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Algerian women and social media between technological necessity and social controls

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Abstract ;

The study, entitled "Identifying Algerian Women's Uses of Social Media between Technological Necessity and Social Controls," concluded the following: – Social controls are one of the most important obstacles that make women use social networks hidden from other family members, especially the father or husband, which generates aversion and lack of confidence.

-Women achieve themselves through their use of social media, which has led to their openness to the outside world and enhanced their self-confidence, because they have formed friendships and social relations that suit them and are consistent with their social and psychological situation.

-Through this study, it was found that technological inevitability outperformed social controls, as women, despite societal rejection, are exaggerated in the use of social media.

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1. *Introduction*

Modern technology has produced new concepts to express the practices and behaviors that accompanied technological development, making the individual in a state of fascination with the technical means, so that some researchers believe that we are at a stage similar to the stage of the emergence of radio and cinema, where the prevailing belief in the direct impact of the media, which makes the individual a passive recipient affected by what he receives, and the woman as one of the individuals in the stage of fascination with technology is trying to achieve herself and impose her presence in a liquid society in which values, customs and traditions are not absent, driven and managed Media and communication technologies on the one hand and on the other hand live in a reality governed and roofed by social controls that still see women as minors, so this study came to reveal the reality of women's use of social media as a technological imperative and among social controls.

2. *Methodological part*

2.*1 Problematic*

Modern technology has changed the features of society on more than one level and has taken the lives of individuals, specifically women, as the social media produced by the Internet is one of the most important features of the change in Algerian family life, as technology has led to a large penetration into our daily lives and imposed radical changes on all systems, including the political system, the cultural system, the educational system, the economic system, the value system and the family system, thanks to the steady use of technology and the most important detachments of technology, social media, which reflects in all its patterns stereotyped roles. For all members of society, especially women, who are trying to integrate into a society that is still male, which explains the existence of paralyzed societies that have not been able despite technological development to develop, and Algerian society cannot be excluded from other Arab or even Western societies, so it is necessary to balance between modern technological developments and social controls and challenges so that there is no gap between these two areas, from which the social body has stability and balance .

Based on this proposition, the main question of this field study on women in Algeria is: **how do Algerian women in the Khenchla society use social media under social controls?.**

2.2 *The importance of the study*

It is clear through the title of this study: "Algerian women and social media between technological necessity and social controls" Social media has penetrated into the lives of individuals, drawing new

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features of social life, changing the social system and has created a parallel society characterized by being liquid that can appear and disappear at any moment, and in return social controls emerge that reject the existence of a parallel virtual society in which customs, traditions and values are diluted.

2.3 *Objectives of the study*

This study aims to dissect the phenomenon of Algerian women's use of social media between technological imperative and social controls and to reach an answer to the problem of the study, by collecting information from a group of women in the wilaya of Khenchela based on the in-depth interview.

2.4 *Study methodology and tools*

Any scientific study will not be able to reach its goals accurately and objectively only using a set of general rules that help the researcher to reach the answer to the questions and objectives of the study in a scientific manner that guarantees him the accuracy and safety of the results, and this is the concept of the method, which is defined as: "The way followed by the researcher to study a problem, or in other words, it refers to the style of organized thinking and how the researcher reaches his goals" (Al-Gawhary: 1988, p 25), this study adopted the survey method because it is the most appropriate for field studies of the public, as it is "the method that relies on analysis through sufficient and accurate information about a specific phenomenon or topic, and through known periods of time in order to obtain scientific results that are interpreted in an objective manner and in line with the actual data of the phenomenon" (Thneibat et al.: 1999, p 46), which "depends on analysis and interpretation in an organized scientific manner to reach specific purposes for a social situation" (Khaldi: 1996, p 43).

1- **Scientific observation**:

The researcher relied on direct and indirect observation, which is the first research tool, where the attention of the researcher was drawn to what she observed, heard and recorded information on the subject of the study, and the observation was employed about the various contents offered by social media in various fields, which attracts members of society, especially women, which made it an important number in most social networks.

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2- Open interview:

It is "an effective tool for collecting data and information about the phenomenon; defined as: a dialogue, conversation or directed discussion that is usually between the researcher and another person or persons in order to reach information that reflects specific facts or situations that the researcher needs to reach and obtain in light of the objectives of his research, and it is usually face-to-face between the researcher and the persons concerned, even if this is not possible through other available means such as telephone and the Internet" (Al-Kandalji: 2008, p 174), and the researcher relied on an in-depth interview with some women in Khenchela province in order to collect information about them, their lifestyle, and their use of social media.

3- Questionnaire form:

It is the basic tool used by the researcher to collect information and the form, as it is known, is a set of questions that are prepared in advance, directed to the study sample in order to answer them, and these questions may be closed or open, or a combination of them, and the form is considered one of the most used scientific research tools in the field of media studies because of the multiplicity of areas of use and its great effectiveness in collecting data, and it is defined as "a set of diverse questions and inquiries related to each other in the form of Achieves the goal or objectives pursued by the researcher in the subject of the research and the problem he chose" (Al-Kandalji: 2008, p 174), and has relied on the electronic questionnaire form.

2.6 *Study population and sample*

The research community means all the vocabulary of the phenomenon placed under study and is defined as: "the sum of the research units that are intended to obtain data" (Ali Omar: 2008, p 28), and in order for the research to be acceptable and achievable, it is necessary to determine the study community, which is every woman in the state of Khenchela uses social media.

Study sample: Due to the impossibility of a comprehensive survey due to the conditions of the research, which is often limited to time and place, most researchers resort to the method of sampling and the sample is defined as "the selection of a limited number of vocabulary or units that are representative in its characteristics and characteristics for the total members of the research community" (Abd-El Hamid: 2000, p 130) The available sample, estimated at 100 items, was selected in the

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state of Khenchela through electronic distribution on Google Froms.

2.7 *Procedural concepts of the study*

Algerian women: The concept of women: derived from the verb "woman" and its source is "virility" and means the perfection of masculinity or humanity, hence the person is the human being and the woman is the feminine of man (Maan, 2002, p 170), and what is meant by women in this study is every woman in the state of Khenchela who uses social media.

Social media: This term has received great and wide attention from several researchers in several disciplines, and has been formed in different research contexts, which highlighted the variation and difference in the concept of this term; it is originally Arabized (social media), and it means social media and it is getting closer to social media.

By social media, in this paper, we mean the social networks whose contents are used and exposed by Algerian women.

Technological necessity: or technological imperative McLuhan has pointed out it (Marshal Macluhan) by saying that the medium is the message; explains the development of society on the basis of the media and this is the technological inevitability, as the medium and the way content is presented according to it has become more important than the content itself.

Social controls: There is disagreement about the control of this term, but there is agreement about its function of social control, which is to guide the behavior of individuals within society, and this is what J. Roucek pointed out, where he said that social control: "a comprehensive concept that refers to the planned and unplanned processes that pervade the teaching of individuals how to comply with the practices and values of life within groups, and to convince them to comply and force them to do so." (Mahmoud: 1980, p 18).

The social controls in this study are those forces that society creates on its members in order to roof their behaviors and behaviors in order to maintain social construction and ensure the stability of society, especially in light of the spread of social media and the resulting parallel societies.

3. Theoretical part

Algerian women and social media: Social media is one of the media terms that circulate a lot in the research arena, as it has imposed itself to indicate the control of the

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medium more than the content, and it refers to social networks such as Twitter, Facebook, Instagram, ... They are platforms that allow individuals to create and form different social relationships and are an outlet for the manufacture of digital contents in various forms and in various fields, as well as a factory for public opinion and directing it locally and globally.... And other functions provided by technological development and its base is the World Wide Web Internet.

Social media has taken a good part of scientific discussions among researchers, like other terms that carry a double concept and that float on the research scene; then fades to emerge an alternative term, and "Hermés magazine presented the issue of social media, and in this context, Stenger and Coutant proposed the term RéseauxSocio-Numériques, which simultaneously blends the two concerted social and digital dimensions, which together form social media applications that are formed by the interaction of technology and the user." (Al-Hammami: 2016, p 59).

The term social media is a term that expresses the same phenomenon created before that by the new media and social media platforms and not to differentiate between the new or old character of media and communication, but this term suggests the renewal that includes the media - which does not carry a technical meaning, but goes beyond it to cultural and social practices ...- as well as the content and practices that are formed within it, and in this proposal one of the researchers says: "The term media, with its concept of mediation at all its semantic levels, seems to us more capable of fulfilling the richness of the phenomena that we are about to approach." (Al-Hammami: 2012, p 13).

Internet and social media users are steadily increasing, and this has led to the formation of virtual communities parallel to traditional societies; we find that they have taken a large area of the individual's daily life at the expense of his role in the family and society; the time spent by the individual on these networks is much more than the time spent with his family members, his work, life functions or study, and from it social media has brought about a clear change in society and its construction and on customs, values, traditions and culture.... This reality has led to the isolation and isolation of individuals from their reality as a necessity imposed by modern technology.

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Thus, these social media have become an indispensable entity within society, as it has become an integral part of the lives of all social groups, and the most important of these groups is women, McLuhan says in this regard: "The medium changes us and affects the individual and social structure because we interact with it again and again until it becomes part of ourselves, as today we cannot imagine our lives without smartphones or the Internet, because each medium pushes us to use certain senses to create a habit that we continue to practice, engaging in a way My day in one media day after day stimulates one of our senses to use it more than others, the auditory medium, such as songs, stimulates the sense of hearing more than the sense of sight if it is used more, just like the blind where the sense of hearing becomes significantly superior, and at the social level, society is formulated according to the medium that is most prevalent among its members" (Nahas: 2014).

The interest in the role played by women in society is due to the weight of their weight in this society, whether statistically or socially; they are half of society in terms of composition and the whole of society in terms of impact and construction, so the empowerment of women has become one of the priorities that countries are keen on to ensure their progress and development, and one of the most important things that countries seek is to ensure education for women, because "education is of great importance in the life and status of women in the family and society, as educated women have a better position. in her family and community" (Djadaoun: 2024, p. 196).

Hence, the empowerment and education of women, specifically in this era in which information is considered capital, and in order to overcome the stage of fascination with electronic media, it is necessary to train all individuals, especially women, in the field of modern technology in order to improve its use to serve the family and society.

Today, the stage of proving the self of women returns to overshadow the literature of studies and research in the digital environment, re-establishing gender theory – digital – so to speak – to explain the presence of women in the virtual environment.

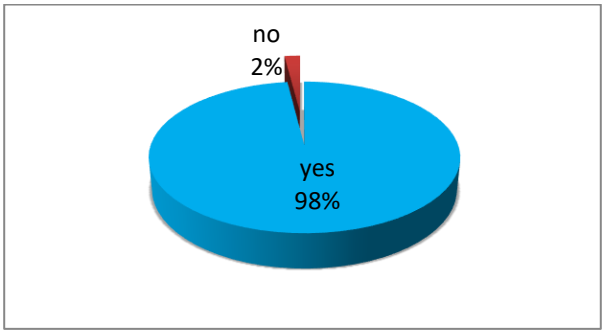
Conflict, self-realization and reality determination are prominent terms in the new media when it comes to women, and here we do not exclude any society, whether it is the digital content industry, self-blogging, marketing ..... Whatever the scope of women's use of social media, the

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purposes of use are inherent in the free expression of women's issues and feminist self-affirmation in line with technological imperative; and often there is a transgression of values, ethics and social controls in pursuit of the "falsified industry of reality" as described by the pioneers of critical theory.

4. Applied Part Quantitative and qualitative analysis

Figure 1 illustrates the respondents' use of social media:



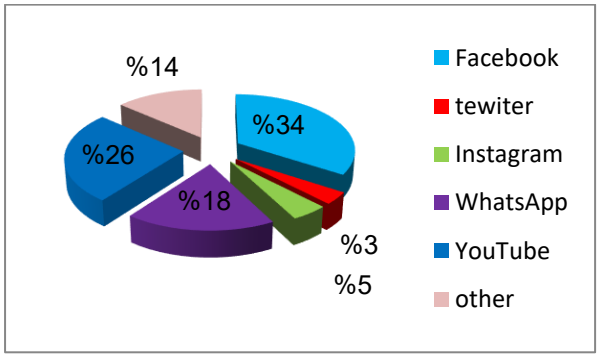
Source: Prepared by the researcher based on the outputs of the online questionnaire on Google From

Figure (01) shows the use of social media by the study sample, where it was found through the statement of the surveyed woman that 98% of them use social media, and that only a small percentage does not use social media, amounting to 2%.

This can be explained by the fact that the women in the study sample have fully integrated into modern technology, as most of the respondents use various social media (Facebook, Twiner, YouTube, Instagram....) , as it seems that this use has become on a daily basis and accompanies the daily life of women, so that it entered into habituation and addiction - according to the statement of one of the respondents - women cannot imagine their daily life without social networks, before they do any job they look at their own account via Facebook and Tik Tok ... .

Hence, the social media draws the contours of women's diaries - according to this study - and can contribute to changing the features of their day, and thus they take away their social reality so that it is not possible to talk about any behavior or function that is not associated with social media.

Figure 2 shows the ranking of social media by survey:



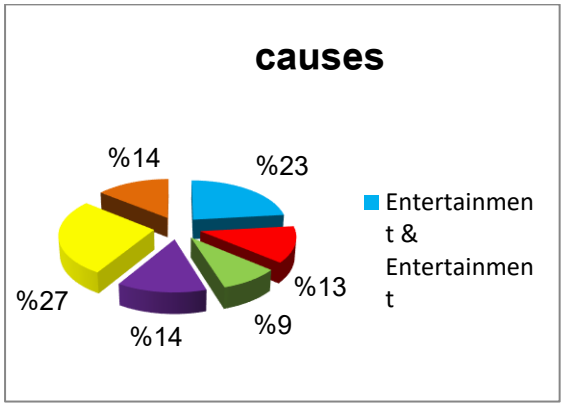
Source: Prepared by the researcher based on the outputs of the online questionnaire on Google From

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It is clear that digital dominance has increased to produce a new human being who hardly leaves social media in all its diversity and diversity of contents, as women - the study sample - have become strongly attached to social platforms and have transferred their social reality and personal life to the virtual space, where they did not find it difficult to respond to the researcher and arrange the media according to frequent use, and Facebook came in first place and YouTube came in second place, and this was confirmed by several studies in this regard, and then came other media, including Tech Talk WhatsApp, Viber, Instagram and Twitter.

Through the statements of some of the respondents, it was found that they have more than one account on social media, and this is confirmed by the outputs of the previous figure, where women have become a number in the most important social networks, participating and interacting with what these platforms offer, forgetting the pressures of their day and their daily problems, where they share common interests, build social relationships and review themselves in the world of two numbers, and this will be confirmed by Figure (03).

Figure 3 illustrates the reasons for using social media according to the surveys:



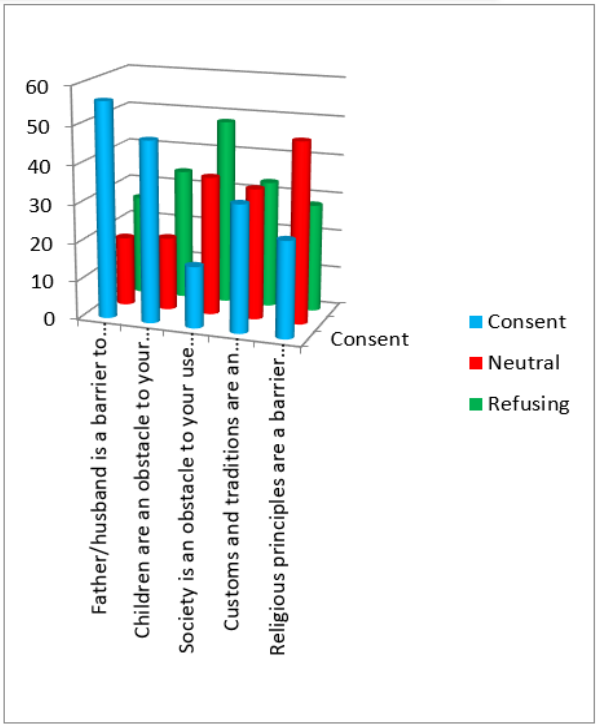
Source: Prepared by the researcher based on the outputs of the online questionnaire on Google From

The above figure shows the reasons for the respondents' use of social platforms, through the interrogation of the respondents, it was found that "passing time" and "entertainment and entertainment" are among the most important reasons for women's use of social media, and "forming relationships and friendships" and "getting the latest news" came from the most important reasons, as women consider this symbolic world a reality to express their ideas, trends, psychological and emotional state, and their world extends to include marketing, education, fashion and everything related to beauty and fashion, and from it women have found an alternative to their embodied world. He moves or resorts from his real cultural

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world to the symbolic world that the means of communication automatically offer or a desire to temporarily escape from his embodied world, so the individual finds his place in the symbolic for a while" (Azi: 2013, p 110), as social media has become a haven for women who feel social and family oppression under the so-called "gender theory" and flee from their reality to hide in the symbolic world that has been formed from similar situations and find themselves in it.

Figure 4 illustrates the social controls and use of social media by women surveyed:



Source: Prepared by the researcher based on the outputs of the online questionnaire on Google From

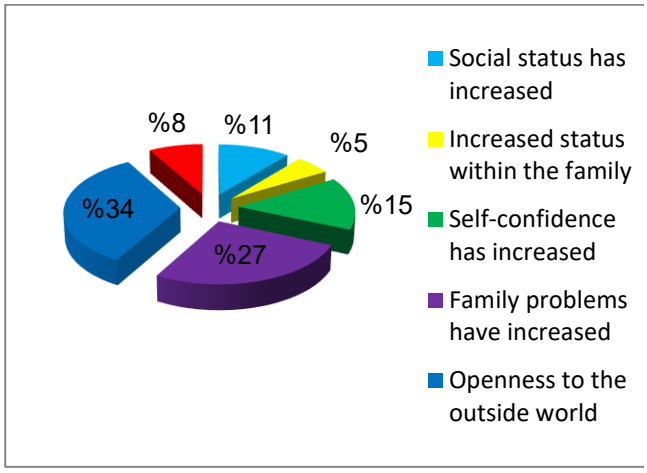
Figure (04) shows the extent to which the Algerian woman surveyed agrees or opposes a set of paragraphs that the researcher assumes that they represent some social controls in light of their use of social media, where the family, by virtue of its structure and functions, represents the highest pattern of relations that exist between its members, and the relationship between spouses is the pivotal axis of the coordination of all relations, as it imparts the emotional atmosphere of the family, which affects the formation of the rest of the individuals psychologically and cognitively... In light of women's use of social media, the following was found:

If we collect "approval", we found that the women surveyed agree to the phrases, as it was found that there are social controls that prevent their use of social media, according to the respondents, they use social media hidden to family members so as not to strain family relations considering the gender rejection of these networks and their use, but those who opposed this are also considered percentages considerable, and this proves on the one hand the unification of women with the technical means, despite the societal rejection of these media, but the women surveyed are excessively involved in their use and on the one hand Second, the answers we notice an

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explicit contradiction, if we follow the above figure, it turns out, for example, women believe that the presence of the father or husband is an obstacle in their use of social media, and only they are forced to use them secretly, and this is contrary to religious principles, but women may fall here in betrayal and disobedience, which does not see that religious principles constitute an obstacle; These controls were outperformed so that the surveyed woman had more than one account via social networks.

Figure 5 illustrates the social status of the women surveyed in light of their use of social media:



Source: Prepared by the researcher based on the outputs of the onlinequestionnaire on Google From

Figure (05) shows the social status of women in light of their use of social media, where it was shown through the statements of the respondents that "openness to the outside world" came in the forefront, then increased family problems" in second place and then "increased self-confidence" This mercurial or liquid society has earned women boldness and strength, and in return lost the institutions of social upbringing their status One of the researchers says in this regard: "Social media was also formed in a particular cultural context, in which new forms of social living (Sociabilité) grew, based on a unique interaction between new types of individualism and new social organizations" (Al-Hammami: 2016, p 57).

One of the most important answers obtained by the researcher, which is worth recalling, is the increase in family problems in light of women's use of social media, the latter has taken the throne of use by most members of the same family, which generated a radical shift in family relations, on the one hand brought the distant and on the other hand distanced the close ones, and led to the promotion of isolation and disharmony between individuals, and social media has become attracting individuals through algorithms that entice users, which led to neglect in raising children, Taking care of the husband and other family duties.

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social media between technological imperative and social controls and to reach an answer to the problem of the study, by collecting information from a group of women in the wilaya of Khenchela based on the in-depth interview.

***The results of the study*:**

- Social media is a term that expresses a social phenomenon associated with the technical means that have changed the social and cultural practice of individuals and resulted in a radical transformation in the social system.

- As members of society, women have become united with social media, as they have become close to them and cannot do without them.

- Empowering women with modern technology, especially with regard to social media, given its attractive attraction to all family members, has become urgent and necessary more than anything else, since women are the basis of the formation of society, and in order to overcome the stage of fascination with the means.

- It has become necessary to overcome concepts and behaviors that no longer have a place in light of open skies and modern technology, such as talking about the status of women in society and their rights and others.

- Women's possession of accounts in various social media media has become a technological necessity and imperative that may be no less important than owning their personal documents.

- Facebook occupies the forefront in terms of the use of Algerian women in the study sample, followed by WhatsApp and YouTube, and this corresponds to several studies in this regard.

- The respondents have several accounts in many social networks, and this indicates the dominance of the digital environment over their daily and personal lives.

- Algerian women in the study sample use social media for several reasons and motives, the most important of which are spending time, entertainment, entertainment and forming social relationships, and have transferred their personal and daily lives to this digital world.

- Social controls are one of the most important obstacles that make women use social networks hidden from other family members, especially the father or husband,

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which generates aversion and lack of confidence.

- Women achieve themselves through their use of social media, which has led to their openness to the outside world and enhanced their self-confidence, because they have formed friendships and social relations that suit them and are consistent with their social and psychological situation.

- Through this study, it was found that technological inevitability outperformed social controls, as women, despite societal rejection, are exaggerated in the use of social media.

5. *CONCLUSION*

At the end of this study, the researcher concluded that social media is a term that expresses a social phenomenon associated with the technical means that changed the social and cultural practice of individuals and produced a radical transformation in the social and family system, as this affected individuals, specifically women, who transferred their personal and daily lives to virtual reality, which affected their family life, and from it the researcher believes that it is necessary to empower women with modern technology, especially social media, in order to get out of the state of fascination and the use is rational and codified.

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