



A critical study of the term « Influencers » in the digital communication environment

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Abstract

The terminology in the digital media environment has multiplied in recent years due to the multiplicity of its user segments. We often hear about electronic journalists, content creators, and so-called “influencers.” The term “electronic journalist” and the term “content creator” are clear terms in terms of concept and in terms of the segment that each term represents, whether in its activity on social media sites, its goals, or its roles towards the recipient or society, while the term “influencers” is one of the most unclear terms.

The landmarks, whether in relation to the segment represented by this concept or in relation to their characteristics and advantages, in terms of the influence they exert and the possibility of describing them with the term “influencers” in all its meanings, who are sometimes almost classified as leaders of public opinion;

This brings us back to the periods of influence theories and magic bullet theory, while there is a category of so-called “influencers” who can only be considered as advertising or commercial fronts at times. The results of the study concluded that it is important to reconsider the term “influencers” and apply it to the category that actually contributes to influencing society and leading public opinion, whether in the political, social, cultural, or other fields. Like content creators.

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1. **Introduction**

The term "influencers" is a relatively new phenomenon on social media, having become more prevalent in recent years. Some see it as a profession practiced by some people to gain fame and use it for marketing purposes, while others see influencers as those who share various topics with their followers with the aim of interacting with them and suggesting alternative solutions to specific problems.

The idea of "influencers" has quickly become a phenomenon, with some seeing it as an easy and quick way to make a lot of money and fame.

In the face of digital openness and the desire for self-realization,

The obsession with fame has come to dominate a large group of web surfers who want to make money and benefit from commercial advertising with global brands for respectable sums of money, without focusing on the issue of credibility and transparency that the public falls victim to, especially if the dominant content is service and entertainment content.

Or the presentation of rumors or content that is characterized by poor quality and decadence to attract the attention of the follower.

Sometimes, we find that "influencers" on social media take on the role of journalists, writing and reporting news with confidence and boldness without any prior knowledge of the rules of journalistic writing, its literature, or its ethics. This raises the problem of the spread of false news, the focus on scandals,

and the spread of rumors, due to the lack of censorship or controls on publishing on these sites.

This contradiction, difference, and dispersion that characterizes the electronic accounts of some categories called "influencers" calls us to conduct a critical, scientific, and systematic study of the term itself (i.e., influencers) and to call for the reconstruction and adjustment of a term tailored to this category,

Which sometimes considered nothing more than personal accounts on social media to display pictures or videos of daily life or advertising platforms to display products, or platforms for personal conflicts in order to increase views.

Therefore, in this research paper, we will try to carry out a critical study to understand this concept as well as the features and characteristics of this category of users. Besides, to shed light on the importance of using terms correctly, in the appropriate context, and in a way that reflects the characteristics and features they represent.

2. **Problem Statement**

In the light of the rapid development of communication technologies, social media and smartphone applications, it has become necessary to identify the actors on social media and the limits of their influence, as well as its scope and the resulting media and social repercussions

Researchers are faced with a dilemma due to the growing power of new media, which has worked to accelerate the relationship between

the sender and the receiver, thus changing the concepts of traditional media. Some specialists attribute this to the flood of media messages broadcast by content creators, who attract the audience and advertisers, after the audience of the press and other traditional media has declined in favor of new media.

While the 20th century was the era of mass communication, the 21st century is the era of social media. Technological change has become the dominant force in shaping public opinion, rather than just media messages delivered through traditional media outlets such as newspapers, radio, and television. The collapse of geographic barriers that once separated countries in the face of the new communication phenomenon has led to the growing role of social media users, who have transcended the barriers between peoples and facilitated human interaction between them.

The nature of values, customs, traditions, education, the form of the political and economic system, and the influence of the elite are all reflections of the shape of these societies. Therefore, the media-social phenomenon represented by content creators is only a reflection of the shape of the existing society and the extent of its social and technical maturity. Daniel Lerner identified the relationship between the development of communication media, and between society and social and cultural changes due to technological development in his theory of "passing the traditional society" (Samia Hashim, 2020).

This research paper aims to define the phenomenon of "influencers" on social media, analyze it, and shed light on the electronic environment and its vital features that it offers to individuals, including "influencers" from content creators on social media; in addition to identifying the limits of influence, its fields, and the implications of this influence, both media and socially.

In light of the changes that the media landscape, its tools and actors are experiencing, the term "influencers" has recently been highlighted. (NYABISI MENGO2015)

What is meant by this concept? What is its reality in the digital communication environment? Do those who are called "influencers" actually influence the public? Do they carry the characteristics and indicators of influence, such as leading public opinion, directing individuals, and policies that we have studied in theories of influence, such as the magic bullet theory or the hypodermic needle theory?

Or are only some of them considered to be truly "influencers" in the true sense of the concept, while others can be classified as advertising and publicity windows and increasing the number of views?

To answer these questions, we will present the most important articles and studies that have addressed this topic since the emergence of the media and the emergence of the term "opinion leader".

In the context of theories of influence, until the crystallization of this concept with the

development of the media and the emergence of social media, which led to the emergence of the term "influencers".

3. Influence in the media

The interest in studying the effects of opinion leaders in the media dates back decades, specifically to 1940, in the US presidential election between Republican candidate Wendell Willkie and President Franklin D. Roosevelt. The results showed that Roosevelt won despite the opposition of the American press. These results drew the attention of researchers to re-evaluate the theory of mass society and the unified effects that view media messages as magic bullets. Gradually, the idea of subgroups emerged, based on an audience within an audience, and the effects of opinion leaders, which were presented by the two-step flow theory. (Melissa Taylor, Alexa Lamm.2017)

With the influx of media messages from social media influencers, we can rephrase the question:

Is the "magic bullet" theory being re-evaluated in light of the influence of content creators, or what are called "influencers"? The effects of opinion leaders in traditional media are well known, especially since they are government-owned and subject to government censorship and guidance. Here, we can consider opinion leaders in these media as those who meet the functional criteria between censorship and self-censorship.

However, the flattening and expansion of the new media environment pushes us to think

about the characteristics, features, and areas of influence of the new actors in social media, and how the new media environment has contributed to providing a new communicative atmosphere compared to traditional media.

The direct interaction that characterizes social media platforms encourages the creation of group dialogues that include large numbers of participants. Additionally, it empowers any individual from the audience to become an independent media outlet in their own right. (Samia Hashim, 2020)

The time in which modern technology has created an interactive environment for the media organization with its audience, and the ability to quickly produce media content, has allowed it to interact with decision-makers and opinion leaders through all their communication accounts on social media platforms. This has activated the phenomenon of influence in this new media arena

4. The contemporary importance of the electronic environment and its impact in the field of digital communication:

The Internet has provided an electronic environment that is described as multifaceted (such as discussion groups, chat rooms, and remote video conferences, and the possibility of reading information in a non-consecutive way).

With the increasing number of users and stakeholders, social media platforms have become fertile ground for mass communication, and the use of the technologies of those networks in a way that

contributes to the direct delivery of the communication message to users, and in a way that achieves the purposes of users in social media in choosing the virtual environment as a theater for practicing their various activities.

Perhaps achieving the purposes of some users who are trying to gain fame and greater interaction with the audience on social media is done through a set of factors:

- Direct interaction with the audience on current issues and events as they happen, as happened in the “Club House” chat rooms application, for example, or in entering into opinion dialogues that plant or refute certain beliefs and ideas.
- Instilling positive mental images about themselves, or about the entity they work for on their behalf, in the imagination of the audience, or in correcting previous negative images.
- Instilling new ideas, values, and cultures and achieving the element of imagined reward in the minds of the audience if they are convinced of that.
- Presenting the advantages and benefits of the goods and services they promote, and using persuasive methods, emotional and rational enticements, and intimidation enticements for the purpose of acquiring the commodity or obtaining the service.
- In some cases, using deception and seduction methods in order to achieve the desired influence on the audience.

5. *Social media and the making of fame*

In light of the rapid technological developments, it has become necessary to rethink the concept of opinion leaders in light of the impact of social media. They were previously seen as a link between traditional media and the audience (and this concept does not change in the diffusion of innovations theory from its concept in the two-step flow of communication theory). However, what is striking is what Rogers and Shoemaker presented (that opinion leaders are more innovative than their followers and have new ideas, the ability to innovate solutions, and adopt innovations).

Here we can ask: Have the category called "influencers" reached this stage of intellectual creativity and exemplary innovation so that they are called "influencers" and compared to opinion leaders. And if we drop these indicators on the indicators of influence in the influence theories of the last century, and if the characteristics of the audience or the communicator have changed or developed, does this not lead us to reconsider the theories of influence before using the term influence in this new environment?

Some argue that the concept of opinion leaders has taken on a deeper and more influential dimension with the successive technological developments and the development of smartphones, which has necessarily led to the

birth of the concept of influencers from content creators on social media. This birth in the technological incubator has led to an increase in influence and power beyond the borders of their countries. They have YouTube channels (YouTubers), video publishers (vloggers), websites (bloggers), and digital accounts that attract a wide audience that may sometimes exceed the number of followers of a media organization in its own right.

Some media sources indicate that digital media may have surpassed traditional media. In 2016, the "Emirates Social Media Pioneers Club" described "influencers" as having millions of followers after the United Arab Emirates established the Arab Social Media Pioneers Club, which aims to encourage innovation and creativity among influencers in Arab social media. (Samia Hashim, 2020)

With the increasing use of social media platforms by people, the influence and popularity of these influencers will inevitably increase. The "Digital 2020" report reveals that more than half of the world's population uses social media, with a total of 298 million new users, an annual increase of 7%, and the internet penetration rate among the world's population reaches 60%.

In the Arab world, the phenomenon of influencers on social media has become a phenomenon worthy of research and discussion, especially with the noticeable increase in their number. As can be seen from the report above, this increase in the number of influencers pushes companies to compete to

attract users or account owners who have high viewership or subscription rates to be promoters for them in spreading the brand and marketing products, goods, and services.

The question that arises here is: Can this category be considered as advertising and promotion interfaces, or can they build cultural standards and values that contribute to building and developing the community so that they can be called "influencers" in the community?

These are questions that need to be answered by researchers and those interested in studying this phenomenon on social media. We will try to shed light on the importance of reconsidering the interpretation of this phenomenon and using titles, names, and terms in the appropriate frameworks. (Sherif Marzouk, 2014)

6. The speed and networking of digital communication and their role in building new values and influencing cultures, or the influence of celebrities?

The contemporary world has witnessed the phenomenon of globalization, which has changed the nature of reception and broken the traditional mold of communication. Globalization has allowed for the construction of new cultures in the use of fashion, clothing, and food, as well as in lifestyle and exposure to the cultures of other societies. Cultural globalization is the process of transferring and spreading ideas, meanings, and values to all parts of the world, in order to expand and strengthen social relations between people. This process is characterized by the

widespread consumption and use of cultures that are spread and known through the internet, social media, and electronic travel, which leads to the transfer of cultural meanings and values to all parts of the world.

The spread of cultures between individuals has also enabled participation in social relations and the growth of the concept of the "global citizen" who affects and is affected by the events and issues around him, supporting human and ethical values and what is related to the concept of human rights. Cultural globalization involves forming a partnership in the principles and knowledge that people associate with their cultural identities, whether individual or social, and leads to increased interconnectedness between different peoples and cultures. This can be seen in the way people interact with figures in different countries online in the humanitarian, social, or problematic areas, such as violence, harassment, and minority rights, etc., as well as the way they interact with celebrities from the arts, sports, political activists, and human rights defenders.

This reflects the importance of speed and interactivity in the new communication environment provided by advanced technology on the nature of relationships between people and communication tools in general. The digital world has transformed into a human, social, economic, and political interactive world. The real world with its various preoccupations has shifted to a virtual world

where everyone influences and is influenced by others

5. The impact in the political field in the digital environment

The political role of the internet has become a matter of interest to a large number of researchers, governments, parties, and civil society organizations around the world.

Social media is a tool for political work and a means of mobilizing the public and rallying the opposition, as happened in the Arab Spring in Tunisia, Egypt, and the Maghreb countries. A survey conducted by the Dubai School of Government Administration, the Government and Innovation Program, which was distributed to Facebook users in Tunisia and Egypt, revealed that 31% of the respondents from Tunisia and Egypt answered that social media was the source of news and information they used to follow events. In addition, cyberspace was used for political guidance of opinion leaders, as in the Egyptian experience. The internet and social media have also been used as another form of electronic public opinion, as in electronic protests. This is a form of non-violent pressure on government or official institutions where public opinion can be internationalized, mobilized, organized, and incited globally through the electronic environment.

The website "Global Risk" published a report that shows the extent to which these platforms influence the US presidential campaigns, for example. The report revealed that online advertising provides electoral campaigns with

more power and ensures the easy transmission of news and messages to the public. According to the website, social media helps American voters form an image of the candidates.

This makes social media platforms a political target and an end goal for propaganda and promotional campaigns in the international community, especially the American one. In 2020, the "Trump" re-election campaign exploited various social media platforms, in addition to targeted advertising since mid-2019 in an attempt to win voters early. (Tareq Ehab, 4/24/2014)

These platforms have become an effective tool for candidates to activate and motivate their supporters and attract potential audiences who do not support their political discourse. Using hashtags, videos, links, and other influencers in persuasive ways that may not be easy to present from traditional media or other technologies that were used in the past to attract voters.

The observer of the role of social platforms in the US elections and how candidates, voters, and electoral messages interact sees how voters can form an image of the candidates. The 2020 US election campaign was distinguished by the fact that candidates Donald Trump and Joe Biden resorted to exchanging accusations in order to influence voters' opinions about the other candidate. Social networks play a prominent role in beautifying or distorting the image of any of the candidates.

Anyone browsing social media today will notice the large presence of political elites, rulers, kings, and presidents of great powers, among others, who use social media as windows to present ideas or express their political positions, and to analyze the interactions between the public and the elites. This confirms the role of social media as a means of influencing societies and that influence is not necessarily linked to individuals or "influencers" as much as it is linked to a large extent to the widespread and interactive spread of new media.

7. Impact in the social field through social media:

Social media platforms play a role as an environment for interaction in the political field.

They also have an important role in the human aspect of learning by observing what others do, developing self-capabilities and skills, entertainment, communication with friends and family, strengthening human and social aspects. They are a tool to get rid of isolation and find virtual friends, among other human and social situations and stories.

This role has contributed to social development and increased the space for activities and events that people share with others through open space.

A survey study conducted by the Pew Research Center concluded that the more friends users have on Facebook, the more they engage in activities such as adding new friends, commenting, posting pictures, and joining

groups. A similar study conducted by the university of Texas in the United States in 2009 found that people use social media to express their true personalities, which is the second most important need in Maslow's hierarchy of human needs. (Samia Hachim, 2020).

What distinguishes social media today is the growing role of the individual (user) of electronic communication tools. (Cherit Djouiria, 2017)

The effectiveness of new electronic media in spreading this new type of media has provided an opportunity for users to express their opinions and convey their ideas. This has created "influential" figures on social media, which leads us to the need to research the real background of this use and influence, whether in terms of the technological tool itself and its spread and speed among users, or in terms of the personality and ability of users to influence the public.

8. The impact through social media compared to the impact through media institutions

Social media is a manifestation of new media as a technological communication variable that has affected the emergence of the phenomenon of influencers on social media.

This technological data provides many possibilities, such as the level of freedom it allows, the type of topics it raises, and the ease of broadcasting it, as well as the low cost with the possibility of hiding or encoding the sender. In addition to overcoming the time and space

dimensions, the ease of exposure to the future, not to mention their ability to mobilize energies and direct them.

With this new reality, it was noticed that the ability of traditional media to interact with its audiences has declined, leaving the field for new phenomena in social media. Researcher Sharif Darwish Al-Labban attributes this to the fact that traditional media ignores the needs of the audience to which it presents media messages and that it cannot satisfy the communication motives of all members of the audience due to the limitations of its capabilities and the weakness of its content. It does not enable the audience to participate in the production of content, and participation in it is limited to the political and cultural elite without the participation of the general public. In addition to the fact that the communicator is the one who controls the quantity and type of content directed to the audience. (Samia Hachim, 2020)

Over the past two decades, the topic of communication and social media technologies on the internet has become a major concern for traditional media outlets.

They are worried about the spread and popularity of social media for the following reasons: Ease of creating and sharing content: Social media platforms make it easy for users to create and share content in a variety of formats ; Speed of sharing: Social media platforms allow users to share content with a large audience quickly and easily; ubiquity of smartphones; personalization: Social media

platforms allow users to personalize their experience by following specific accounts, joining groups, and subscribing to hashtags and the freedom of expression: Social media platforms allow users to express their opinions and share their thoughts and ideas freely. These factors have contributed to the decline of traditional media in terms of its ability to interact with and influence the public. It is clear that social media is here to stay, and it will continue to play an important role in the way that information is shared and consumed.

9. Social media from the perspective of experts and workers in media institutions

Professor of Media at Zayed University, Dr. Badran Badran, believes that "social media is expected to play a greater role in terms of its presence in the media arena.

While Dr. Yass Al-Bayati points out that "the competition between traditional media and new media is in favor of social media and citizen journalism, and it can no longer be ignored by traditional media."

In the field of extensive intervention by advertisers, who form one of the important sources of funding for media institutions, it raises the surprise of journalists in newsrooms and program producers.

Where Zaher Hamroush, the presenter on Al-Arabiya radio, says "the dominance of some advertising companies has contributed to the transformation of some programs and dramatic series into a commodity governed by the

supply and demand policy imposed by advertising."

In a time when the head of programming at Al Arabiya TV sees that "the media policy as a whole has changed under the variable of profit that the institution seeks, until it becomes like a purely commercial institution

At the moment of inserting a commercial advertisement in a serious program, and the institution justifies that as the way to continue and pay the salaries of the workers in it),

As advertising revenues declined at media institutions during the Corona pandemic, in contrast to the growth of advertising revenues at some accounts on social media, according to the report below:

"Business Insider" website, which confirms that "different commercial companies seem to be willing to pay large sums to get the right to sponsor posts, videos, and blogs of social media stars."

The inability of traditional media to interact with its audiences during the pandemic is what leaves the door open for actors in social media; to fill the void and reach these audiences under names, slogans, campaigns, images, and programs.

There is no cultural phenomenon that has captured the minds of people throughout the world during the last quarter of a century as has social media on the Internet.

In a relatively short time from the history of history, many things have changed for billions of people as a result of the spread of the use of those applications among them; From the way

individuals express themselves, how they communicate with their families and friends and with others, to their entertainment, and their acquisition of knowledge about their world .

But also trading buying and selling, and other many purposes that were accomplished through many tools, and all available in one virtual place that can be accessed via a mobile smartphone or a personal computer.

As is the case with every broad social and cultural phenomenon, by virtue of its dialectical relationship with society, it generates subsequent phenomena. In the shadow of the development of social media applications rooted in the culture of globalized capitalist consumption, derived sub-phenomena have grown, some of which have expanded to become parallel virtual worlds, with their own rules and users.

The phenomenon of what is called "influencers" is perhaps the most controversial among them, especially after the financial value of this category doubled from 8 billion US dollars in 2019 to more than 15 billion expected by the end of next year, and the audience of some super-influencer accounts has inflated by more than the accounts of the most important newspapers and news sites in the world (for example, Kim Kardashian - she has no known job other than that she has accounts on social media through which she publishes her daily life and promotes brands, as she is followed by more than 221 million people on the Instagram application, while the

New York Times page on Twitter is followed by 49 million, and its electronic version has fewer than 7 million subscribers).

According to the Cleverism website, "influencer" is simply someone who has built a reputation and a following by sharing personal content, often online. For their audience, these people become tastemakers, trendsetters, and trusted experts whose opinions are sought and respected on certain matters. According to a recent judicial decision in the UK, 30,000 followers are enough to qualify someone as an influencer who should comply with the content of the advertising law, which prohibits, for example, the promotion of drugs, and reporting his income from his "influence" to the tax authorities. And perhaps the roots of the phenomenon of "influencers" began to take shape rapidly after the launch of the global internet in 1991.

As users with converging interests began to meet virtually, initially on what was known as network forums and bulletin boards, and later on blogging sites, then since 2005 and specifically on social media, advertising and marketing experts began to explore that emerging category of the most famous bloggers and forum moderators who attract the most audience, and agree with some of them on ways to promote products in exchange for free goods (hbr.org.2020).

Then later, promotion in exchange for financial compensation increased directly with the increase in the number of followers, and those practices have inflated after the launch of

social media applications (starting with YouTube in 2005), while a wide category of social media account owners attracted large numbers of loyal followers, where many of them - the most famous - such as Kim Kardashian and Bella Hadid rely solely on personal attractiveness, but others have become famous - and wealthy - through the publication of specialized content on social media: such as Logan Paul or PewDiePie or Zoe Sugg, each of whom speaks to tens of millions of people. (Influencers social media.org.2022)

Also, marketing experts now classify influencers by grades, according to the number of their followers, there are nano influencers (less than 10,000 followers), super influencers (more than one million) and in between micro influencers (less than 100,000) and macro influencers (more than 100,000 to one million), and the vast majority of followers belong to young age groups, who are generally easily influenced, and the formation of their social awareness indirectly. (Indeed.2021)

The idea of making a lot of money by sharing striking personal photos or talking about a hobby or a particular game may seem easy, but in fact it requires a lot of effort and psychological energy, especially for "content creators" who provide distinctive and respectful content to their audience.

There are endless hours of required preparation and emotional control to add another shot or episode in a format that does not conflict with the manufactured lifestyle that fans loved, at

the same time satisfies the expectations of advertisers.

There is also constant pressure on the nerves due to the fierce competition and the constant pursuit of maximizing revenue, through attracting more followers (ccl.org.2020).

But the most dangerous of all is the state of alienation that some of the owners of accounts on social media end up with as a result of their tampering in the space of intersection between consumerism, loss of self-worth against the alternative virtual personality, calcification of self-emotional growth, and engagement in publishing unrealistic copies and patterns that can negatively affect the awareness of the following audience. (indeed.2020)

The phenomenon of influencers has in turn generated the phenomenon of the artificial image. (Alwassetalilami.2021)

This artificial and filtered image has contributed to the inflation of the fortunes of some producers of entertainment, fashion, consumer products, and plastic surgeons. Sometimes it generates a feeling of alienation towards oneself, and inferiority towards others and reduces the spaces of acceptance of difference, diversity, and variation. (Bloginfluencer,influences.2020)

All these studies and interpretations make us wonder where the phenomenon of "influencers" will go?

It invites us to stop at it to study it deeply, especially since this phenomenon has also come to represent fictional and completely fabricated characters by artificial intelligence

devices that have thousands of followers on their social media accounts.

It is lasting and expanding in the foreseeable future, and it will not be just a passing "fashion" that will soon end and be forgotten. (Trendingoff trend socialmedia.2022).

This study based on the scientific articles and research studies that have been presented on the phenomenon of "influence" and "influencers", we note that:

- The heavy presence of the public on social media and the transition from the real world to the virtual world, as well as the long hours that individuals around the world spend interacting in the digital space, have created the replacement of the concept of the "real" public opinion leader in traditional media and the concept of elites with the "virtual" public opinion leader represented by the term "influencers" in many cases.
- If the real public opinion leader is known for his real achievement and proven significance; then a wide category of virtual public opinion leaders do not show the indicators and characteristics of a public opinion leader in traditional media, such as culture and the ability to attract individuals thanks to his personality or educational level.

However, they are described as "influencers" and leaders at times! Moreover, there are virtual public

opinion leaders who are not real at all or from those who did not live with us in this reality, such as electronic characters manufactured using artificial intelligence techniques.

As we can observe, the digital medium itself is a reason for the widespread diffusion of both interaction on social media platforms and for the owners of accounts on these platforms. This is because the medium itself or the account can reach a wide audience of followers without any spatial or temporal limitations.

It is enough for the account owner to publish content and for their followers to share it with their friends, and each friend shares it with a group of friends, and so on...

This means that the ease and speed of publishing within a digital space allows for the presence of a wide audience without any limitations, and with great ease and in a short period of time.

This is especially true given the availability of several types of interaction with this audience: through sharing posts, text messages, comments, live communication, sponsoring, inviting friends to follow posts and accounts from different parts of the world, etc.

All of this plays a prominent role in the fame of social media accounts and their owners, regardless of whether the account owner is competent in providing constructive or destructive content to the community.

From this, we can conclude that:

The term "influencers" in the current digital media environment is applied to the category

that has a certain number of followers without considering or verifying the reasons for the following.

Are these followers really considering the person they follow as a symbol and role model? Or they are following to know the latest developments of certain products? Or to know the lifestyle of celebrities? Or they are following just out of curiosity?

Very often, some celebrities on social media are called "influencers", but in the comments of their followers, we often notice sarcastic or negative comments about what the account owner presents.

In many cases, those who are called "influencers" are actually just advertising commercial products.

Referring to previous studies, we notice that they focus on the spread of social media and the ease of sharing and interacting with information, which has a rapid impact on social, political, cultural and other developments.

There are several critical studies that show the important role of social media in reaching the largest audience and with greater interaction. This perhaps reflects the reality of the influence on social media regardless of the personal or cognitive characteristics of the account owners on social media or the so-called "influencers"

We can notice that the concept of "influencers" is a term that emerged in Western countries. Perhaps this is because these societies and their

people are easily influenced by anything new, popular, and widespread among people.

This is probably why they called anyone who contributes to the success of an advertising campaign or the promotion of a commercial product or even their personal accounts on social media "influencers".

This is in contrast to our Arab and Islamic societies, which, despite their interaction with what is popular and on social media, have certain constants and characteristics in their influence process.

This is clearly observed in the comments on some accounts whose owners are called "influencers", especially those who present content that contradicts the values of these societies, even if they have a high number of followers.

When reading the comments of the audience or followers, you notice the contradiction between the comments and the classification of the account owner as an "influencer".

Moreover, the scientific and academic community, specifically in the field of media and communication sciences, before accepting any term applied to a particular case or phenomenon, must investigate the reasons and backgrounds of this term, as well as study all the dimensions and indicators of this term and compare them with what actually exists in the category to which this term was applied or attributed.

Calling any account or publisher on social media platforms an "influencer", regardless of the reasons or background behind the

following or the audience's opinion of them, can sometimes lead some to interpret the communication or messaging of this category towards their followers as a magic bullet or a shot under the skin.

This brings us back to a distant time period in the interpretation of media phenomenon that focused on the process of influence and placed the audience or receiver in a passive position, affected by the media content without any background, analysis, awareness, or selection. This contradicts modern media theories that focus on the extent of audience interaction and their active role in the process of influence and reception.

10. Conclusion:

In conclusion, we can observe the importance of redefining concepts and terms, especially in the field of digital media and social media platforms.

This is particularly relevant to the concept of "influencer", which should be applied to individuals who genuinely influence the direction of trends, especially opinions and ideologies, for a large audience.

This influence should be studied and systematic, with clear goals and strategies.

Not every person or account followed for advertising, commercial reasons, or sometimes for mockery and entertainment can be considered a leader of public opinion and an influencer in society, whether real or virtual.

There is a large category of people who are called "influencers" but who can only be considered as advertising and commercial

platforms, rumor platforms, or platforms for daily routines and other topics that have become common on social media in today's world. Therefore, it is sufficient to call them "Youtubers", "Facebookers", "Instagrammers", "TikTokers", etc., according to their fame on a specific social media platform.

Moreover, scientific studies and academic research need to pay more attention to "content creators" because they are more influential on their audience than some of the categories called "influencers", even if they are less famous or have fewer followers.

This can be observed, for example, by following their instructions and advice on a specific topic due to their experience, specialization, or mastery of the content of the targeted or constructive material or topic they publish.

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