual blogs. Overall, the results underscore the connection between youth and cultural visual content within the context of Algerian cultural diversity.

Keywords: Attitudes; Algerian Youth; Visual Blogging; Cultural Diversity

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1. INTRODUCTION

Electronic blogs represent one aspect of the technological advancement witnessed by the world today. This progress has led to the emergence of new media that allow the dissemination of digital content on a global level with minimal barriers. Blogs—whether written, audio, or visual—have become a free virtual space where individuals can express their opinions and views, contributing to the smooth and easy transmission of diverse knowledge, ideas, and personal experiences to a wide audience. Among these platforms, YouTube is one of the most popular and widely used websites for video creation. It allows anyone to create their own channels and upload videos covering various topics. Visual blogging has thus become an effective means of expressing personal concerns, opinions, emotions, and participating in cultural dialogue. Through these visual blogs, individuals can highlight diverse aspects of their lives and subcultures. Algeria's cultural richness, with its vast diversity, reflects a long history of interaction among various peoples and civilizations that have passed through the region, resulting in a unique blend of Amazigh, Arab, and African cultures. This rich diversity attracts a wide audience of followers, and visual blogs have garnered users from various societal segments, especially youth, who engage with the content through following, liking, or sharing due to the ease of use. These platforms also enable them to access diverse content that presents traditions, arts, and various customs in Algeria.

1.1 Study Problem:

This study aims to explore the relationship between youth and Algerian visual blogs that display Algerian cultural diversity by examining their habits, viewing patterns, and attitudes towards such content.

To this end, the following research questions are posed:

- What are the attitudes of youth towards the content of visual blogs that showcase cultural diversity in Algeria?
- To what extent do youth follow the content of visual blogs that display Algerian cultural diversity?
- What are the motivations of Algerian youth for following the content of visual blogs that showcase Algerian cultural diversity?
- How do Algerian youth evaluate the content of visual blogs that display Algerian cultural diversity?

1.2 Study Objectives:

- The research aims to analyze how Algerian youth use visual blogs that present cultural diversity, and to understand the role these blogs play in enhancing their cultural awareness.
- To identify the motivations that drive youth to follow these blogs, with a focus on the cultural aspects that specifically attract their attention and interest.
- To evaluate the opinions of Algerian youth regarding cultural visual blogs, including the extent of their interaction with these blogs, and to determine the factors that make them appealing and effective from their perspective.

1.3 Study Importance:

The current study holds significant importance due to the critical role visual blogging plays in documenting and transmitting Algeria's cultural diversity. Algerian youth are the primary actors in producing visual content and represent the driving force in this field. By highlighting Algeria's multifaceted culture, these blogs facilitate a better understanding and appreciation of aspects of the culture that may be neglected or unknown to a broader audience. By studying how youth use these blogs, the study can identify the cultural issues that are of concern to them and may require more attention from bloggers.

The expected outcomes of this study will be highly valuable, as they will reveal the interests of Algerian youth and their engagement with visual blogs that focus on cultural diversity. Additionally, the study will contribute to understanding the motivations of youth in using these blogs and how they evaluate the content presented within them. This information could serve as a foundation for developing more effective marketing and media strategies aimed at youth, enhancing the role of visual blogs in documenting and promoting Algeria's cultural diversity.

Reasons for Choosing the Study Topic:

- In recent years, there has been a noticeable increase in the use of visual platforms, which have become the preferred medium for everyone, especially youth, who are the driving force behind the use of technology and digital media. Thanks to their ability to adopt and exploit new innovations to express their opinions and ideas, they also play a central role in evaluating visual content. This widespread usage underscores the importance of studying how these platforms can be utilized to introduce Algeria's cultural diversity through new content that differs from traditional media.

- Algeria is rich in its cultural diversity, yet many of these cultures are threatened with extinction due to globalization and social changes. Visual blogging is an effective means of preserving this heritage and passing it on to future generations.
- Presenting cultural diversity through visual blogging contributes to promoting mutual understanding among different social groups and geographical regions within Algeria, which in turn strengthens national unity and tolerance among the various cultures.
- The study's results could contribute to guiding cultural policies in Algeria towards supporting and developing visual blogging as a tool for preserving and enhancing cultural heritage.

2. Defining Study Concepts

2.1 The Concept of Attitude:

- Linguistically: The term refers to directing oneself towards a specific direction or objective. It stems from the verb "to head towards" (Arabic: اتجه), meaning a person turned towards something with intent (Manzur).
- Terminologically: There are multiple definitions provided by researchers interested in the topic of attitudes. One notable definition is by Rokeach, who views attitude as "an organized set of beliefs about a specific subject or situation, which remains relatively stable and predisposes an individual to respond in a particular way" (Zayan N.).

From Rokeach's definition, it is evident that attitude comprises a set of beliefs and ideas that an individual holds towards a specific situation. These beliefs remain relatively stable over time and influence how the individual responds to a given subject or situation.

- *Operationally*: In this study, attitude refers to the thoughts and beliefs that youth hold about the content presented in visual blogs that display Algerian cultural diversity. These thoughts form the stance and response of young people toward this type of content, which may influence how they interact with such blogs, either by supporting or critiquing them.

2.2 The Concept of Youth:

- Linguistically: The term signifies vigor and youthfulness, the opposite of aging and senility. From the linguistic meaning, we deduce that youth is the opposite of old age, marked by psychological, behavioral, and temperamental characteristics, along with an inherent dynamism (Al-Fayruz, 1980).
- Terminologically: Fred Milson defines youth as "a stage of life between childhood and old age, characterized biologically by physical maturity and the peak of strength. Socially, it is the phase in which an individual's future is determined, whether in terms of their professional or family life" (Luli, *Youth: A Review of its Approach and Characteristics*, 2016).

In other words, youth is a phase of life situated between childhood and old age. Biologically, it is marked by the completion of physical development and maturity. Socially, it is a critical period in determining an individual's future, whether regarding their career path or family life.

2.3 Operational Definition:

In this study, "youth" refers to the group whose attitudes and perspectives towards visual content showcasing Algerian cultural diversity are being analyzed. They represent a significant segment of society that both influences and is influenced by the surrounding cultural and media discourse.

2.4 The Concept of Visual Blogging:

- Linguistically: In the "Al-Waseet" dictionary, the verb "dawwana" (to document) refers to establishing or collecting, such as in a register or book. The term "tadween" (blogging) comes from the verb "dawwana" (Zarn, 2007).
- Terminologically: Visual blogging is a new technique that facilitates the dissemination of visual content over the internet. In this system, blog editors and traditional media companies prepare content in audio and video formats, rather than through traditional formats like texts and images. Individuals who create this type of content are known as "vloggers," a term derived from "bloggers" (Kafi, 2017).
- Operationally: Visual blogging refers to a type of digital content that relies on video to convey information, ideas, and opinions. It includes all videos created or viewed by Algerian youth on platforms such as YouTube, Instagram, TikTok, and others, focusing on showcasing Algeria's cultural diversity.

2.5 The Concept of Cultural Diversity:

- *Terminologically*: Liden Rosener defines cultural diversity as the distinguishing characteristics of one group of individuals from another, based on a set of primary and secondary dimensions that directly affect their identity. Primary dimensions include factors such as gender, race, mental and physical abilities, and sexual orientation. Secondary dimensions involve educational background, geographic location, religion, language, and professional and organizational experiences (Sadouki, 2018).
- *Operationally*: Cultural diversity refers to the plurality of cultures and cultural differences within a given society, which in this context pertains to Algeria. It encompasses aspects such as language, religion, customs and traditions, arts, music, fashion, cuisine, and celebrations.

3. Type of Study and Methodology:

Descriptive studies aim to describe events, people, beliefs, attitudes, values, goals, preferences, interests, as well as different patterns of behavior (Abdul Hamid, *Scientific Research in Media Studies*, 2000).

In media studies, descriptive research focuses on providing detailed information on various aspects, such as events, people, beliefs, attitudes, values, goals, preferences, interests, and behavioral patterns. This type of research seeks to comprehensively understand and analyze these elements to provide a clear and detailed view of the subject under study. In this context, it involves describing youth attitudes towards the content of visual blogs that focus on Algerian cultural diversity, as well as identifying their motivations for using these platforms through attitude measurement.

3.1 Study Methodology:

The methodology is the path that leads to truth in the sciences through a set of general rules that guide the thinking process and organize its operations to achieve specific results (Jarboa and Tnio, 2017). In other words, methodology refers to the systematic approach aimed at discovering scientific facts, relying on a collection of general rules that organize mental thinking and guide its steps to reach certain conclusions.

This study employed the survey method, which is considered the optimal tool for collecting data from primary sources and presenting it in a manner that makes it useful both now and in the future (Ben Mersli, 2005). The study adopted a sample survey method by selecting a group of Algerian youth with the objective of investigating their attitudes and perspectives toward the content of visual blogs focusing on cultural diversity.

3.2 Research Population and Study Sample:

Before defining the sample, the researcher must determine the research population, which consists of all the elements or units possessing the characteristics to be studied. The research population is typically referred to as the population framework, which includes a list of names and addresses of these elements (Jbala, 2020).

The research population in this study consists of Algerian youth who follow the content of visual blogs that showcase Algeria's cultural diversity. Due to the large size of this population, the study relied on a research sample, which is a small group of individuals systematically selected to gather the necessary primary data. It is essential for this sample to be representative of the research population in terms of the characteristics and attributes that define the broader group (Abdul Hamid, 2000).

We chose the random sampling method, which ensures equal chances for all elements of the study population to be selected (Ben Mersli, *Research Methods in Media and Communication Sciences*, 2010). This method provides appropriate representation of the population and reduces bias. It also allows for the inclusion of diverse participant groups, reflecting different opinions, while the data derived from this approach facilitates reliable statistical analysis, thereby increasing the generalizability of the results.

3.3 Data Collection Tools:

The success of any scientific research is closely tied to the effectiveness of the tools used for data collection. These tools enable the researcher to obtain results that help answer the research questions. The choice of appropriate tools is determined based on the nature of the research problem and its objectives. In this study, the goals were formulated in alignment with these criteria.

The questionnaire is considered an organized and structured tool for collecting field study data. It is defined as "a direct technique for scientific investigation concerning individuals, allowing for a guided interrogation and the collection of quantitative data aimed at establishing mathematical relationships and making numerical comparisons" (Maurice, 2006).

To collect the data, an electronic survey was distributed via Facebook during the months of July and August 2024. The use of an online questionnaire as a data collection tool provided the opportunity to reach a wide range of youth, given the widespread use of social media platforms.

The Likert scale was chosen to measure attitudes due to its ease of preparation, clarity, and reliability in delivering consistent results. This scale is one of the simplest methods for measuring attitudes, as it does not require extensive effort in testing statements. The respondent plays a central role in assessing each statement, enabling the determination of both the direction and intensity of the attitude based on the scores assigned to the statements. The scale can be either three-point or five-point (Kazdari, 2018).

In this study, the five-point Likert scale was employed in the questionnaire, which included the following sections, in addition to the section on personal data:

- First section: The extent to which youth follow the content of visual blogs that showcase Algerian cultural diversity.
- Second section: The motivations of Algerian youth for following the content of visual blogs that display Algerian cultural diversity.
- Third section: The evaluation of the content of visual blogs that highlight Algerian cultural diversity by the youth.

Table 1. Detailed Explanation of the Study Tool

Axis	Variable	Paragraph	Items
First	The extent to which youth follow the content of visual blogs that showcase Algerian cultural diversity	1	7-Jan
Second	Motivations of Algerian youth for following the content of visual blogs that display Algerian cultural diversity	2	14-Aug
Third	Evaluation of the content of visual blogs that highlight Algerian cultural diversity by the youth	3	15-21
Fourth	Personal traits	4	3-Jan

Source: Prepared by the researchers based on the scale.

3.4 Statistical Methods Used in the Study:

- Frequencies and Percentages: To present the results related to the sample population.
- Arithmetic Mean: To determine the average value of each variable.
- Cronbach's Alpha Coefficient: To ensure the validity and reliability of the study tool.
- Five-point Likert Scale: Used to measure the degree of agreement of the study sample participants on the questions and dimensions of the study.

Table 2. Five-point Likert Scale

Classification	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Score	5	4	3	2	1

Source: Prepared by the researchers based on the scale.

Each response was assigned a correct numerical value, with the difference between consecutive numbers kept constant. For positive statements, the value of "Strongly Agree" was assigned 5, "Agree" was assigned 4, "Neutral" was assigned 3, "Disagree" was assigned 2, and "Strongly Disagree" was assigned 1.

The range was calculated as follows:

Maximum value of the scale (5) – Minimum value of the scale (1) = 4

The length of the interval was calculated as:

Interval length = Range ÷ Number of scale values

Interval length = 4 ÷ 5 = 0.80

The interval length was then added to the value of the score, leading to results concerning the average intensity of the attitude.

Attitude Intensity	Agreement Level
1 – 1.80	Very Low
1.81 – 2.60	Low
2.61 – 3.40	Moderate
3.41 – 4.20	High
4.21 – 5	Very High

Source: Prepared by the researchers based on previous studies.

3.5 Validity and Reliability of the Study Tool:

Validity refers to the extent to which a tool measures what it is intended to measure, i.e., the appropriateness of the tool for the study's purposes. We verified the internal consistency validity of the questionnaire by calculating Pearson correlation coefficients between the score of each statement from the three sections and the total score of the section to which the statement belongs, using the statistical program SPSS. The following table presents the correlation coefficients between each statement in the first section and the total score for that section.

Table 3. Correlation Coefficients Between Each Statement's Score and the Total Score for the First Section

Axis Statements	Correlation Coefficient	Significance Value
1	0.647**	0
2	0.768**	0
3	0.803**	0
4	0.753**	0
5	0.785**	0
6	0.799**	0
7	0.675**	0

Source: Prepared by the researchers based on the outputs of (SPSS v 22).

It is clear from the first table that the correlation values between the statements and the average dimension were high, ranging from 0.647 to 0.803. All the statements were statistically significant at a significance level of less than 0.05, indicating the consistency of the statements with the dimension. Therefore, all the statements in the first axis are

internally consistent with the axis to which they belong, confirming their validity and suitability for measuring what they are intended to measure.

Table 4. Correlation Coefficients Between Each Statement's Score and the Total Score for the Second Section

Axis Statements	Correlation Coefficient	Significance Value
8	0.766**	0
9	0.780**	0
10	0.707**	0
11	0.856**	0
12	0.692**	0
13	0.762**	0
14	0.783**	0

Source: Prepared by the researchers based on the outputs of (SPSS v 22).

The table shows that the correlation values between the statements and the average dimension are high, ranging from 0.692 to 0.856. Additionally, all the statements are statistically significant at a significance level of less than 0.05, indicating the consistency of the statements with the dimension.

Thus, all the statements in the second axis are internally consistent with the axis to which they belong, confirming their validity and appropriateness for measuring what they were intended to measure.

Table 5. Correlation Coefficients Between Each Statement's Score and the Total Score for the Third Section

Axis Statements	Correlation Coefficient	Significance Value
15	0.735**	0
16	0.797**	0
17	0.424**	0
18	0.723**	0
19	0.703**	0
20	0.795**	0
21	0.782**	0

Source: Prepared by the researchers based on the outputs of (SPSS v 22).

The table above shows that the correlation values between the statements and the average dimension are high, ranging from 0.424 to 0.795. Additionally, all statements are statistically significant at a significance level of less than 0.05, indicating the consistency of the statements with the dimension. Therefore, all the statements in the third axis are internally consistent with the axis to which they belong, confirming their validity and appropriateness for measuring what they were intended to measure.

3.6 Cronbach's Alpha Coefficient for Measuring Reliability:

The Cronbach's Alpha coefficient is one of the most important measures of internal reliability. It calculates the internal differences between the answers to the questionnaire's questions. The values of this coefficient range from 0 to 1, with the minimum acceptable value being 0.7. The following table illustrates the reliability of the study tool.

Axes	Number of Statements	Axes Reliability
Habits and patterns of Algerian youth following visual blogs that showcase Algerian cultural diversity	7	0.788
Motivations of Algerian youth for following the content of visual blogs that showcase Algerian cultural diversity	7	0.784
Evaluation by Algerian youth of the content of visual blogs that showcase Algerian cultural diversity	7	0.774
Overall reliability of the scale	21	0.916

Source: Prepared by the researchers based on the outputs of (SPSS v 22).

It is evident from the table that the overall reliability of the scale is high, reaching 0.916 for the total of 21 statements, which exceeds the acceptable value of 0.7. The reliability of the axes ranged between 0.774 (as the minimum) and 0.788 (as the maximum), indicating that the scale has a high degree of reliability and can be relied upon for the field application of the study.

3.7 Presentation of Study Results:

This section addresses the key findings and the testing of the study's hypotheses, along with an analysis of the results and the presentation of recommendations and suggestions based on the outcomes reached.

Axis	Arithmetic Mean	Standard Deviation	Attitude
First Axis	4.16	0.801	Agree
Second Axis	4.18	0.542	Agree
Third Axis	3.9	0.722	Agree

Source: Prepared by the researchers based on the outputs of (SPSS v 22).

From the previous table, we can observe that the first axis, which focuses on the habits and patterns of Algerian youth following visual blogs that showcase Algerian cultural diversity, recorded an arithmetic mean of (4.16), a standard deviation of (0.801), and an agreement level of "Agree." This indicates that the individuals who responded to the electronic survey actively engage with the content of visual blogs related to cultural diversity in Algeria. This can be attributed to the fact that visual blogging has become one of the most prominent and widespread forms of new media.

Regarding the second axis, which is related to the motivations of Algerian youth for following the content of visual blogs that display Algerian cultural diversity, the data shows a clear interest among Algerian youth in following such blogs. The high arithmetic mean (4.18) suggests that these blogs meet a significant need for this demographic. This can be explained by the fact that youth see these blogs as an accessible and visual medium for discovering the cultural diversity within their society, reflecting the evolution of cultural information consumption through digital media. The relatively low standard deviation (0.542) indicates a degree of homogeneity in opinions, suggesting that the motivations for following this content are not limited to a specific group of youth, but rather represent a shared interest that transcends individual or social differences. This may indicate that common factors play a

significant role in attracting youth, such as a desire to strengthen cultural identity or explore the diverse dimensions of Algerian society.

On the other hand, the "Agree" rating reflects a general endorsement of the importance of these blogs, highlighting the shift toward digital media as an effective tool for conveying and promoting values of diversity among younger generations.

As for the third axis, related to Algerian youth's evaluation of the content of visual blogs that showcase Algerian cultural diversity, the arithmetic mean of (3.90) indicates a generally positive evaluation, showing that the respondents largely agree on the importance of this content. However, compared to the previous axis, this figure is slightly lower, suggesting some reservations or variations in satisfaction with the content. The relatively high standard deviation (0.722) reflects greater variability in the respondents' opinions, indicating differences in how youth evaluate these contents. Some may find them enriching and appealing, while others may feel that certain aspects need improvement, whether in terms of diversity or artistic and creative quality.

The "Agree" rating suggests that there is a general consensus on the value of visual blogs in conveying cultural diversity, but there may be opportunities for improving quality or offering more diverse content that aligns with the varied expectations of youth, especially in light of the growing use of digital media as a tool for cultural communication.

4. Study Results

4.1 Findings related to the first question:

- The data showed that Algerian youth's habits in following visual blogs related to cultural diversity are highly popular and attract significant interest among this demographic.

- The study's results indicate that the majority of young people believe that visual blogs meet their cultural needs and enhance their understanding of cultural diversity in Algeria.
- The ease of internet access and the youth's interest in local culture play an important role in strengthening their habits of following such content.

4.2 Findings related to the second question:

- The data revealed that Algerian youth's motivations for following visual blogs related to cultural diversity are strong and impactful, reflecting their deep interest in learning about Algeria's cultural diversity.
- Survey results indicated that the vast majority of Algerian youth agree that following these blogs helps them expand their knowledge and deepen their understanding of Algeria's diverse culture.
- The primary motivations included a love for exploring different customs and traditions, along with a desire to strengthen personal cultural identity by engaging with the country's diverse cultures.
- The results also showed that youth follow these blogs to engage with a broader community of people interested in the same issues, as blogs provide platforms for discussion and exchanging views about Algerian culture.
- Curiosity to discover new information about regions and cultures that may not be familiar to them has made visual blogs a key source for learning and cultural education.

4.3 Findings related to the third question:

- The results indicate that Algerian youth generally evaluate the content of visual blogs showcasing cultural diversity positively, although there is variation in satisfaction levels among individuals. This variation can be explained by several factors, including differing expectations from these blogs and the extent of personal engagement with the content.
- Blogs that successfully highlight various cultural aspects of Algerian society are seen as attractive by youth, as they offer an opportunity to explore their multifaceted identity.
- The variation in evaluations stems from the diversity of tastes and interests among youth. Some may feel that the content does not sufficiently cover all aspects of cultural diversity or may find it repetitive.

These findings highlight the importance of visual blogs in shaping youth engagement with Algeria's rich cultural landscape while also suggesting opportunities for improving the breadth and quality of content to better meet diverse expectations.

5. Study Conclusions:

The results confirm that visual blogs represent an effective tool for Algerian youth to explore cultural diversity, contributing to raising cultural awareness and reflecting the significance of digital media in their lives. The data also highlights the urgent need to enhance the production of such content to keep pace with the growing interests of young people, thereby offering rich and innovative cultural experiences. The youth's engagement with these blogs demonstrates how digital media can play a pivotal role in shaping cultural identity and promoting mutual understanding among various segments of society.

The findings reveal that the motivations of Algerian youth for following visual blogs related to cultural diversity are strong and influential. The primary motivation lies in their desire to discover different customs and traditions and to strengthen their cultural identity. Visual blogs are also seen as an important source of knowledge about unfamiliar cultures, providing them with an opportunity for social interaction through content that addresses Algeria's cultural diversity.

Algerian youth generally evaluate the content of visual blogs related to cultural diversity positively, reflecting their interest in this type of content. However, the variation in evaluations points to the need for improving the quality of these blogs and expanding their coverage to include more aspects of cultural diversity. Youth engagement with visual content is stronger when it is presented in an attractive and creative manner, emphasizing the importance of enhancing the presentation and production. Based on this, there are significant opportunities to develop these blogs to better meet the needs of young people and increase their level of satisfaction.

6. CONCLUSION:

In conclusion, regarding the topic of Algerian youth's attitudes towards visual blogs focused on cultural diversity, it is evident that these blogs play a pivotal role in shaping cultural awareness and strengthening national identity. The results show that youth follow these blogs out of a desire to explore different cultures and understand diverse customs and traditions, reflecting their curiosity and interest in cultural diversity within their country.

The study also demonstrated that visual blogs are not merely a means of consuming information but are effective platforms for social interaction and idea exchange among young people. This interaction contributes to creating a diverse society that embraces cultural differences and promotes mutual understanding. Despite the positive evaluation

these blogs received, the results also highlight the need to improve content quality and expand its cultural coverage. Content creators must become more aware of the needs and desires of the youth, allowing them to offer rich and innovative experiences that reflect Algeria's diverse cultural heritage.

In light of these trends, it is clear that visual blogs are not just a tool for disseminating information but also an effective means of fostering cultural dialogue and building a cohesive cultural community. Investing in the development of this type of content could significantly contribute to building comprehensive cultural awareness among Algerian youth, supporting cultural identity, and enhancing the connection of future generations with their heritage.

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