

**E-content creation in Algeria a profession for those who have no
profession in the presence of social media**
**A study on a sample of Algerians content creators on Facebook, Instagram, and
YouTube**

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Abstract:

E-professions are based on the content industry, which has become one of the most important terms in circulation after the spread of social media sites and the new media in general. You need capital, equipment and software, you need proper and full-time management as well as marketing. In return, it results in interest and money, it can be considered as a profession as any other profession but the difference is that it is electronic; The majority of young people's occupation has become positive or negative, with different causes and objectives.

To address the issue, we studied a sample of content makers on Facebook, Instagram and YouTube, to find out about this new type of occupation and the reasons for heading to it, the quality of the blockbuster content, how to make content and others, drawing on the analytical descriptive approach and specifically the case study method, using that e-questionnaire.

Keywords: making Content; Electronic Careers; Social Media; Content Maker; digital content

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1– Introduction :

Every era has its own means of media and communication, and our current era is characterized by being the era of modern information and communication technologies, which led to the emergence of what is called the new media, which allows a wide range of interactivity and to participate, especially in the absence of traditional borders, strict censorship, and wide freedom. New media platforms, especially social media sites, can attract individuals and tempt them with their characteristics and services, and its creation of a parallel space that allows freedom of opinion, expression, and contribution to the production of intellectual, information, and content industry, the latter of which has become known for its great spread and wide interest due to the effects it achieves on various sectors and fields, and because it has become a pillar of what is called electronic professions, where content has become a commodity that is bought and sold and is marketed and promoted; to receive the desired popularity and revenues, the content creator began to pay attention to the smallest details of its design, its production, he published it, gave it his time and effort, and invested in it mentally and financially. It strives to manage its contents properly.

All of the above raised a number of questions for us, including:

- ✓ What is the electronic or digital content industry?
- ✓ What distinguishes an electronic content creator from others?
- ✓ Does the electronic content industry require experience and training?
- ✓ Do social media sites contribute to the emergence and spread of the digital content industry?
- ✓ Does the electronic content industry require capital and professional equipment?
- ✓ How is digital content created?
- ✓ What is the most approved content by digital content creators?
- ✓ What does a digital content creator benefit from?
- ✓ Can electronic content creation be considered a profession?

Also other questions that led us to formulate The Next problem: How can creating content on social media become a profession for those who do not have a profession?

Accordingly, the study was divided into four axes:

The first axis: defining the nature of the digital content industry and its characteristics.

The second axis: introducing the digital content creator and determining his requirements

The third axis: How to create digital content via social media sites.

The fourth axis: Creating digital content via social media sites: a profession or a hobby?

This study is considered an exploratory study, as it addresses a research field in New Media – that is, the digital or electronic content industry – whose studies are considered very few, if not almost non-existent, at the national and even the Arab level, according to our knowledge, especially since this phenomenon has begun to gain popularity and significant popularity in the recent period, unlike previous periods, especially since we live in the era of new media, which have brought about major changes to the individual and society, and made them contribute to the industry and production of information.

This study aims to know who the creators of electronic content are, the reasons for moving towards creating electronic content and adopting it as a “profession,” how to create and produce content, what the content creator benefits from this “profession” and others.

It is common scientifically and academically to provide procedural definitions for the main terms in the study, and our definitions are represented procedurally below:

Content creation: design process, production, and dissemination of information and content on various topics through written, audio, or audio-visual blogging, or all of the above using new media and promoting it. It also requires proper management.

Social media sites: Social websites that create a virtual community parallel to real reality. Their main goal is to build communication between people in different parts of the world by building social relationships. They provide many services to individual users, in addition to providing services such as instant messaging and chat, blogging, and the ability to share photos, videos, files, and other services.

Content Creator: He is the person who creates and publishes content that is attractive to the audience, regardless of its nature and level, after reviewing and researching various topics and then formulating and designing them in a distinctive way that gives him a special identity on social networking sites.

Electronic/digital profession: A type of work or practice of a specific activity requiring a set of knowledge and skills that are acquired through experience and professional or self-training, to which the individual devotes most of his time and

physical and intellectual effort, for which he receives a financial return, regardless of its value. It is promoted through social networking sites, which leads to an increase in the number of followers, views, likes, and comments, i.e., increased engagement in short.

Through this research paper, we are trying to identify theoretically what social media sites are, what the electronic or digital content industry is, and finally, who the content creator is. In the field, we will try to know the content creators on Facebook, Instagram, and YouTube, the role of social media sites in content creation, the production of content and its formulation, and finally, the reasons for creating content and its results.

2- What is social networking sites:

It is considered one of the most widespread and continuous sites on the Internet, very effective in facilitating social life among a group of acquaintances and friends..., and also enabling them to communicate visually and audibly, exchange pictures, and other things, potential which strengthens the social relationship between them (Al-Mansour, 2012, p. 28). It is a system of electronic networks that allows its subscriber to create his own website, and then connect it through an electronic social system with other members who have the same interests and hobbies (Radouane Belkhiri, 2014, p. 20). It has “recently gone beyond its social function to become a means of expression and protest” (Al-Mansour, 2012, p. 28).

We can define it as: Websites of a social nature that have created a virtual community parallel to real reality, allowing acquaintances and parents to meet and make friends between different ages and genders across all parts of the world, united by common interests despite their different culture, temperaments and ideas, these sites are considered an outlet for expressing repressed things, sharing ideas, opinions, various knowledge and information, and creating interaction and discussion on various topics, providing several services such as instant messaging, chat, blogging The ability to share photos, videos, files and other Services. There are many social networks on the Internet, some of which have gained great popularity and spread, and some of which serve a specific geographic unit or a specific sector. These sites differ in terms of the simplicity of their use and the extent of their reliance on modern technologies. Among, the most famous and widespread of these sites are Facebook, Twitter, YouTube, and Instagram.

It is distinguished by the fact that it allows the possibility of attaching files and writing about various topics that are of interest to other subscribers and serve their common

interests. It provides the possibility of commenting on the topics raised; it can be accessed through mobile phones to conduct conversations and discussions, and exchange information. It helps to create friendships and form new relationships, exchange news and information, and the development of natural, political, and social events. The secret of its spread lies in the vitality and effectiveness of its users and the purpose of using it (Al-Mansour, 2012, p. 82), It affects social reality; its positive or negative impact depends on the way they use it, etc.

2.1. The most popular social networks:

2.1.1. Facebook: is a social networking site that creates friendships and helps users exchange information, files, personal photos, video clips, and comments, It also offers the ability to chat or engage in instant messaging and facilitates the formation of relationships in a short period. Initially, the site began as a personal blog by Mark Zuckerberg, a student at Harvard University, It was originally limited to his university and friends but quickly gained popularity, spreading beyond Harvard to various American schools and eventually achieving global recognition. By 2007, after significant development, the site was distinguished for its growth. By mid-2010, the number of registered users had reached half a billion. These users constantly visit the site to exchange files, pictures, and video clips, comment on opinions, ideas, and new topics published on their pages, and actively participate in conversations and chats.

The Facebook network currently holds first place in terms of popularity and usage. It offers many services that satisfy the needs and desires of its users. The platform also addresses the topic of advertisements, presenting them in a sophisticated and attractive manner, which is important to many users. Additionally, it provides its directory with numerous applications for various purposes, along with other services that cater to user interests.

2.1.2. Youtube: It was founded by Chad Hurley, Stephen Chen, and Jawed Karim in 2005, and was purchased by Google in 2006, to become the first social network in that year, according to American Time magazine

It is considered the most important site on the Internet for sharing videos for free. These videos are not necessarily made by professionals. Many are produced by amateurs using simple tools such as mobile phone cameras. They can be created for a variety of reasons, including artistic, political, social, or aesthetic purposes, or to convey a personal message on an issue of interest to the creator. The site features countless types of content.

Publishers are required to adhere to certain rules, such as prohibitions against uploading videos that encourage terrorism and crime, obscene films, or content offensive to religions, sects, or individuals. However, in reality, the strict application of these rules is often inconsistent, and evidence of such lapses is widespread. The site supports about 51 languages, including English, French, Arabic, Russian, Italian and others, It is accessible in most countries, though some nations have restricted access for political reasons. Its popularity has established it as a major platform for informational content and promotional advertisements.

YouTube is a prime example of a large group of similar sites focused on publishing and sharing video clips. It stands out due to its widespread use; it is no longer limited to media institutions, television channels, or prominent figures but is available to anyone wishing to create their channel. This includes leaders, officials, and the general public of all ages, particularly young people, thanks to the site's distinguished services and its contribution to freedom of expression.

2.1.3. Instagram: is an application and social networking site for exchanging photos and short videos, enhancing rapid communication with the world. It has gained significant popularity at both individual and institutional levels, particularly in recent years, as it allows users to showcase their products, services, and various content to the public.

When Instagram launched in 2010, it initially allowed users to take and modify photos, apply filters, and share them with optional captions or comments. At that time, it was only available on Apple's iOS devices. However, the situation changed in 2012 after Facebook acquired the app. Instagram then expanded to Android devices and introduced new features over time, including the ability to shoot and share short videos, send private messages, conduct live broadcasts, and use hashtags. Users can follow individuals and organizations, communicate with others, comment on posts, and like content, similar to other social networking sites.

3– Digital or electronic content industry:

Attempting to give a clear and precise definition of the term "content" is very problematic, and varies from one researcher to another due to the diversity of its types, media, and areas of use. Digital or electronic content is considered the latest and most widespread type at present, given the modern technologies that have invaded our lives; It is defined as a huge amount of text and audio information or in the form of an image or video that is exchanged via the network (Johari, 2018, p. 151) or all information and data that is created, stored, and displayed in digital form,

regardless of what the industrial and transportation media are and storage of this content (Ibrahim, 2017, p. 26). Mahmoud Al-Barbar, a specialist in digital media content, defines it as what is presented to the audience or followers via digital or social media platforms to meet their needs or satisfy their desires through text, image, video, or audio.

Based on these definitions, we can say that digital content is the content found on the Internet, which includes a large amount of information that an individual needs in different fields and contexts. It encompasses ideas and topics produced digitally in the form of images, videos, audio, text, or a combination of all of these. It is managed electronically and exchanged on websites to deliver it to the recipient or target audience in any manner deemed appropriate by the content owner.

Digital content creation is an endless cycle. Whenever we reach the end, we return to the starting point. It involves a set of basic stages: defining the goal and target audience, then defining the content after reviewing, researching, choosing the appropriate idea, developing it, and placing it in clear frameworks that align with the established goal and target audience. This is followed by planning the form and design of the content, timing, method of presentation, marketing strategies, and determining the means used in production depending on the form of the required content, etc. Next comes the production stage, where the idea is implemented according to the pre-drawn plan. This leads to the processing stage, where modifications are made through editing, Photoshop, adding effects, etc. The most important step is publishing and marketing the content, whether through paid advertisements or investment in active personalities and other marketing methods. Finally, the content creator evaluates and assesses the produced content and interacts with the audience and followers.

Digital or electronic content takes several forms related to the nature of the idea and its goal, the communication medium, possibilities, and even the desires and inclinations of both the content creator and the target audience. These can be divided according to two criteria: thematic and medium. On the thematic side, we find official government content providing information about official departments and government institutions, media content such as news, personal content, commercial content, promotional service content, cultural educational content, academic research content, and other topics. According to the second criterion, we find written textual content, which relies solely on writing, such as articles, stories, and reports; illustrated content, where the idea is expressed using pictures, drawings,

and shapes; audio content, including audio recordings or music; audio-visual content, which uses videos and films; and multimedia content, which combines text with images, video, or audio recordings.

Content creation itself does not yield the desired results in the crowded digital world, so effective administration is crucial for benefiting from the content and ensuring its spread. This requires the content creator to adhere to several conditions: writing for the audience, discovering prevailing trends and tendencies through various methods and websites such as Google Trends, using interactive topics, choosing attractive and catchy titles, planning content topics and charting the general path, reviewing content after writing to avoid linguistic and grammatical errors, inserting important and useful links, avoiding topic repetition, maintaining continuous production and periodic writing, pre-planning the structure of the content, learning about content creation and composition tools to gain the required experience and knowledge, and effective marketing.

4- Who is the content creator:

A content creator is the person responsible for contributing information to any media, especially digital media. They usually target a specific user or audience in particular contexts. A content creator can contribute various forms of content, including blog posts, email newsletters, social media publishing, marketing materials, video editing, graphic design, and more (Sutton, 2017, <https://abranchofholly.com/blog/what-is-a-content-creator>). Additionally, a content creator is someone who produces and publishes content that is engaging to the audience, regardless of its nature or level, by researching and formulating topics in a distinctive way that establishes a unique identity on social networking sites.

Motivations for creating content: An environment that encourages participation and production. The more people around the person encourage him to...creativity. Expressing oneself and engaging in new experiences has turned more towards creating content. The advantages and incentives that social media sites offer to content creators, such as hosting events, providing certificates, honorary shields, and various prizes, verifying accounts, etc.; ease of using social networking sites due to their features; the trust, privacy, and high level of security provided by these sites; a financial reason. Content creation generates significant financial returns, especially after social media sites have become a space for marketing, promotion, and e-commerce. Self-expression and abilities; desire to feel a sense of belonging, self-efficacy, and sharing knowledge and experiences; the need to learn and experience

new things; self-pleasure. These motives can be divided into two parts: Intrinsic motives, which stem directly from performing the task itself, and include the fact that this thing is interesting, enjoyable, or satisfactory in nature, the desire to enhance self-image and achieve personal goals; Extrinsic motives related to benefit and expected results, completion of the task, such as financial rewards or enhancing reputation, is an opportunity to exchange ideas and feelings (Abdel Maqsoud, 2017, adapted, pp. 135–136).

For an individual to become a content creator, he must have some skills, such as programming skills, design, editing and writing methods, dealing with content management systems, electronic publishing skills, marketing skills, photography, production and directing, etc. He must be able to write texts and articles, search for information, make digital designs using computer programs, and master Photoshop programs. Filming and directing videos and processing them through montage, having sufficient knowledge to market content at the lowest costs and effectively, knowing how to use social networking sites, and proficiency in voice acting (voiceover) to comment on videos are also essential skills.

No matter how good the content creator's skills are, proficient in his work, and improving his performance, he faces many difficulties, including the lack of time, especially since content creation requires significant time due to the multiplicity of tasks and their pressures. If he publishes periodically and does not devote himself to creating content, he will certainly face the problem of lack of time. Creating an innovative idea and getting out of the circle of classic ideas that the recipient gets bored of. No matter how creative and fertile his thinking is, there comes a time when he runs out of ideas. Drafting techniques and directing. Every time the following question comes to the mind of the content creator minds: What is the appropriate format for displaying the content? Output plays an important role in the process of attracting the audience and must be studied according to their interests. Is he formulating his content in classical or colloquial language? Is he content with writing and pictures or is he using video and other confusing questions that are considered as the basis for the success of the content and its acceptance by the audience? Sources of information. The correct information is valuable and that what the content creator is looking for. Therefore, it needs strong and reliable sources, which is difficult and takes time, along with constant and continuous research, which he does not have, and other difficulties.

5– Previous studies:

As a first step and a basic requirement for carrying out any scientific study, the researcher must survey production intellectuals to monitor previous studies of the subject of his research, put it in the frame correctly, avoid repetition, etc. Our research resulted in a group of previous studies that have a partial relationship to the subject of our study, including:

- Bouaziz Hanane's study 2015: The role of Social Networking Sites in Activating Citizen Journalism, discussed the role of Facebook as a social networking site in activating citizen journalism by observing and surveying a sample of Oum El Bouaghi University students who use Facebook and concluded that the latter contributed to transforming an individual's behavior from an act receiving into action production through the available freedom and lack of censorship.
- The study of Al-Abed Al-Sayed Ali and Bin Yahya Abdul-Raouf 2017: The impact of YouTube through podcast programs on university students, which dealt with the problem of the spread of podcast programs and the increase in their followers among young people, specifically students of the Master of Media at Kasdi Merbah University, concluded that following these programs is irregular and is often done through a smartphone.
- In a study by Abdel-Wajed Amin Reda 2009: University youth's Uses of YouTube on Network Internet, I discussed the description of YouTube, its nature, the type of media it provides, and the extent of university youth's use of this site and their knowledge of it. I concluded that the new media type offered by YouTube turned users into producers of messages media And make them an active audience and sender who interacts with YouTube content.
- A study by Thabet Khadija and Lahlali Nassima 2015: Using mbc's channel the interactivity on social networking sites – YouTube as a model, which was conducted on a sample of students of the master's second degree in new communication technology at Kasdi Merbah University. It aimed to try to understand and explain the reason for mbc's use of social networking sites and forms of interactivity on the channel's page on YouTube. It concluded that YouTube was able to Get to know more about the channel and its programs because it contains several options for interaction, such as commenting, which allows users to express their opinions.

There is no doubt that previous studies importance important to the researcher, they help him form a vision for research and various concepts the basic which is the frame of the year of the study, and through these studies, we concluded that social media

sites are an effective space for creating content and interacting with content due to the available freedom and lack of censorship, and that the content creator is not necessarily a physical person. Social media sites also help the content creator to know the desires and needs of the audience, just as they helped us in building our study from the methodological and theoretical aspects and determining the path that the study should follow so that we can reach answers on our problem subtracted.

6– Study’s methodology and tools:

In this topic, we relied on the descriptive analytical approach, which “aims to collect sufficient and accurate data and information about the phenomenon, and then study and analyze what was collected in an objective manner to arrive at the factors affecting that phenomenon” (Qadi and Al-Bayati, 2008, p. 66). This approach relies on several methods, including the case study method, especially since our research community has unknown boundaries and we cannot limit it.

As for the research tool, the questionnaire is considered the optimal tool for this study, as it “helps collect information from the respondents that the researcher cannot observe himself in the field of research. Ibrahim Al-Bayoumi Ghanem says: It takes the form of a form that contains several questions designed in an organized manner about a specific topic and is directed to a group or a sample of individuals to answer and write down their answers themselves, and the field researcher may write down the answers to this approach in its style and tool while adhering to the text of what the research subject says” (Ben Morsli, 2013, p. 182). The questionnaire is formulated according to the purposes of the research and aims to identify specific facts or the point of view of the respondents. It is considered one of the most widely used tools in media research and may be codified or uncoded. Specifically, we used the electronic form that was filled out by the respondents themselves after accessing the following link:

<https://forms.gle/DMfsugcBVQALsXn8>, then they sent it by pressing a button for transmission. It is considered optimal because we will study a virtual electronic community.

We also used electronic participant observation, as this methodological tool enables the researcher to be part of the community studied. At the same time, he does not interfere with the respondent's nature or influence them, it rather focuses on taking observations while participating in this virtual community.

Our choice of this approach, with its scientific research style and tools, is due to its suitability to the subject of the study, to facilitate work, and to facilitate access to correct and sufficient information.

7- Research population and study sample:

Like any study, we start from the research community, which means “all vocabulary that has a common characteristic or characteristics, and all of these vocabularies are special for study or research by the researcher” (Qadi and Al-Bayati, 2008, p. 148). It is “all the vocabulary related to the studied problem or a limited or unlimited collection of vocabulary that belongs to the phenomenon being researched” (Ben Morsali, 2013, p. 141). Procedurally, the research community we chose for the study consists of Algerian content creators on social networking sites, specifically Facebook, Instagram, and YouTube, regardless of the nature of their content, gender, age, educational level, profession, etc.

Given that our research population is not limited and because we chose to conduct a case study, our sample was intentional. We prefer to limit our study to 10 cases of content creators on Facebook, Instagram, and YouTube, whose number of followers ranges between 500,000 and 2.9 million followers, and who have a large number of views and likes. They know a great deal of interaction from their audience towards their content, divided equally between females and males, 50% for each, as shown in Table No. (1). Their ages ranged between 19 and 29 years, they were divided as follows: 70% of their ages are between 19–23 years and the rest of the sample is between 24–29 years, as shown in Table No. (2). Table No. (3) shows their educational levels, with 80% of the cases studied being at the university level and the other 20% equally divided among those with higher and secondary education levels. This aligns with the initial profession variable, where we found out that 40% are without a profession and 30% are students.

Table (1) represents the sample members in terms of gender.

Gender	Frequency (F)	Percentage (%)
Feminine	5	50

Male	5	50
The total	10	100

Table (2) represents the sample members in terms of age

Age	Frequency (F)	Percentage (%)
19-23	7	70
24-29	3	30
The total	10	100

Table (3) represents the sample members by educational level.

Academic level	Frequency (F)	Percentage (%)
Secondary	1	10
University	8	80
Postgraduate	1	10
The total	10	100

Table (4) represents the sample members by profession Original

Original occupation	Frequency (F)	Percentage (%)
Psychologist	1	10
Employee	1	10
actor	1	10
student	3	30
Unemployed	4	40
The total	10	100

8- Study results and analysis:**8-1- Content creators on Facebook, Instagram and YouTube:**

Based on the previous tables and our observations, we can say that creating digital content on social media sites, specifically Facebook, Instagram, and YouTube, is not limited to one gender or the other, especially since the majority are educated and university-level females or males. This education allows them to express themselves better, understand developments in different fields, possess multiple skills and technologies, and know the needs and inclinations of their generation. Studies show that the largest percentage of users of these sites are young, and the fact that digital content creators are also young gives them influence and the ability to persuade and engage with their followers, increasing their chances of making an impact. Because most of them are students and university graduates without work, creating digital

content serves as an outlet for them, and they pay great attention to it for various reasons that we will discuss later.

8-2- The role of social media sites in content creation:

Social media sites play a major role in creating content, as 60% of content creators were influenced by other content creators before they started in this field, as represented in Table (5). The greatest evidence of their influence is the nature of the content they publish. We find that it matches the nature of the content they were influenced by in the past, as shown in Table (6). Those who were influenced by social content began to create social content, while those who were influenced by entertainment content tended towards producing entertainment content, and so on.

Table (5) represents the percentage of early content creators following other content creators and being influenced by them

Follow content creators in the beginning and Affected With them	F	%
Yes	6	60
No	4	40
The total	10	100

Table (6): Comparison between the nature of the content produced by content creation and the content they were influenced by in the beginning

Content influential	The content made										The total	
	Social		Entertaining		Educational & informative		Diverse entertaining		Marketing and promotional			
	F	%	F	%	F	%	F	%	F	%	F	%
Social	1	100									1	10
Entertaining			1	100							1	10
Educational & informative					2	100					2	20
Diverse							5	100	1	100	6	60
The total	1	100	1	100	2	100	5	100	1	100	10	100

Also, 90% of content creators acknowledge the role of social media sites in facilitating the production and publishing of their digital content, as shown in Figure (1). They believe that the nature and characteristics of these sites made it easier for them to publish and interact. Since everyone is using these platforms, it helps spread their

content to a large audience, which in turn shares their content with others, increasing its reach and interaction. Additionally, social media has helped them learn a lot about content creation, identify people's needs, communicate with others, obtain support and advertisements, and provide an easy-to-use space for self-expression and showcasing talents. Most importantly, it is free. Furthermore, 50% of the sample reports having undergone training in content creation, but this training was not professional whether through specialized institutions or professional electronic courses. Instead, it was personal training obtained through educational channels and pages on social networking sites.

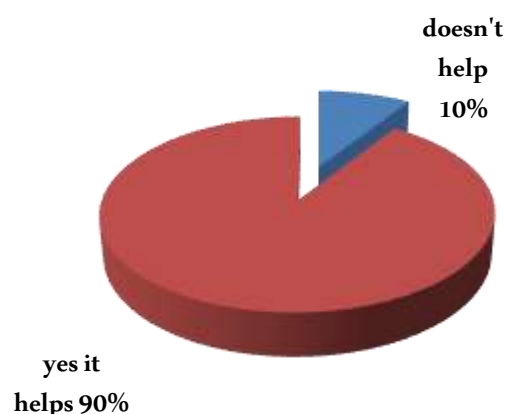


Figure 1: Content makers' point of view towards the extent of the contribution.

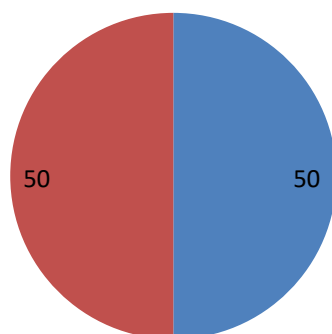


Figure 2: Percentage of content makers who used social media sites to facilitate content creation to learn about the industry for digital content

Table (7) represents the nature of the training that content creators underwent

The nature of the composition	Frequency (F)	Percentage (%)
Personally, through educational channels and pages	5	100
A training workshop affiliated with an institution	0	00
Etraining workshop	0	00
The total	5	100

8-3- Crafting digital content and its production:

The study indicates that 50% of the digital content provided by content creators is diverse and does not adhere to a specific topic or direction, followed by educational and informative content at 20%. The remaining percentage is equally divided among

other types of content, as shown in Table (8). This diversity is influenced by the content they were exposed to before their own creation, as mentioned above.

Table (8) represents the nature of the content produced on social media sites

The nature of the content produced	Frequency (F)	Percentage (%)
Social	1	10
Entertaining	1	10
Educational and informative	2	20
Diverse	5	50
Entertainment, marketing and promotion	1	10
The total	10	100

It's known that digital content cannot be limited to a specific form. Some prefer to use images, videos, images attached to text, drawings, etc., while others use a combination of these forms based on the idea they want to convey. Through our study, we found that 50% of respondents use video as a content form because it combines sound, images, and effects and can convey ideas more effectively, creating an indirect relationship with the recipient and thus achieving a great impact. This is followed by images, which attached to text, each at 20%, as they are capable of attracting more attention than written text alone. Additionally, their colors and shapes have a subtle impact that helps the content creator achieve their goal. This can be concluded from Table (9).

Table (9) represents the form of content produced on social media sites

Product content format	Frequency (F)	Percentage (%)
Photo	2	20
Video	5	50
Pictures attached to the writing	2	20
All of the above is based on the idea presented	1	10
The total	10	100

Ninety percent of content creators started with easy capabilities, represented by only a mobile phone and the simple applications it provides. The remaining percentage started with a digital camera, which is also simple, as shown in Table (10). However, after the spread and professionalization of digital content creation, 70% developed their equipment and used more professional tools to ensure better quality, thus

achieving great influence and spread. The rest continued to use their mobile phones, as explained in Table (11). This is reasonable, especially in light of the advancements in smartphones and the applications they offer for composition, montage, editing, etc., which are similar to professional applications and programs that are simpler and easier to use. Everyone agreed that the content creator only needs a camera or a phone with high-quality photography, a good program or application for montage and Photoshop, lighting, a microphone, and a green background to easily start creating content.

Table (10): Equipment used to create content in the beginning.

Equipment used in the beginnings	Frequency (F)	Percentage (%)
Mobile phone and it's services	9	90
Digital camera	1	10
The total	10	100

Table (11): Percentage of equipment development after professionalization

Post equipment development the professionalism	Frequency (F)	Percentage (%)
Yes	7	70
No	3	30
The total	10	100

Although content creation is not demanding and can be started with simple capabilities, it is not as easy as expected. The most important thing that a content creator focuses on is the idea and topics, which can be difficult to get inspiration for, especially after a period of activity. Content creators often reach a stage where their ideas run out. We found that they have other sources for obtaining ideas, such as suggestions and questions from the public and followers, family and friends, the social environment, social networking sites, and the media. All of these sources are almost equal in proportion, as shown in Table (12) Attached below:

Table (12): Source of topics and ideas

Source for obtaining topics	F	%
Suggestions or questions from followers	2	20
Suggestions or questions from followers, my thoughts	1	10

Social environment	2	20
The social environment, followers' suggestions or questions	2	20
Social media sites	1	10
Social networking sites, social environment, means media, Suggestions or questions from followers	2	20
The total	10	100

In drafting digital content, it is not enough to have an idea or a topic to present. The content creator needs accurate details and information to build their content effectively and avoid unnecessary problems. Therefore, the first step they take after defining the idea is conducting research and gathering information. This is done by 80% of content creators, as shown in Figure (3). Of these, 62.5% conduct research constantly, and 37.5% do so often, as illustrated in Figure (4).

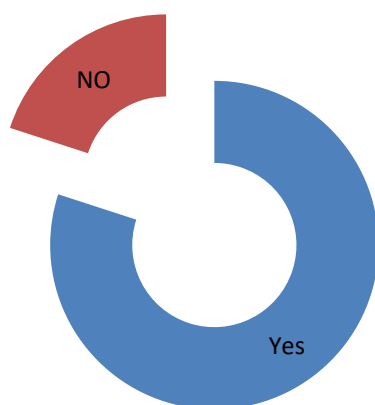


Figure 3: The percentage of research and reading among content creators.

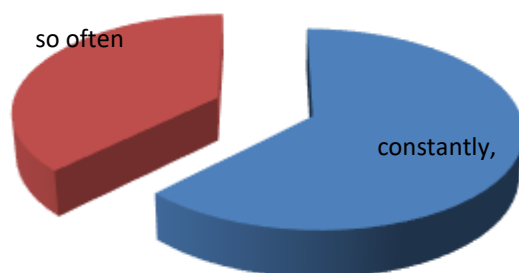


Figure 4: The frequency of research and reading among content creators

Each person has their own sources of research and knowledge, which differ according to topics. In general, these sources include books and articles, the Internet and social networking sites, the content of other content creators, and consulting experts and specialists. However, the Internet and social networking sites remain the most commonly used sources, utilized by 37.5% of content creators. The usage percentages of the remaining sources are equal, as shown in Table (13).

Table (13): Research and information sources used before drafting digital content

Research and review sources before drafting the content	F	%
Check the Internet and social networking sites	3	37.5
Check out other content creators, check out the internet and social media sites	1	12.5
Books and articles	1	12.5
Books and articles, access to the Internet and social networking sites	1	12.5
Books and articles, checking out other content creators, taking refuge to Specialized experts	1	12.5
Books and articles, Asylum to Specialized experts	1	12.5
The total	8	100

One of the Significant stages in content creation is advance planning, as it shortens time and effort, arranges work, clears the mind, reduces the error rate, etc. Thus, 80% of the cases studied resort to this mechanism, as seen in Figure (5). Planning includes all stages of drafting and publishing the content, encompassing the idea, title, form of the content, duration, publication date and timing, necessary equipment, required budget, and all other work details from start to finish.

However, despite the importance of this step, we found that only 37.5% plan permanently, while 50% plan most of the time, as shown in Figure (6). This is due, according to our observation, to the fact that some content is spontaneous and simple, and sometimes personal, which does not require extensive planning as it is an expression of self.

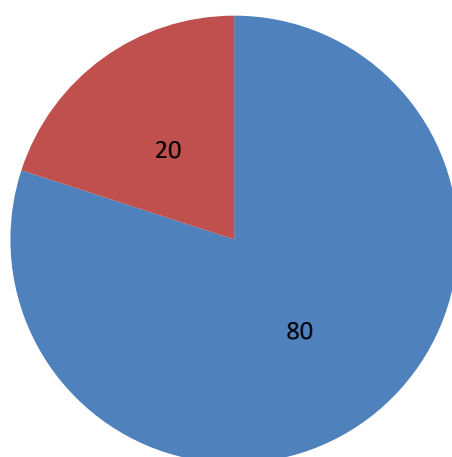


Figure 5: Percentage of content creators who pre-plan

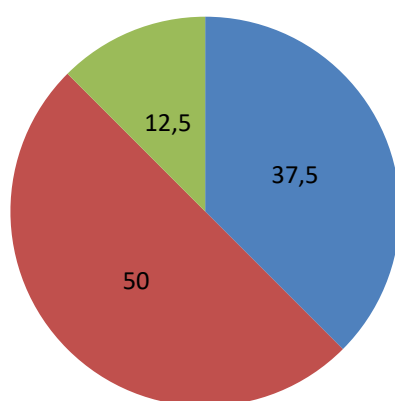


Figure 6: Pre-planning periodicity

After the previous two stages, the content creator moves to the implementation stage, where they carry out the processes of photographing, recording, writing, etc., according to the form of the required content. This is followed by editing and assembling through montage, Photoshop, and the addition of audio and visual effects, virtual backgrounds, etc. The study found that 40% of cases use digital technologies while creating their content on a permanent basis, and 30% use them often, as shown in Table (14). According to Table (15), the most widely used

technology is montage, with a rate of 40%, which is expected given that most of the content is video.

At this stage, the content creator sometimes needs help with tasks such as filming, editing, or acting. While the majority rely on their personal effort, the study concluded that 70% depend solely on their own production for digital content, while 20% seek help from others for all their content creation. The remaining content creators produce some content on their own and seek help from others, as shown in Table (16). The nature and form of the content can necessitate assistance, especially with videos, where one person cannot handle all tasks alone.

In terms of the frequency of seeking help, the results show that 20% seek help regularly, while 50% rarely ask for it, and 30% depend on the topic, as illustrated in Figure (7). When help is needed, 50% of content creators choose family, friends, and experts, 30% choose experts, and 20% choose friends, as noted in Table (17). This indicates the significant support provided by family and friends to the content creator.

Table (14): Periodicity of reliance on digital technologies.

Reliance on digital technologies	F	%
Always	4	40
Mostly	3	30
Scarcely	3	30
The total	10	100

Table (15): Digital technologies adopted in content creation

Approved technologies	F	%
Montage	4	40
Editing, effects	1	10
Virtual background	1	10
Montage, back ground Default	1	10
Montage, effects, virtual background	2	20
Montage, Photoshop, effects	1	10
The total	10	100

Table (16): Percentage Production Singles for digital content Table

Production Individuals for content	F	%
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Yes	7	70
No	2	20
Some times	1	10
The total	10	100

Table (17): Parties to whom the content creator turns to receive assistance

Auxiliary parties to Content Creator	F	%
Friends	2	20
Experts	3	30
Friends, Experts	1	10
All of the above	5	50
The total	10	100

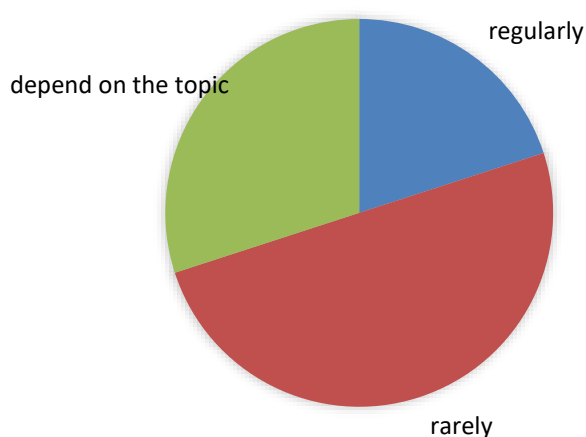


Figure 7: The periodicity of the content creator's need for help production of digital contents

After drafting, modifying, and preparing the content in its final form, it is crucial to choose an appropriate title that can attract the recipient. The wording of the title varies from one person to another or according to the topic at hand, which is consistent with the results of our study. We found that 60% of content creators formulate their titles based on the topic at hand, while 30% rely on a straightforward

presentation that clarifies and indicates the content. The remaining cases use a style of mystery and suspense, as shown in Table (18).

Table (18): Types of digital content titles

Types of digital content titles	F	%
It relies on mystery and suspense	1	10
According to the idea presented	6	60
A simple and clear presentation that indicates the content	3	30
The total	10	100

The last stage in this process is publication. The study concluded that 40% of content creators publish their content on Instagram, while 30% publish on all three platforms. YouTube is used by 10% of content creators, as shown in Table (17). Since a significant percentage publishes on multiple platforms, it is important to determine whether the same content is published across all platforms or if the content is created specifically for each platform. We found that opinions are divided equally: 50% publish the same content across platforms, while the other 50% create different content for each platform, as shown in Figure (8).

The phenomenon of repeating content can be seen as a marketing strategy and a way to reach followers on all platforms. This is especially relevant given that updates to these sites have altered their characteristics, allowing content to be published in various forms: audio, image, text, video, etc. Among those who repeat content, 80% do so consistently, while the rest repeat content based on the nature of the topic, as shown in Figure (9). Some content needs to be widely disseminated to be effective or to increase interaction and impact.

Table (19): Platforms approved for publishing digital content

The approved platform for publishing content	F	%
Instagram	4	40
Youtube	1	10
Facebook, Instagram	1	10
Facebook, YouTube	1	10
Facebook, Instagram, YouTube	3	30
The total	10	100

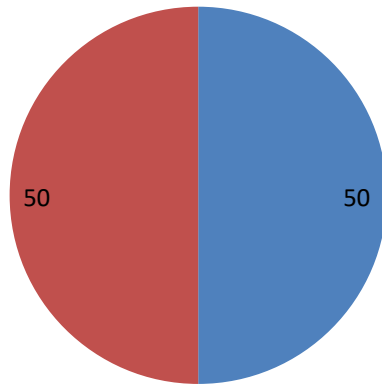


Figure 8: Percentage of publishing the same content on multiple platforms

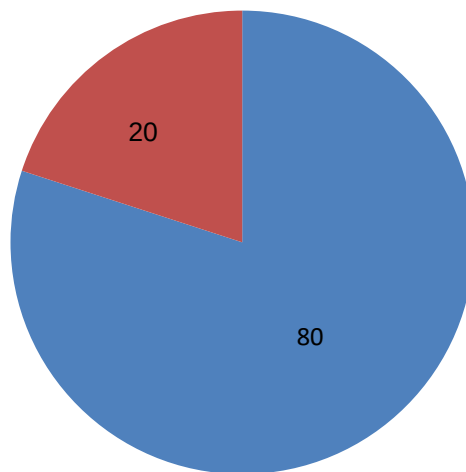


Figure 9: Frequency of publishing the same content on multiple platforms

The monitoring and evaluation process is a crucial stage for content creators. It helps them understand the audience's opinions, gauge their response to the content, assess whether the content achieves its goals, gather new ideas for subsequent content, and make necessary improvements. This process involves monitoring comments and responding to followers. The importance of this stage is underscored by the fact that all content creators, without exception, engage in it, as shown in Figure (10).

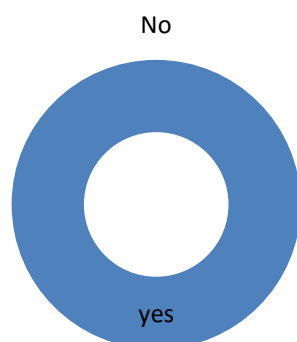


Figure 10: Percentage of content following after publication

8-4- Reasons for creating content and its results:

There are various reasons why individuals choose to create digital content, and these reasons can vary from person to person. Some common motivations include self-expression, promoting talents and works, entertainment, financial gain, and providing benefits to people. According to the study, 40% of digital content creators choose this industry to add value and benefit to people, while 20% use it to promote their work and talents. Social networking sites are particularly suitable for this purpose as they allow for more expression and interaction and are easier to use. The remaining reasons were equally represented at 10% each. It is noteworthy that 70% of content creators are motivated by a combination of reasons rather than a single one, as shown in Table (20).

Table (20) Reasons for creating content

Reasons for creating content	F	%
Promote your business and talents	2	20
Express yourself and introduce yourself to others	1	10
Fun and entertainment, self-expression and introducing others to you, presenting addition and benefit to people, promote your business and talents	1	10
Financial gain, fun and entertainment, self-expression and introducing others to you, presenting addition and benefit to people, promote your business and talents	1	10
Presentation addition and benefit to people	4	40

Presentation addition and benefit to people, promote your business and talents	1	10
The total	10	100

Regardless of the reasons an individual has for becoming a digital content creator, there are always factors that instill the desire to create content. These factors include passion for creating content, personal desire, influence from other content creators, and suggestions or advice from family and friends. However, passion and personal desire remain the primary factors, with 70% of content creators citing them as their main motivation, as shown in Table (21). Our observation also revealed that young people are eager to showcase their talents and express themselves. They possess a high level of creativity and persistence in striving for excellence and brilliance, and content creation is the most suitable way to demonstrate these qualities.

Table (21): Factors that instilled the desire to create content

Factors of desire to create content	F	%
Influenced by other content creators	1	10
Passion for creating content and personal desire	7	70
Passion for creating content and personal desire, suggestion from family and friends	1	10
Passion for creating content and personal desire, being influenced by other content creators	1	10
The total	10	100

Creating content involves more than just publishing or promoting content occasionally over long periods. Content creation requires consistency, which can be challenging if the content creator lacks passion for the industry, fresh ideas, or motivating factors. One motivating factor is viewing content creation as a hobby, which prevents it from becoming a burden or a source of stress. This is the case for 60% of content creators. Additionally, factors such as increasing the number of

followers, enhancing view rates, receiving numerous comments, and obtaining financial returns also encourage continuity. As shown in Table (22), all these factors are equally significant and are common among most content creators.

Table (22): Factors that encourage the content creator to continue creating content

Factors that encourage a content creator to continue Production	F	%
Many comments, increasing the number of followers, obtaining financial returns	1	10
Hobby	6	60
Hobby, increasing viewership, increasing the number of followers	1	10
Hobby, increasing viewership, many comments, increasing the number of followers	1	10
Hobby, increasing viewership, many comments, increasing the number of followers, obtaining financial returns	1	10
The total	10	100

Many content creators face rejection or ridicule from their social circles. To continue creating and producing content, they need a supportive network of supporters and fans who can offer encouragement and assistance when needed. Our study found that 50% of content creators receive support from family and friends, while a similar percentage receive support from the public and followers, as shown in Figure (11) and confirmed by the data in Table (17). The support of close ones is a significant motivator, especially in the face of widespread frustration and rapid changes that may not always favor the individual. Additionally, the support of the public and followers is crucial for the content creator, as it is essential for achieving their goals.

Creating content requires substantial physical and intellectual effort, which is universally acknowledged by content creators, as shown in Figure (12). The level of dedication required varies among individuals. Our study found that 40% of content creators are fully dedicated to content creation, while 20% adjust their level of dedication based on the nature of the content, as some types require more time and effort than others, as illustrated in Figure (13).

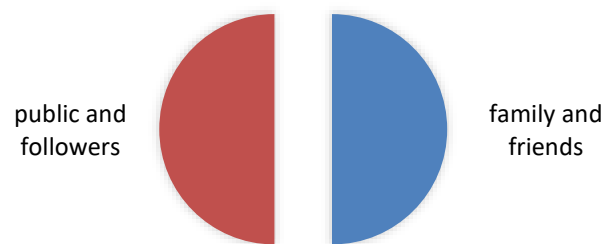


Figure 11: Supporters of the content creator

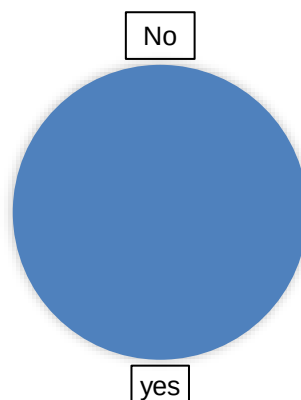


Figure 12: Creating content requires intellectual effort and physical

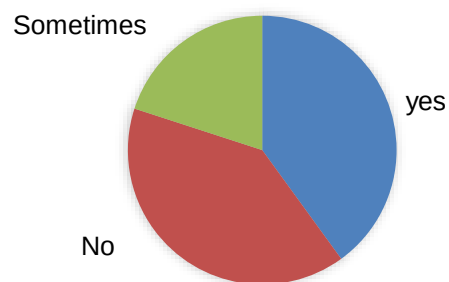


Figure 13: Percentage of full-time dedication to digital content creation

The content industry differs from other industries in that it often does not require massive capital to operate, except in some exceptional cases. This is supported by 70% of content creators, while 30% believe that content creation does not require significant capital, as shown in Table (23). When comparing this to the nature of the equipment used in content creation and the content itself, it is evident that substantial capital is not generally needed. However, in cases where additional funding is required, content creators rely primarily on their own resources. The study found

that 60% of content creators do not depend on external funding, while 30% occasionally seek it, especially when the content requires significant capital that they, often students or unemployed individuals, cannot afford. Only a small percentage, 10%, rely on external funding, as illustrated in Table (24).

Table (23): The content industry needs large capital Table

The Need for large capital	F	%
Need	0	0
No Need	3	30
Depending on the nature of the content	7	70
The total	10	100

Table (24): Reliance on external financing to produce Contents

The Dependence on the External financing	F	%
Yes	1	10
No	6	60
Some times	3	30
The total	10	100

Since content creation requires significant time, intellectual, and physical effort, and because creators devote a large portion of their time to it, it can be considered a profession. This view is universally shared among content creators, with 100% agreement, as shown in Figure (14). They justify this by noting that content creation occupies most of their time, demands intellectual and physical effort, involves arduous stages to produce the final product, and offers financial benefits, including opportunities for advertising and promotion.

However, despite the widespread recognition of content creation as a profession, financial gains from it are not uniformly distributed. Only 10% of content creators earn money continuously from their efforts. In contrast, 60% experienced fluctuating earnings based on content topics, engagement levels, and other factors observed during the study. Meanwhile, 30% have never earned money from their content, as illustrated in Figure (15). Opinions on the value of these financial gains are equally divided: 50% view it as a substantial source of income, while the other 50% see it as modest, as shown in Figure (16).

Significant financial returns are more common in foreign countries compared to Arab countries, including Algeria. These returns are achieved when content creators effectively leverage their content, secure support from specific parties, or benefit from advertisements. Overall, the returns from content creation provide a good lifestyle and open up multiple opportunities for its creators.

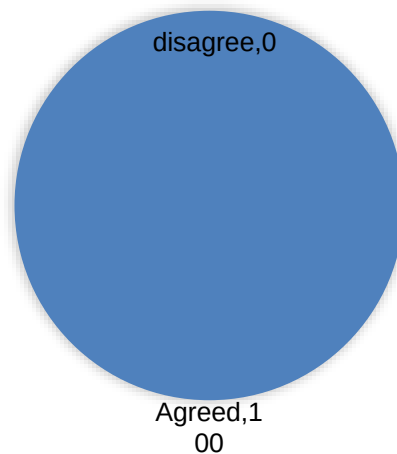


Figure 14: Percentage of content creators who consider content creation a profession

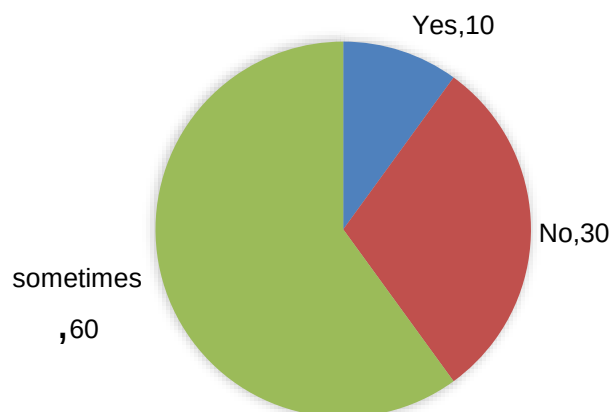


Figure 15: Percentage of financial gain from digital content creation

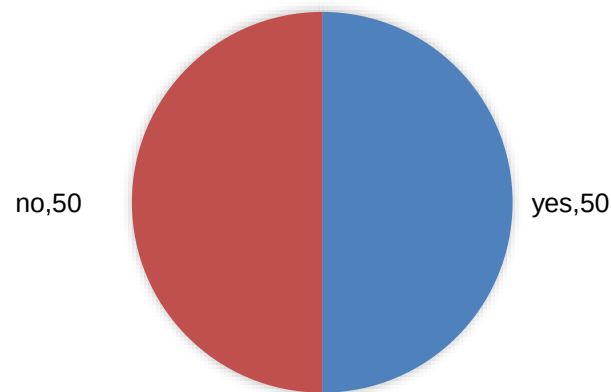


Figure 16: The size of the financial gain from creating digital content

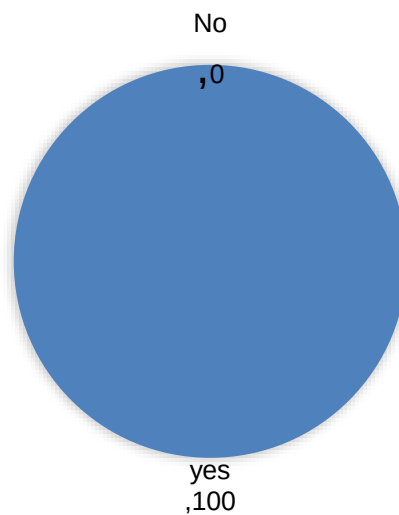


Figure 17: Percentage of getting interaction from the content

Content creators publish their work to engage with their audience and followers, regardless of the type of interaction sought. Our study found that 100% of content creators receive some form of interaction from their publications, as shown in Figure (17). This interaction can include comments, responses to topics, likes, shares, encouragement, motivation, and expressions of sentiment. Interactions can be positive or negative, and their intensity can range from weak to moderate to Forceful, depending on the content and its presentation.

As content creators delve deeper into the industry, they undergo various involuntary changes. They become more aware and sophisticated, producing higher-quality and more proficient content. They also become faster in content creation and digital processing, improve their topic selection, and better address the needs of their audience. Additionally, they gain new relationships and increase their experience.

However, the initial humanitarian motivations for creating content may shift over time towards a greater focus on material gain.

9– General results:

- Content creators are young people aged between 19–29 years. Most of them have university education, and a large percentage of them are university graduates without jobs or students.
- Content creation does not require the slightest experience or professional training. Most content makers have created themselves through educational channels and pages, especially on social media sites.
- Content creation does not necessarily require expensive professional equipment, as most content makers started using their mobile phones and other applications and services it provides. Although a large percentage of them developed their equipment after becoming professional, a number of them continued with their simple capabilities, as the development was only to improve the quality of the content form. It also does not require capital except in some rare cases where the content requires an amount of money to implement it.
- Social media sites have contributed greatly to the emergence and spread of the digital content industry, as their characteristics give greater freedom of expression and facilitate the process of publishing content, creating interaction, collecting information and ideas, etc. Most content makers, before their beginnings, were influenced by other content makers, so they adopted their approach, to the point that they began producing the same nature and form as the content.
- The process of creating content goes through a number of stages, the first of which is defining the idea or topic, this is done through personal thinking or through the social environment, suggestions, and questions of followers and the public, social networking sites, or the media. Then the planning stage begins, during which research and information are conducted to support the idea and enrich it, in addition to developing a scenario about the requirements and method of implementing and publishing the work, along with determining the method and timing of publication. Then comes the implementation stage, in which what was put in the prior plan is implemented and processed digitally, to appear in its final form. Afterward, an appropriate title is formulated for it, which is often chosen according to the nature of the topic or it is simple and indicates

the content to some. Then it is published on the usual social site, knowing that most content makers do not always publish their content on only one site or platform, and they often publish the same content on all platforms, while some of them create special content for each one. After completing the content creation and publication, the digital content creator follows up on what he published, interacts with his followers, identifies the positives and negatives of his work, catches his mistakes, and works to avoid them in subsequent content.

- Content creation is often the result of individual work, but in some cases, the nature and form of the content call for help because the content creator cannot perform multiple tasks alone, and in these cases, he resorts to seeking help from his family, friends, and experts.
- The process of creating content requires continuity, which is often due to considering content creation as a hobby and thus eliminating any pressures that may cause them to retreat from it, in addition to increasing the number of followers, views, likes, and interaction, or even the financial gain that the content creator can obtain as a result of his work.
- Content creators often do not adhere to the nature of specific content or a certain form, as most of them publish various topics in the form of pictures, pictures accompanied by writing, or videos. The latter is considered the most widely used.
- One of the factors that instilled in content makers the desire to create digital content is their passion for it and their personal desire to do so. In addition to being influenced by other content makers and suggestions from family and friends.
- One of the reasons why content creators start producing content and publishing it is to provide addition and benefit to people, and promoting talents and works is in second place. This does not mean that some of them did not choose it for a financial motive.
- Everyone agrees that creating content requires mental and physical effort, and this is what makes a large percentage of makers devote themselves entirely to it, while some percentage of their dedication fluctuates depending on the nature of the content.
- Content creators receive support from two main parties: the first is family and friends, and the second is followers and the audience.

- Although content creation does not require capital, in some cases it does, and in most of these cases, the content creator finances it himself. In some cases, content creators resort to external financiers in order to produce their content.
- All digital content receives interaction through comments, likes, views, etc., but this interaction does not always have to be positive.
- All content creators consider content creation a profession from which they can make a living.
- The financial gain of content creation varies from one country to another and from one content to another depending on the individual's efficiency in managing his content exploiting it appropriately, and relying on promotion and advertising. It may be high, covering all the costs of an individual's life, or it may be simple, symbolically.
- Not all content creators receive financial revenue from their digital content.

10– Conclusion:

Finally, it is clear from this study that new media, specifically social networking sites, especially Facebook, Instagram, and YouTube, are proving their importance and expanding their status and role in the life of the individual and society, especially young people, because of the services they provide and the fields they open up.

Through the study, we concluded that digital content creation has become one of the fields opened by social networking sites that are widely spread and popular. It is significant, especially since everyone has come to consider it a profession from which one can make a living, even if it acquires a digital or electronic character, in light of the presence of competencies and academic levels, the absence of work in real life, and its lack of capital, advanced equipment, or even significant experience. This is a profession that requires a lot of effort and dedication and requires a lot of support and determination to continue in it and provide the best, but it is not generous to everyone. The content creator must improve the management and exploitation of his content in order to obtain an acceptable financial gain, but regardless of the financial gain and its size, content creation gains its creator's interaction with people, Exceptional support from them, and achievement of the set goals.

The subject of our study is of great importance in that it has broad research horizons. It is still a fertile field in new media research, and it opens up new axes of research. It is not possible to study various variables at the same time, as many aspects remain in need of in-depth study. We hope that we will be, through this research paper,

able to remove some ambiguity from an important point, which is digital content creation as an electronic profession that has become widespread among educated young people who do not have a profession. Also, we have added something new in the field of research.

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