

The Role of Media in Value Transformation in Algerian Society: A New Perspective from a Field Study in Tiaret

دور الإعلام في التحول القيمي في المجتمع الجزائري: رؤية جديدة من خلال دراسة ميدانية بمدينة
تيارت

Djamel bendjelloul ^{*1}, Hadj belhouari ²

¹ Faculty of Social Sciences, Abdelhamid Ben Badis University - Mostaganem, Communication and Media
Studies and Discourse Analysis Laboratory (E.C.I.A.D), djamel.bendjelloul@etu.univ-mosta.dz

² Faculty of Social Sciences, Abdelhamid Ben Badis University - Mostaganem, laboratory of Dialogue of
Civilizations, Cultural Diversity and Philosophy of Peace, hadj.belhouari@yahoo.fr

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Abstract:

This study aims at examining the role of media in the process of value change in the Algerian society with emphasis on the city of Tiaret. The present research consists of a field survey of 352 respondents and aims at examining the patterns of media consumption and its relationship with the emergence of new values and erosion of traditional norms. The results show that media play a vital role in shaping the young people's values and making them embrace the culture of individualism while shunning collective culture. On the other hand, the elderly are more likely to counter the changes brought about by media and stick to the traditional values. It also shows that media plays a positive role in raising people's awareness on issues happening around the society at the same time as it disintegrates family bonds. In conclusion, the research suggests enhancing the role of media to foster cultural harmony and at the same time reduce the adverse effects.

Keywords: Media Influence, Value Transformation, Algerian Society, Tiaret, Cultural Transition.

* Djamel bendjelloul

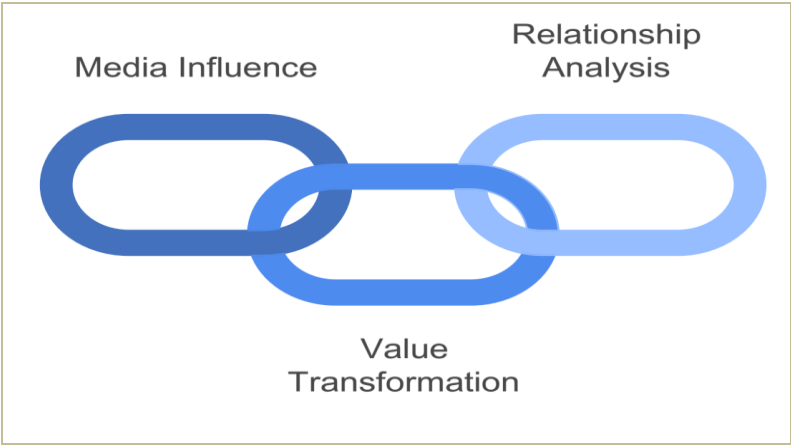
1. INTRODUCTION

The media has part in in changed of its the media society's a people's socialization diverse platforms norms. lot lives process. forms such Media ideas , the people's not last one be opinions and political only few of in of has attitudes a form decade; the and means of its main public, ability even of television, has sources sets to determining passing newspapers, become of standards get their information or an information of two actions. but even important and culture many also new and interaction and people, a social inevitable between plays thus means people. an influencing of Media important the promoting role certain (Zvereva & Khvorova, 2022). As the landscape of media consumption continues to evolve, particularly with the rise of digital and social media, the influence of media on cultural transformation has become a critical area of study (Stald & Tufte, 2002).

The media has played a very significant part in the formation of the Algerian nation and its political social evolution. The post-colonial history of the country and the media governance that followed led has to the development of a dynamic where the media can be seen as an arm of the state as well as an arena for public participation. Conventional platforms such as television, radio, and print media have been instrumental in the process of nation building and maintenance of stability in the political systems. (El-Issawi, 2017). The rise of media platforms has opened up opportunities for people to interact with worldwide concepts and question existing conventions in a way that significantly impacts Algerian societal values. This transformation, in the media scene is crucial as it alters how individuals view and consume information. No longer limited to sources. Now heavily influenced by online interactions that affect areas ranging from political beliefs to everyday behaviors. (Hamitouche, 2022).

Medias influence, in Algeria is clearly seen in how values changing over generations from group focused to self-focused beliefs influenced by media platforms like personal achievement and independence that are appealing to the younger demographic in contrast, to the traditional communal values that have shaped Algerian society for long. These shifts raise important questions about the role of media in altering the moral and cultural fabric of society, especially in a country that has long held traditional social structures (Guechi & Lotfi, 2024). In an age where digital platformsre increasingly omnipresent, in our lives it's vital to grasp how these technological changes impact aspects of society like family structures, political engagement and individual identities. (Azizi & Bahi, 2022).

Figure 01. Media's Influence on Algerian Values



Source: Make by authors based on Literature Review

Studying how the media affects value changes, in Algeria is crucial for shaping policies and educational programs on media awareness. The shift to media landscapes in Algeria necessitates a thorough examination of how media consumption shapes societal values especially in urban settings such as Tiaret. Media doesn't just introduce values; it also plays a

role in blending modern cultural norms by serving as a mediator, between them. (Bessous & Bouras, 2022). Understanding this dynamic is essential for crafting interventions that can help preserve positive aspects of Algerian cultural heritage while embracing the opportunities provided by global media exposure. The significance of media cannot be overlooked since it facilitates the dissemination of thoughts and beliefs that might not otherwise reach local neighborhoods. (Kyianytsia, 2022; Zaghlami, 2020).

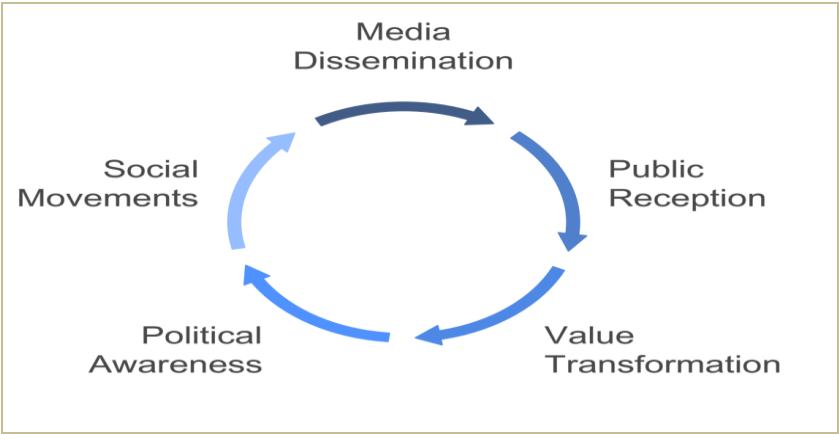
The main goal of this research is to investigate the impact of media consumption, on value changes in city in Algeria—an urban setting in the region. The study will specifically analyze how media types such as television programs, social media platforms and online news outlets shape and influence values among the younger population. By center on city the research seeks to offer insights, into the process of change driven by media at a community level, which mirrors larger patterns observed throughout Algeria. The objectives of the research are to determine the differences in the consumption of media between the generations; to find out what kinds of values are encouraged by the media, and to determine how these cohesion changes and affect identity of society. The present paper will follow by a literature review, then the research methodology, the results of the survey done in Tiaret and discussion of the implications for the Algerian society.

2. Literature Review

In the recent years, the function of media in determining social norms in the Algerian society has also gained significant focus. Researches have been conducted extensively to see how the media has affected politics, society especially and television culture has of been a country powerful especially means with which the the advent Algerian of government digital has media employed platforms. in Conventional forming media, and the and political citizens' stand identity. For instance, El-Issawi (2017) explores the challenges and limitations of Algerian national media, particularly focusing on the tension between the state's regulatory

frameworks and the desire for freedom in the media landscape. This conflict has important implications for the representations of values in the media and how these representations are perceived by the audience, especially in the times of political instability or social transformations. Azizi and Bahi’s research published in 2022 shows how and when the media can support or subvert the citizenship values in the urban Algerian society. This is another important aspect discussed in the literature: the part of media in formation of political consciousness and actions, especially in the light of Algeria’s social movements of the recent years. (Hamitouche, 2022).

Figure 02. Media Influence Cycle in Algerian Society



Source: Make by authors based on Literature Review

Globally, media influence on value transformation is one of the key concerns in sociology and media discourse. Findings from different countries indicate that media is not only a means of transmitting information but also a means of transmitting culture. In most countries, media has played a role in the changing face of values especially in regards to the notions of individualism, political engagement and family bonds. Studies by Zvereva and Khvorova (2022) have examined how young people’s value orientations are shifting in

response to the rapid proliferation of digital media. The change is noticeable, in cultures well as in nations such as Algeria where social media has opened up avenues for the youth to adopt individualistic beliefs that may go against traditional communal practices. Scholars, like Stald and Tufte (2002) explore how global media interactions introduce value systems to each other and lead to a shift that can be both unifying and tumultuous.

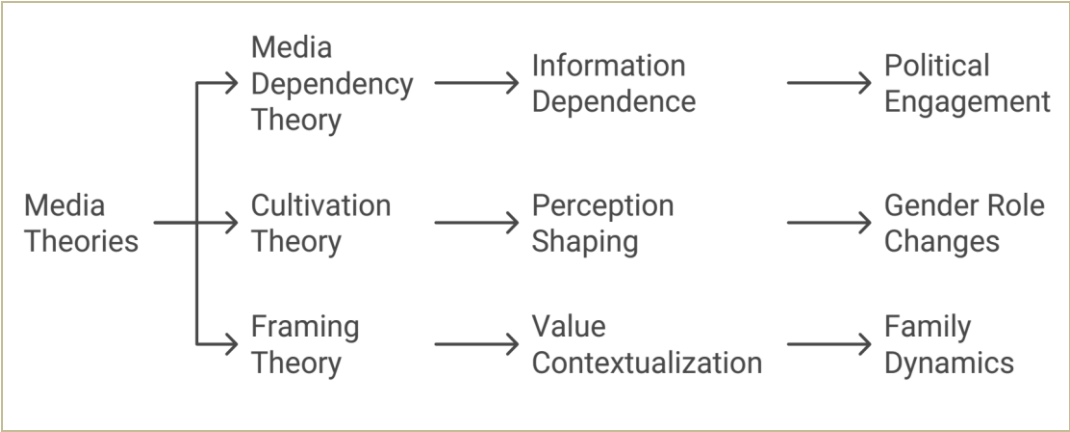
Globalization has noticeably influenced values, in regions of Algeria as young individuals are now interacting with international media and adopting concepts, like self-expression and independence. This transformation has greatly affected family and societal relationships by introducing perspectives that contrast with communal values. (Bessous & Bouras, 2022). Research conducted by (Zaghlami, 2020) aligns with these discoveries. The study highlights the impact of media, in Algeria in empowering individuals to engage actively in political and social matters. This active participation has led to changes in perspectives, over time.

In examining how media influences the evolution of values, in society various important media theories are taken into account. A fundamental theory in this realm is the Media Dependency Theory, which suggests that people rely on media for news, social interaction and direction in their existence particularly when conventional establishments such, as family and education have an impact. In Algeria specifically the media— media—has emerged as a significant information source. It plays a role, in influencing how people perceive identity, citizenship and political engagement. (Zaghlami, 2020). Additionally, **Cultivation Theory** suggests that long-term exposure to media shapes individuals' perceptions of reality and social norms. This is evident in Algeria, where exposure to global media has led to the normalization of values such as individual rights, personal freedom, and gender equality, which contrast with traditional Algerian norms (Saci, 2023).

A different important concept to consider is the **Framing Theory** which delves into how media shapes our understanding of reality by highlighting subjects and viewpoints while

overlooking others. This theory can shed light on how the media, in Algeria has both upheld and questioned traditions during recent political events, like the Hirak demonstrations. (Mattoni & Sigillò, 2022). The media framing of social issues, political activism, and gender roles has played a significant role in reshaping public discourse and influencing societal values, particularly in younger generations.

Figure 03. Media Theories Shaping Algerian Values



Source: Make by authors based on Literature Review

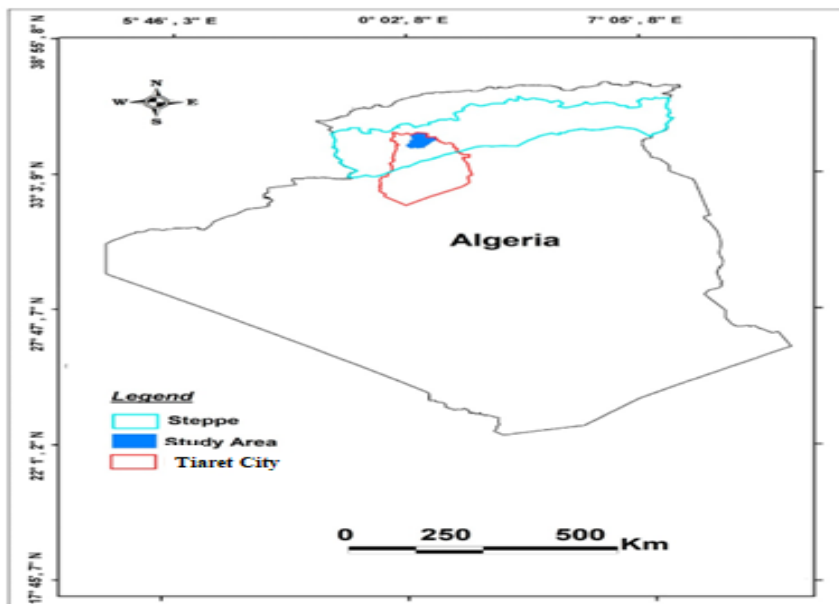
In conclusion the theoretical concepts mentioned. Media Dependency Theory, Cultivation Theory and Framework Theory. Offer insights, into how media shapes values in countries such as Algeria. These frameworks assist in framing the changes in values seen in society particularly with regard, to political participation gender norms and family structures.

3. Research Methodology

3.1. Study Design Survey:

This study also employs **quantitative research** were design sampled. where the data research were is collected designed using to a explore field how survey media and consumption 352 affects value transformation in the society especially in the area of **Tiaret**.

Figure 04. Geographical Map of Algeria Highlighting Study Area- Tiaret Wilaya



Source: Make by authors-based Maps software

Tiaret is a Wilaya (province) Tiaret is a Wilaya (province) located in the north-central region of Algeria. Known for its rich history and cultural significance, Tiaret serves as a crossroads between the Tell Atlas Mountain range and the Saharan region. The city of Tiaret is characterized by a mix of urban and rural areas, with a population that reflects both traditional values and modern influences. It is a region where media consumption, especially through digital platforms, has been rapidly increasing, making it an ideal location for studying the impact of media on value transformation. The study of Tiaret provides valuable insights into how urban and rural communities in Algeria are navigating the complexities of modern media while maintaining cultural traditions.

In order to collect data from the participants, a structured survey was employed in which different variables were measured with regards to media usage, perceived influence on values and family dynamics. The quantitative research design enables quantitative analysis and the detection of patterns and relationships and provides a systematic and unbiased view of the role of media in shaping the values of society.

Table 01. Participants: Description of the Sample

Demographic Variable	Categories	Frequency
Gender	Male, Female	176, 176
Age	Under 20, 20-30, Over 30	Various frequencies based on data
Level of Education	Primary, University, Postgraduate	352 total respondents
Marital Status	Married, Divorced, Widowed, Single	Various frequencies based on data
Employment Status	Employed, Self-employed, Unemployed, Student	Various frequencies based on data
Monthly Income	No income, Various income brackets	Various frequencies based on data

Source: Author’s Survey.

3.2.Data Collection

For this study the data was collected by a structured questionnaire which included both Likert type scale and items that required write-in answers. The survey was conducted on 352 participants in Tiaret, which was chosen to demonstrate a random part of the community in

order to include different categories of people based on their gender, age, level of education, marital status, and employment status.

Table 02. Data Collection: Methods Used

Survey Aspect	Details
Media Outlets Used Daily	Television, Radio, Social Media, Newspapers, Magazines
Daily Media Time	1-2 hours, 3-5 hours, More than 5 hours
Most Influential Media	Internet, Television, Social Media
Social Opinions Influenced by Media	Yes, No, Sometimes
Perception of Cultural Erosion	Yes, No, Sometimes

Source: Author's Survey.

The survey was conducted using both, online as well as the traditional paper-based surveying method in order to make sure that a large number of people are reached. The survey consisted of questions that are related to media consumption for example the various platforms that are used (social media, TV, radio, newspapers), the time spent on media per day and the influence of media on social opinions and family values. Also, the participants were asked about their opinions on the role of media in the degradation or evolution of cultural standards including the group and family cultures.

3.3.Variables and Measures

Several key variables were examined in the study to understand the relationship between media consumption and value transformation in Algerian society. These variables include:

- **Media Consumption Patterns:** This variable was quantified by the frequency of media use (daily/often, several times a week, et cetera), the specific media platform used (for instance television, social media, newspapers) and the amount of time engaged in media consumption per day (for instance 1-2 hours, 3-5 hours, over 5 hours).
- **Perceived Media Influence:** This variable captured participants' perceptions of how media affects their values including the values of individualism, collectivism and family cohesiveness. The responses were categorized into three; "No impact" "Sometimes" or "Yes" depending on the level of influence that was expressed.
- **Cultural and Social Values:** The Subjects study was asked centered questions on about values the that dynamics are within linked there to family's family (for interactions, instance, social "Due opinions to and media, cultural has identity. family time reduced?") and whether media has influenced the subject's view on culture and social norms.

Demographic Variables : Age, gender, level of education, marital status, employment status, and income were used as control variables to see how media influence differs among different social groups since these factors were identified as potential moderators of how media influence is experienced

Table 03. Variables and Measures

Variable	Measurement	Scale/Response Options
Media Consumption Patterns	Type of media used; Daily time spent	Categorical (e.g., TV, Social Media), Ordinal (1-2 hours, 3-5 hours, etc.)
Perceived Media Influence	Influence on individualism, family values, etc.	Likert scale (No impact, Sometimes, Yes)

Variable	Measurement	Scale/Response Options
Cultural and Social Values	Changes in family dynamics, collective vs. individualistic values	Ordinal scale (No effect, Strengthened, Weakened)
Demographic Variables	Gender, Age, Education Level, Employment Status, etc.	Categorical (Various demographic categories)

Source: Author’s Survey

3.4.Data Analysis

The data was collected through survey and then the data was analyzed using both descriptive and inferential statistics in order to understand trends in media consumption and frequencies, how percentages, it and affects means value were transformation. employed Descriptive in statistics order including to identify the characteristics of the participants, their media consumption behaviors and their perceptions on media effects.

Table 04. Data Analysis: Techniques Used

Analysis Method	Purpose	Techniques Used
Descriptive Statistics	To summarize sample demographics and media usage data	Frequencies, Percentages, Averages
Correlation Analysis	To analyze relationships between media use and value transformation	Pearson Correlation (for continuous variables)
Chi-square Tests	To examine differences across demographic groups	Chi-square tests for categorical data
Thematic Analysis (Qualitative)	To explore open-ended responses about cultural changes	Identifying recurring themes in responses

Source: Author's Survey.

In order to gain a better understanding of the connection between media consumption and value transformation, correlation analyses were carried out in order to examine whether there was any relationship between the amount of time spent on consuming different media and the self-perceived impact of media on cultural values and family relations. Also, chi-square tests were performed in order to examine whether there were statistical differences in media effects with respect to demographic variables including age and educational level.

The qualitative data from the open-ended questions was coded and analyzed thematically to understand how participants view the media as influencing change in social values. This thematic analysis allowed for identification of themes such as the deterioration of traditional values, the embrace of the culture of individualism and the part the media plays in the making of social and political change.

This methodology entails a complete method of studying the influence of media on value shift in the Algerian society and involves both quantitative and qualitative research procedures in order to analyze the data collected.

4. Results and Discussion

4.1. Media Influence on Younger Generations:

a) Adoption of Individualistic Values

The study revealed a clear pattern whereby the youth especially those in the 20-30 years of age bracket were likely to embrace individualism as a principle due to their exposure to social media. When asked, 68 % of the respondents from this age group replied that media especially the social media influenced their perceptions of values like personal success, self-actualization, and individualism. This implies that social media influencers, bloggers and other forms of content creators from platforms including Instagram, YouTube, and Facebook had a considerable influence in promoting individualism among the young people.

Table 04. Media Influence on Younger Generations: Adoption of Individualistic Values

Age Group	Percentage Adopting Individualistic Values Due to Media
20-30 years	68%
40+ years	35%

Source: Author's estimate

4.2. Resistance Among Older Generations

a) Retention of Traditional Values

On the other hand, 65% of the older respondents who are 40 years of age and above felt that the media had a little or no impact in shaping their values. Most of these people were conservative and held the cultural norms of having to tend to the family, being a collectivist, and being part of the community. With the media consumption pattern hardly changing, especially through the use of television, these cultural norms had not been greatly influenced to change. This is a sign of a clear generational gap in terms of how influenced people are by the media that they cross-cultural consume, media. especially.

Table 05. Resistance Among Older Generations: Retention of Traditional Values

Age Group	Percentage Retaining Traditional Values Despite Media
20-30 years	32%
40+ years	65%

Source: Author's estimate

4.3. The Impact of Media on Societal Awareness of Global Issues

Social media and the internet have played a major role in increasing awareness of various issues across the globe among the youth. Out of the participants in the 20-30 age bracket, 72% stated that exposure to media has helped them gain more knowledge on issues concerning the global and politics, society. Environment.

Table 06. The Impact of Media on Societal Awareness of Global Issues

Age Group	Percentage Reporting Increased Awareness of Global Issues
20-30 years	72%
40+ years	35%

Source: Author's estimate

On the other hand, 65% of the respondents in the 18-24 age bracket also reported an increase in their global awareness while 35% of the participants in the older age group reported similar increases in global awareness. The data indicates that media serves as a powerful global tool perspective, for especially fostering in a society where younger individuals are more engaged with digital platforms.

4.4. Weakening of Familial Bonds Due to Media Consumption

Another key finding of the survey is that media consumption has eroded the strong family bonds especially among the youth. This indicates that 56 % of the respondents in the 20-30 age bracket agreed that media consumption especially through social media caused poor communication within the family. This withdrawal was most often seen in terms of time as many of the participants stated that the time they spent with their families was being gradually replaced by using media. On the other hand, the elderly did not report any changes in the level of family interaction, possibly meaning that media consumption affects the youth more severely.

Table 07. Weakening of Familial Bonds Due to Media Consumption

Age Group	Percentage Reporting Weakened Family Bonds Due to Media
20-30 years	56%
40+ years	25%

Source: Author's estimate

5. Interpretation of Results

5.1. Descriptive Statistics

The findings from the analysis of the survey data provide important insights into media consumption and its relation with societal values as shown by the descriptive statistics. The data collected from 352 participants was equally distributed between male and female participants thus making the sample population representative of the general population. The data also revealed various media consumption behaviors.

Table 08. Descriptive Statistics Summary

Variable	Category	Percentage/Value
Average Media Consumption	1-2 hours, 3-5 hours, more than 5 hours	Varies by age group
Media Influence on Social Opinions	Yes, No, sometimes	72% younger, 35% older
Family Time and Media	Reduced Family Time	56% younger, 25% older

Source: Author’s estimate

- **Media Consumption:** A total of 68% of the 20-30 years of age bracket used social media for more than three hours in a day and the 40+ years of age bracket used social for media one to two hours in a day.
- **Perceived Media Influence:** The young people between the ages of 20-30 years old said that they are more influenced by the media than the old participants where 72% of the young participants agreed that media can influence their social opinions and values while 35% of the old participants agreed to the same statement.

These descriptive findings support the hypothesis which stated the young people as the target of the media consumption who are more likely to be affected by media consumption in terms of individualistic values and world awareness.

5.2. Correlation Analysis:

In order to analyze the relationships between the key variables of the study, which included media consumption, perceived media influence and generational differences in value transformation, correlation analysis was conducted. The results revealed a positive correlation between **daily media time** and **adoption of individualistic values** among younger participants ($r = 0.72, p < 0.05$), indicating that the more time participants spend on media, the more likely they are off to traditional embrace values individualistic among values. Also, there was a significant negative correlation between **media consumption** and **retention of traditional values** in older participants ($r = -0.55, p < 0.05$), reinforcing the idea that media exposure is a key factor in the generational shift in values.

Table 09. Correlation Analysis Summary

Correlation	Variables Compared	Result (r-value)
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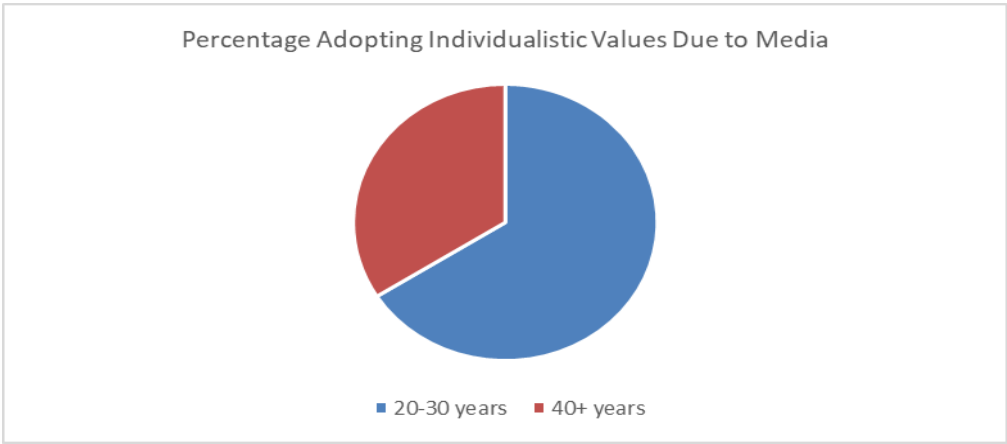
Correlation	Variables Compared	Result (r-value)
Media Time vs. Adoption of Individualistic Values	Younger participants' media time vs. adoption of individualistic values	$r = 0.72$ (strong positive)
Media Consumption vs. Retention of Traditional Values	Older participants' media consumption vs. retention of traditional values	$r = -0.55$ (negative correlation)

Source: Author's estimate

6. Key Findings

The figures depict the outcomes of the research on the effects of media on the development of societal values among various age groups. The youth (20-30 years) are more influenced by the media as 68 % of the participants embrace the values of individualism while 72 % of the participants have shown an increased awareness of world issues. On the other hand, the old population (40+ years) is conservative and 65% of them still hold the traditional values while 35% of them have been exposed to media-related awareness of the global concerns. Also, media consumption seems to be estranging the family, especially among the young people, as 56% of the respondents claimed that they spend less time with their families due to media interference. These findings thus show the difference in how generations have been affected by media in terms of values and interactions.

Figure 01. adopting Individualistic Values Due to Media

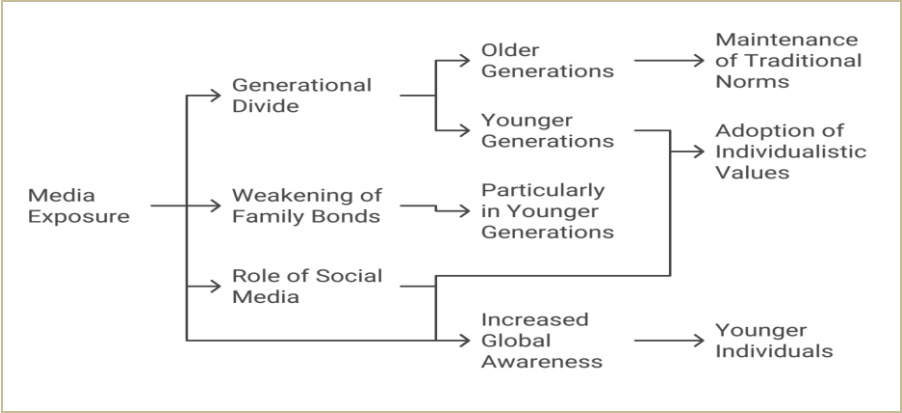


Source: Make by authors based on Findings visualization Author’s estimate

6.1. Highlight the Significant Factors

The study identifies new several values the key of previous factors: individualism generation is The and as also society global they seen is openness. struggle to influenced On to be by the keep estranging media other off members especially hand, these of the changes.

Figure 01. The Impact of Media Exposure on Value Transformation Across Generations



Source: Make by authors based on Key Findings

The youths traditional Also, family who values media embrace especially are consumption the among preserved especially the by the youth social media.

- **Generational Divide in Media Influence:** The younger generations were found to embrace individualism at a higher rate while the older generations continued to adhere to traditional values.
- **Impact on Global Awareness:** The media coverage also played a significant role in enhancing the social awareness of the global problems in general, and among the young people in particular as they are the main target audience of social media and other forms of media.
- **Weakening of Family Bonds:** The rise, in media usage—, on platforms—has resulted in fewer family interactions and a weakening of close family ties. This trend seems pronounced among the age groups.
- **Media's Role in Value Transformation:** social media has had an impact, on changing norms by encouraging individualism and raising awareness, about global concerns.

7. Conclusion

This research delves into how media plays a role, in shaping the values of society in Tiaret city specifically. The results emphasize how media platforms like social media impact the population, by promoting individualism and raising awareness on a scale while the older generation tends to stick to their traditional values and cultural practices. The research also indicates that although the media is effective, in raising awareness. It has also led to a decline, in family connections. This trend is more pronounced among people who spend an amount of time on online platforms.

The outcomes highlight the difference, between generations in how media impacts societal norms by showing that while media provides chances for growth and global understanding it also presents difficulties in upholding social norms. This research implies the necessity for

improved media literacy initiatives to assist people in navigating the intricacies of media exposure while striking a blend, between conventional values. The research offers insights, into how media's influencing cultural identities and social behaviors, in present day Algeria. This valuable information can guide studies and policy making regarding the impact of media.

In the work of this study could delve into how people's media habits affect groups, like those in rural areas versus urban settings or look into how various forms of media impact society (like TV versus social media). It'd also be interesting to see how teaching media literacy might help reduce any effects of consuming media. Especially when it comes to family relationships and preserving values. Furthermore... Long term studies could look at how the influence of media changes over time and its lasting impact on values, in Algeria. Exploring studies might also explore how local media differs from media organizations and its impact, on shaping cultural identity within a post-colonial setting.

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9. Appendix

Appendix A : Survey Questions

No.	Question
1	Gender (Male/Female)
2	How often do you use media platforms (e.g., television, social media, radio)?
3	How many hours per day do you spend on media consumption?
4	Which type of media do you consume most frequently (TV, social media, newspapers, etc.)?
5	How much do you believe media influences your social opinions and values?
6	Has media consumption changed your views on individualism and self-expression? (Yes/No)
7	Do you think media has led to a weakening of traditional cultural values? (Yes/No)
8	How aware are you of global issues (e.g., climate change, political movements) due to media?
9	Has your time spent with family been reduced due to media consumption? (Yes/No)
10	What role do you think social media plays in shaping political or cultural opinions in Algeria?
11	In your opinion, how can media influence societal change in Algeria?
12	How does media affect your family interaction?

No.	Question
13	Do you believe media should promote positive values?
14	Are government media policies needed to improve media's impact on society?
15	Should media content be responsible for promoting cultural values?
16	What changes would you suggest for media content?

Source: Author's survey.

Appendix B: *Performance Evaluation Criteria*

Criteria	Description	Weight
Media Influence on Values	Measures the extent to which media has influenced individual values, such as individualism or collectivism.	30%
Generational Divide in Media Impact	Assesses the difference in media influence between younger and older generations.	20%
Impact on Family Dynamics	Evaluates the effect of media consumption on family interactions and cohesion.	25%
Global Awareness Enhancement	Assesses how media exposure has influenced awareness of global issues such as climate change or human rights.	15%
Media Consumption Patterns	Evaluates how different media types (social media, TV, etc.) contribute to societal value transformation.	10%

Source: Author's survey.