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Narrative Transformations of Media Stories in the Digital Environment: The Role of Digital Interaction Patterns in Shaping Influence and Constructing Media Legitimacy - A Content Analysis Case Study of the "Don't Make Stupid People Famous" Campaign in Algeria (2024)-

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Abstract :

This study aims to analyze the narrative transformations of media stories within the digital environment through a case study of the campaign "Don't Make Fools Famous," which serves as a representative model illustrating the interactions of critical media discourse within the interactive communicative space in Algeria during 2024. The study is grounded in a central research problem concerning how patterns of digital interaction contribute to reshaping media influence and generating symbolic legitimacy within an interactive communicative arena.Additionally, the study seeks to examine the narrative and structural features of the campaign's digital content, to identify patterns of digital interaction manifested in user comments, as well as to deconstruct symbols and discursive expressions with a critical or protest-oriented nature, and to explore their implications in light of the concepts of fame, influence, and media legitimacy. The researcher adopted the case study methodology as a qualitative framework to understand the media phenomenon within its real-world context, relying on a descriptive-analytical approach. Content analysis was employed as a methodological tool to systematically organize the narrative, interactive, and performative categories characterizing the campaign's content.

Keywords: Digital Media Narrative; Patterns of Digital Interaction; Digital Media Legitimacy;Digital Media Discourse Analysis; Protest public Discourse.

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1. Introduction

The contemporary communicative environment is undergoing profound transformations driven by the complex interplay between digital media and social systems. This dynamic has led to a reconfiguration of many traditional concepts in the field of media studies—chief among them, the notion of the media story. Once constructed within a linear editorial framework governed by the professional standards of traditional media institutions, the media story has now, under digital transformation, become a dynamic and open-ended construct shaped by algorithmic mechanisms and formed within interactive virtual environments marked by fragmentation, acceleration, and the blurring of boundaries between the individual and the collective, between producer and audience, these shifts have given rise to what is now referred to as the interactive content paradigm, wherein the media story no longer emerges from reality and moves toward an audience, but is instead co-created within the digital public itself, influenced by mechanisms of engagement, trending dynamics, and real-time performance indicators such as likes, views, shares, and comments. Consequently, the exclusive role of the journalist or media institution in setting the agenda of issues and values has diminished in favor of a heterogeneous digital collective mind, shaped by platform logic, interactional dynamics, and viral content dissemination strategies. Within this context, the concept of digital media legitimacy has emerged as one of the most pressing theoretical and epistemological challenges facing contemporary media research. The question of who deserves visibility and symbolic influence is no longer determined by professional competence, informational value, or normative discourse, but by the attention economy and the digital symbolic capital it produces.

The campaign "Don't Make Stupid People Famous" in Algeria (2024) serves as a telling example of this symbolic struggle over representations of fame, the dialectic of audience-platform interaction, and the role of the media story in reshaping collective consciousness from within the very logic of digital platforms. This campaign is not merely an act of protest against superficial or trivial content, but rather a form of digital resistance seeking to redraw the boundaries of symbolic legitimacy within the digital public sphere.

2.Research Problem

Amid the profound transformations reshaping the digital communication landscape, the modern media story is increasingly being produced and consumed within an interactive environment governed by platform algorithms and digital performance metrics—such as likes, views, shares, and comments. This shift has affected not only the modes of expression or publishing platforms but also the very logic of influence. Media content is no longer evaluated solely on the basis of its informational or cognitive value but also according to its virality and audience engagement.

As a result, the concept of media legitimacy within the digital public sphere is undergoing a fundamental redefinition. In this context, the campaign "Don't Make Stupid People Famous" serves as a compelling example of interactive digital discourse with a critical and satirical dimension. Built upon diverse forms of content (textual, visual, and linguistic) and disseminated across various social media platforms, the campaign conveys protest-oriented messages against the logic of digital triviality and calls for a reassessment of the standards of fame and influence within Algeria's communication landscape. Given its strong dependence on audience engagement, this type of media discourse invites a close examination of its symbolic, linguistic, and structural components. Such an analysis provides valuable insights into how media stories are constructed in digital environments through interaction and collective influence, and how digital platforms and tools are leveraged to reshape public perceptions of fame, media value, and symbolic legitimacy. Accordingly, this study is guided by the following central research question:

How have the narrative transformations of the digital media story been reflected in the "Don't Make Stupid People Famous" campaign, through its published content and patterns of digital interaction across social media platforms in Algeria during 2024, in ways that illustrate the concepts of influence, engagement, and the construction of media legitimacy?

From this central inquiry, the following sub-questions emerge:

❖ What are the narrative and structural characteristics of the digital content in the "Don't Make Stupid People Famous" campaign, as a form of digital media storytelling?

- What forms of digital interaction emerged in user comments and shares related to the campaign's content, and how did these interactions reflect audience reception of the media discourse?
- What types of digital performance indicators (likes, shares, hashtags, etc.) accompanied the campaign's content, and in what ways did they contribute to amplifying its media presence?
- What symbols, expressions, or linguistic devices conveyed a critical, satirical, or protest-oriented tone within the collective discourse of the "Don't Make Stupid People Famous" campaign?
- What meanings did the campaign's digital content convey regarding concepts such as fame, media legitimacy, and public influence within the Algerian communication landscape?

3.Significance of the Study

The significance of this study lies in its positioning at the intersection of a complex epistemological triad: the transformation of the media story structure, the rise of digital interaction logic, and the reconfiguration of symbolic legitimacy within platform environments. It seeks to deconstruct the socio-technical foundations that now govern the production of influence and the articulation of communicative values in the digital public sphere. Anchored in the symbolic case of the "Don't Make Stupid People Famous" campaign, the study interprets this event as a collective expression of digital civic awareness that interrogates the legitimacy of representation and symbolic status in a society saturated with real-time content and algorithmically driven metrics. Moreover, the study is particularly relevant in light of the ongoing shift from institutional media to algorithmically mediated media, offering a critical lens through which to examine how media discourse authority is being reshaped via digital tools that, while ostensibly participatory and democratic, are fundamentally governed by the logic of the attention economy and the dynamics of digital symbolic capital.

4. Research Objectives

This study aims to:

- Analyze the narrative and structural characteristics of the digital content produced as part of the "Don't Make Stupid People Famous" campaign,

viewing it as a representative model of digital media storytelling within an interactive communication environment.

- ❖ Identify and interpret the patterns of digital interaction manifested in users' comments and shares, and explore their implications in the context of audience reception of critical media discourse.
- ❖ Determine the nature of digital performance indicators (e.g., likes, shares, hashtags) and examine their role in expanding the campaign's reach and amplifying its visibility across social media platforms.
- ❖ Uncover the symbolic, linguistic, and discursive expressions used within the campaign content, and investigate their critical or protest functions within the framework of collective digital discourse.
- ❖ Extract the media and sociocultural meanings embedded in the campaign's content—particularly those related to concepts such as fame, media legitimacy, and public influence—within the Algerian digital communication context.

5. Key Concepts of the Study

5.1 Digital Media Narrative : Refers to a multimodal narrative form constructed within the digital space, integrating text, images, video, and interactive links[1]. It is produced through a participatory logic in which the roles of journalists, users, and algorithms converge in the co-creation of meaning.[2]

Operationally, in this study, it denotes the manner in which media content is structured within the "Don't Make Stupid People Famous" campaign—specifically in terms of narrative technique, information sequencing, the diversity of visual and linguistic expressions, and their coherence within the framework of an interactive digital story.

5.2 Patterns of Digital Interaction: Refers to the array of communicative practices performed by users in digital environments[3]—such as likes, comments, shares, and hashtag creation—that reflect modes of engagement with media content and contribute to either the reproduction or distortion of its meaning[4].

Operationally, this concept in the present study pertains to analyzing how users interacted with the campaign content and the extent to which such engagement contributed to shaping, amplifying, or deconstructing the campaign's discourse, based on both quantitative and qualitative indicators.

5.3 Digital Media Legitimacy: Refers to the perceived legitimacy of media discourse as constructed or contested within the digital public sphere[5], based on

audience interaction, levels of acceptance or rejection, and the symbolic positioning of the discourse within media circulation networks.[6]

Operationally, it involves tracing the indicators of recognition or skepticism toward the campaign's message—such as supportive or mocking comments—and assessing whether users perceived the campaign's content as legitimate, exaggerated, or contested, particularly within the Algerian context of 2024.

5.4 Digital Media Discourse Analysis: A research approach that examines language, imagery, symbols, and expressive forms within digital media contexts, aiming to understand how meanings are constructed, representations are shaped, and influence is generated in public discourse[7], it draws upon linguistic, semiotic, and socio-communicative tools to investigate how media actors and audiences are positioned within discourse structures—especially in interactive environments such as social media platforms[8].

Operationally, in this study, it refers to the deconstruction of published content from the "Don't Make Stupid People Famous" campaign on social media, through the analysis of: narrative structure, storytelling strategies, the performance of interactive metrics (likes, comments, hashtags), audience discourse patterns (critique, satire, resistance), linguistic and cultural symbols used in expressing collective positions, and the associated meanings of media legitimacy and public influence, the unit of analysis includes posts, hashtags, and comments, all examined within a dynamic digital environment that constantly redefines meaning through audience interaction.

5.5 Protest public Discourse: Refers to a form of collective expression produced in digital spaces[9], characterized by a critical, satirical, or oppositional tone, reflecting popular resistance to social or media-related issues, it constitutes an extension of critical popular culture within networked publics[10].

Operationally, this concept captures the satirical comments, protest symbols, and oppositional expressions generated by users in reaction to what is known as the "banality of fame," offering implicit or explicit critique directed at both content creators and their audiences.

6. Methodological Approach

In this study, the researcher adopted the Case Study Method, supported by a descriptive-analytical approach, as it is considered one of the most appropriate

qualitative methodologies for examining complex media phenomena within their natural settings—especially when the aim is to develop a deep and interpretive understanding of a specific communicative process embedded in a dynamic digital environment. A case study is defined as "a systematic analytical approach that enables the researcher to investigate a single case—or a set of cases—in depth, with the goal of uncovering its dimensions, contexts, and interactions, whether from a sociological, communicative, or symbolic perspective."

The rationale for choosing the case study method in this research includes the following:

- The specificity of the media phenomenon under investigation: The "Don't Make Stupid People Famous" campaign represents a distinct communicative case characterized by exceptional audience engagement and widespread reach, making it an ideal model for analyzing the dynamics of digital interaction and the construction of media legitimacy.
- The phenomenon's embeddedness in a multi-dimensional and interactive digital context: The campaign can only be fully understood by tracing its evolution within the ecosystem of social media, encompassing content, discourse style, forms of interaction, and the impact of digital mobilization, this requires a flexible and in-depth analytical framework—precisely what the case study method offers.
- The methodological versatility of the case study approach: This method allows for the integration of diverse data collection and analysis tools—including content analysis, semiotic analysis, digital observation (or netnography), and trend tracking—thereby enhancing the interpretive and integrative power of the research.

7.Corpus of the Study

This study is based on a digital content corpus composed of all media artifacts produced and circulated across social media platforms within the framework of the "Don't Make Stupid People Famous" campaign, which gained significant traction in Algeria during 2024.This corpus includes original posts, hashtags, images, videos, and interactive comments that addressed the campaign—either directly or indirectly—whether published by individual users, influencers, public pages, or digital media outlets. The selection of this corpus aligns with the

nature of the case study approach, which emphasizes the in-depth examination of a communicative phenomenon within its natural digital environment.

8.Purposive Content Sample

A purposive content sample was selected from the broader digital corpus, comprising the most representative and widely circulated materials related to the "Don't Make Stupid People Famous" campaign, which spread across Algerian social media platforms throughout 2024.This sample was constructed in alignment with the principles of qualitative and quantitative content analysis, which prioritizes not only numerical recurrence but also the symbolic weight and interpretive value of the content. The sample was designed to include a diverse range of media formats—such as posts, comments, and hashtags—with direct or indirect relevance to the campaign's discourse. This diversity enables a comprehensive reading of the narrative structure, symbolic dynamics, and interactive patterns that shape the digital media story under examination. The use of purposive sampling is methodologically appropriate for this kind of qualitative case study research, as it allows the researcher to focus on content that is most analytically rich and communicatively significant, rather than relying on statistical representativeness or random selection. This approach ensures that the selected materials reflect the most telling dimensions of the communicative phenomenon being studied.

8.1 Sample Size: The size of the purposive content sample in this study was determined based on the methodological framework adopted—namely, the case study approach and the use of content analysis as the primary research tool.The sample includes 50 posts, 100 user comments, and 15 digital hashtags related to the "Don't Make Stupid People Famous" campaign, which gained traction across Algerian social media platforms during 2024. This sample size was guided by the principle of theoretical saturation, a core concept in qualitative research whereby the focus is placed on semantic depth rather than quantitative exhaustiveness. Accordingly, the study employs a moderate yet strategically curated sample, selected to capture the diversity of discursive formats—including posts, comments, and hashtags—while ensuring representativeness across different platforms (Facebook, Instagram, Twitter) and various types of content producers (individual users, public pages, influencers, and digital journalists).

9.Data Collection Tools

This study employs content analysis as its primary tool for data collection and interpretation, given its high suitability for uncovering the semantic, symbolic, and narrative dimensions embedded within the digital materials of the "Don't Make Stupid People Famous" campaign. This type of analysis excels in identifying latent meanings and deconstructing symbolic structures within media discourse, especially within interactive digital environments.

A set of analytical units were established to serve as the foundational elements for categorization and observation:

- Post Unit: Encompassing user-generated content such as textual posts, images, and videos related to the campaign.
- Hashtag Unit: Serving as a semantic indicator of discursive trends accompanying the campaign.
- Comment Unit: Representing a measure of audience engagement and attitudinal orientation.

The main content categories were structured around the following analytical axes:

- Narrative Structure of the Digital Media Story: Including elements such as introduction, conflict, and message resolution; modes of treatment; and message framing.
- Digital Performance Indicators: Number of likes, shares, repetition, and visible engagement metrics.
- Dimensions of Digital Interaction: Patterns of engagement including support, irony, critique, and digital silence.
- Key Symbols and Influential Content: Vocabulary, visuals, slogans, and targeted public figures.
- Indicators of Media Legitimacy: Manifestations of endorsement or rejection, reposting behavior, amplification or marginalization of discourse.

9.1 Instrument Validity: In the context of content analysis, validity refers to the extent to which the coding form accurately captures the conceptual dimensions targeted by the study. It ensures that the analytical categories and their accompanying indicators genuinely represent the communicative phenomenon

under investigation—in this case, the digital media narrative of the "Don't Make Stupid People Famous" campaign.

9.1.1 The following types of validity were employed:

9.1.1.1 Content Validity: The coding form was submitted to a panel of three expert reviewers in media and communication studies. They were asked to assess whether the analytical categories sufficiently covered the conceptual dimensions raised by the research questions, the clarity and definition of each category and indicator, and the degree of alignment between the categories and the analytical units (posts, comments, hashtags).The panel reported a 92% agreement rate regarding the adequacy of the categories in representing the targeted measurement domains. A minor revision was suggested for one sub-indicator within the "Media Legitimacy" category to enhance clarity. This revision was incorporated into the final version, thereby confirming a high level of content validity.

9.1.1.2 Construct Validity: Each analytical category in the form was directly linked to the study's operational concepts (influence, interaction, legitimacy, symbolism). The internal coherence of these categories was assessed in relation to the theoretical framework, which includes Attention Economy Theory, Digital Public Sphere Theory, and Digital Symbolic Interactionism. A preliminary analysis of 10 sample posts was conducted to test the discriminative power of the categories in identifying distinct cases and extracting relevant meanings. The results demonstrated that the categories produced clearly differentiated indicators, each measuring a distinct conceptual dimension without methodological overlap.

This confirms the presence of robust construct validity, aligned with the study's theoretical grounding. In conclusion, the instrument developed for analyzing the content of the "Don't Make Stupid People Famous" campaign demonstrates a high degree of methodological validity, reflected in the comprehensiveness of its categories, its theoretical coherence, and its practical applicability, it is therefore deemed fully appropriate for academic research, particularly given its alignment with the nature of the sample, population, and methodological design.

9.2 Instrument Reliability: The reliability of the instrument was assessed using Cronbach's Alpha Coefficient, a statistical measure employed to evaluate the internal consistency of the items within the coding sheet (i.e., analytical categories and sub-indicators). The closer the alpha value is to 1.00, the higher the level of

reliability and stability of the instrument in consistently measuring the intended content—provided that all items are designed to assess a common underlying construct.

Table N°01: Internal Consistency of the Content Analysis Form Based on Cronbach's Alpha.

Analytical Category	Number of indicators	Cronbach's Alpha value	Reliability level
Narrative Structure of the Media Story	5	0.83	High
Digital Performance Indicators	5	0.81	Good
Patterns of Audience Interaction	5	0.86	High
Symbolic and Influential Content Elements	5	0.80	Good
Representations of Media Legitimacy	5	0.88	Very Strong
Overall Mean for the Entire Instrument	25	0.83	Excellent Reliability

Source: Prepared by the researcher based on the outputs of SPSS v25

Accordingly, it can be concluded that all values exceed the minimum acceptable threshold (0.70), indicating that the coding sheet demonstrates a high level of statistical reliability. The highest reliability was recorded in the category of "Media Legitimacy" (0.88), reflecting its conceptual clarity and the ease with which it can be identified and measured. No category yielded a low value that would necessitate the removal or revision of indicators. This strong internal consistency makes the instrument replicable in similar studies or applicable at different time points when examining the same phenomenon. Based on the calculation of Cronbach's Alpha coefficient and its application to data collected from a sample consisting of 165 analytical units, the content analysis instrument employed in this study demonstrates high reliability and strong internal consistency across its components. As such, it is methodologically valid and suitable for producing scientifically sound results within the framework of digital media discourse analysis, particularly in the context of interactive campaign narratives.

10.Applied Dimension of the Study

Table N° 02: General Arithmetic Mean and Standard Deviation of 50 Digital Posts According to the Analytical Categories :

Analytical Category	Overall Arithmetic Mean	Overall Standard Deviation
Narrative Structure of the Media Story	2.03	0.80
Digital Performance Indicators	2.06	0.81
Patterns of Audience Interaction	2.04	0.79
Symbolic and Influential Content Elements	1.95	0.82
Representations of Media Legitimacy	1.91	0.82

Source: Prepared by the researcher based on the outputs of SPSS v25

Based on the table above, the following insights can be drawn:

Regarding the narrative structure of the media story, the overall arithmetic mean was 2.03, falling within the "moderate-to-strong" range. The standard deviation was 0.80, indicating a moderate level of variability in narrative construction across posts. This suggests that the campaign relied on a functionally diverse narrative approach—employing satire, rhetorical devices, and directive language—rather than adhering to a standardized storytelling format. In the digital performance indicators category, the overall mean was 2.06, the highest among all measured dimensions. This reflects a relatively strong presence of engagement metrics (likes, views, hashtags). The standard deviation of 0.81 reveals notable differences in post reach, underscoring the impact of platform algorithms and visual content strategies in amplifying certain posts over others.Regarding patterns of audience interaction, the overall mean was 2.04, reflecting a moderate-to-high level of audience engagement. A standard deviation of 0.79 indicates relative variation, suggesting that users responded in multiple ways—supporting, rejecting, mocking, or resharing content. This diversity highlights the public's critical role in steering the campaign's direction. For the dimension of symbols and influential content, the mean was 1.95, nearing the moderate level, with a standard deviation of 0.82. This variability suggests a selective use of symbolic elements—such as themes of triviality, fame, and satirical discourse—depending on the rhetorical aim of each post. The representations of media legitimacy yielded the lowest average score, at 1.91, with a relatively high standard deviation of 0.82. This reflects that the

processes of assigning or contesting legitimacy were non-linear, influenced by varied audience interpretations and reception dynamics.

In summary, the findings reveal that the "Don't Make Stupid People Famous" campaign employed a diverse and multi-layered digital communication model, blending narrative structure, performance metrics, audience engagement, and symbolic content to produce a resonant and critical discourse. Despite differences across certain indicators, the campaign succeeded in generating a moderate-to-high level of audience and platform impact, positioning itself as a space for reframing media legitimacy within the Algerian digital public sphere.

Table N° 03: Comparative Analysis of Digital Platforms Based on 50 Digital Posts:

Analytical Category	Arithmetic Mean			Standard Deviation		
	Facebook	Instagram	Twitter	Facebook	Instagram	Twitter
Narrative Structure of the Media Story	2.10	1.99	2.01	0.82	0.78	0.81
Digital Performance Indicators	2.00	2.04	2.12	0.76	0.87	0.80
Patterns of Audience Interaction	2.09	1.96	2.06	0.79	0.81	0.77
Symbolic and Influential Content Elements	1.90	2.00	1.96	0.80	0.79	0.87
Representations of Media Legitimacy	1.78	1.99	1.97	0.77	0.78	0.87

Source: Prepared by the researcher based on the outputs of SPSS v25

Based on the data presented in the table above, Twitter demonstrated the highest performance in terms of digital performance indicators, with a mean score of (2.12), and audience interaction, with a score of (2.06). This reflects the

campaign's wide reach on Twitter and the effectiveness of hashtags in mobilizing digital engagement. Facebook recorded the highest mean score in narrative structure (2.10), indicating a reliance on clear and direct language in posts to attract audience attention. Conversely, Instagram stood out in the category of "Symbols and Influential Content" with a score of (2.00), consistent with the platform's visual nature, which emphasizes images and symbolic elements over textual content. The highest standard deviations were recorded on Twitter in the categories of "Symbols and Influential Content" and "Representations of Media Legitimacy," both with a value of (0.87), pointing to considerable variation in the nature of the posts and user responses regarding the granting or withdrawal of legitimacy. Thus, the comparative analysis reveals that the platforms differ in how they represent various dimensions of the digital campaign. Twitter excels in digital outreach and interactivity, Facebook shows stronger narrative coherence, and Instagram emphasizes visual and symbolic content. This divergence highlights the importance of employing a comparative content analysis approach across platforms to better understand the effectiveness of multi-platform digital campaigns.

Table N°04: Overall Mean and Standard Deviation of 100 Comments by Analytical Category

Analytical Category	Overall Mean (M)	Overall Standard Deviation (SD)
Narrative Structure of the Media Story	2.04	0.81
Digital Performance Indicators	1.99	0.81
Patterns of Audience Engagement	1.96	0.82
Influential Symbols and Thematic Content	2.08	0.82
Representations of Media Legitimacy	2.03	0.82

Source: Prepared by the researcher based on the outputs of SPSS v25.

Based on the data presented in the table above, the following findings can be observed regarding the analytical categories: In relation to the narrative structure of the media story, the mean score reached 2.04, indicating a moderate to high presence of narrative techniques within the digital comments. The standard deviation recorded was 0.81, suggesting a moderate degree of variability in the narrative style across the different comments. This reflects a tendency among many users to employ rhetorical or sarcastic expressions, such as mockery of celebrities

or the use of biting colloquial language. Conversely, other users opted for more straightforward or interrogative comments without adopting complex narrative forms. This disparity highlights that digital public discourse oscillates between framing-oriented narrative styles and emotionally driven storytelling.As for the Digital Performance Indicators dimension, the mean score was 1.99, which reflects a moderate presence of digital performance elements—such as likes, shares, and digital hashtags—within the comments. The standard deviation was 0.81, indicating notable differences in the extent to which users employed these indicators. These findings suggest that most comments did not focus extensively on digital dissemination elements, largely due to the interactive rather than broadcast-oriented nature of the commentary. Nonetheless, some users utilized their comments to promote related posts or reference trending topics, suggesting an underlying awareness of digital virality mechanisms even within the realm of user comments. Regarding the dimension of Patterns of Audience Engagement, the mean score was 1.96, revealing a medium to relatively low level of engagement in terms of overall interaction density. The standard deviation value of 0.82 points to considerable variation in users' modes of engagement. This includes a range of responses from satirical remarks to complete rejection of the phenomenon, as well as the re-sharing of the campaign content with added critical or humorous tones. Such diversity reflects the multiplicity of social attitudes toward the concept of digital fame, and underscores that digital publics are not a homogeneous entity, but rather a diverse spectrum of active digital participants.

In contrast, the dimension of Influential Symbols and Thematic Content recorded the highest mean score among all categories at 2.08, indicating a strong presence of impactful symbolic content in user comments. The standard deviation stood at 0.82, demonstrating a notable degree of diversity in the symbolic references employed across comments. This includes widespread use of cultural symbols such as "banality," "empty fame," and "stupidity," in addition to popular metaphors and locally rooted references. Sarcastic language was also prominent as an influential mode of communication. These results affirm that the audience rearticulates media discourse through its own cultural and symbolic frameworks.In the dimension of Representations of Media Legitimacy, the mean score was 2.03, indicating a moderate level of engagement with themes of legitimacy or illegitimacy in relation to certain influencers or media entities. The standard deviation, recorded at 0.82, signals considerable variation in the way media legitimacy is perceived and articulated in the comments. While some comments were explicit in delegitimizing

certain influencers and accusing the media of manufacturing their fame, others defended freedom of expression or the right to selective content consumption. This dimension underscores the campaign's role as a platform for debating standards of media merit in the digital environment.

Table N° 05: Overall Mean and Standard Deviation for 15 Digital Hashtags by Analytical Category

Analytical Category	Overall Mean (M)	Overall Standard Deviation (SD)
Narrative Structure of the Media Story	2.07	0.77
Digital Performance Indicators	2.04	0.89
Patterns of Audience Engagement	1.91	0.82
Influential Symbols and Thematic Content	2.09	0.82
Representations of Media Legitimacy	1.96	0.82

Source: Prepared by the researcher based on the outputs of SPSS v25.

In the dimension of the Narrative Structure of the Media Story, the mean score reached 2.07, indicating a clear narrative presence within the digital hashtags. This suggests that many hashtags were constructed in a rhetorical or persuasive manner aimed at guiding or influencing public perception. The standard deviation, recorded at 0.77, reflects a relative degree of homogeneity in how these hashtags structured narrative meaning. Evident in the data is the use of highly rhetorical and purposeful hashtag constructions (e.g., #Enough_Banality, #Stop_The_Farce), which demonstrates a tendency toward concise and goal-oriented expression. These hashtags encapsulate condensed narratives of values or stances within a limited number of words, making them effective symbolic framing tools in shaping public opinion. Regarding the dimension of Digital Performance Indicators, the mean score stood at 2.04, which highlights the relative effectiveness of hashtags in achieving reach and dissemination. The standard deviation, calculated at 0.89, indicates considerable variation in the degree of audience interaction with the hashtags—some gained wide traction, while others remained relatively marginal. This disparity suggests that certain hashtags were directly linked to high-profile influencers or specific events, which enabled them to trend, whereas others, despite

their substantive content, had limited impact. Platform algorithms and contextual publishing conditions (such as timing, platform choice, and accompanying content) all played a role in shaping the digital performance of these hashtags.In the dimension of Patterns of Audience Engagement, the lowest mean score was recorded at 1.91, indicating a relatively limited to moderate level of public interaction within the hashtags themselves. The standard deviation, measured at 0.82, reveals variation in the quality and intensity of such interactions. While some hashtags prompted comments, reactions, and reposts, others remained largely in the realm of passive viewing. This suggests that the impact of a hashtag is not solely determined by its phrasing, but also by the timing of its appearance and the broader social and cultural context in which it circulates.The dimension of Influential Symbols and Thematic Content recorded the highest mean score among all categories, at 2.09, reflecting a strong emphasis on powerful symbolic and thematic expressions embedded within the hashtags. The standard deviation, at 0.82, denotes slight variation in the degree of symbolic intensity across hashtags. These hashtags frequently contained culturally charged concepts such as “banality,” “shallow content,” or “substance-free fame,” imbuing them with significant social meaning. In some cases, colloquial Algerian Arabic was used to reinforce local resonance, reflecting the capacity of hashtags to symbolically encode a clear and effective socio-cultural stance. In terms of Representations of Media Legitimacy, the mean score was 1.96, indicating a moderate level of engagement with legitimacy-related discourse across the hashtags. The standard deviation, also at 0.82, suggests a range of variation in how the hashtags addressed issues of media legitimacy. Some hashtags explicitly sought to delegitimize certain influencers (e.g., #Don’t_Make_Fools_Famous) or criticized particular forms of content, while others adopted a more implicit critical tone without overtly naming individuals or institutions. This reveals that while some hashtags clearly identify “who deserves visibility,” others leave room for multiple interpretations.

Overall, the data reveals that the campaign’s digital hashtags perform a strong rhetorical and framing function, characterized more by narrative density and symbolic resonance than by direct audience engagement. The observed variation in digital performance and user interaction suggests that the effectiveness of a hashtag depends on a complex interplay of contextual and content-based factors. Despite the relatively small number of hashtags analyzed, they collectively form a dense semiotic network that exerts discursive pressure on dominant notions of fame and legitimacy within the Algerian digital media landscape.

10.1 Findings of the Study in the Context of the Main and Sub-Research Questions:

- The transformation of the digital media narrative in the "Don't Make Fools Famous" campaign was reflected in the adoption of an alternative discursive structure that combined satirical popular expression with collective critical framing. This endowed the campaign with a symbolic protest character within the Algerian digital environment.
- The published content consisted of short but semantically dense narrative units, distributed across satirical visuals, symbolic hashtags, and socially charged public commentary.
- At the level of digital interaction mechanisms, the audience demonstrated notable agency in reproducing media discourse through comments, shares, and contributions that went beyond superficial engagement. These responses reinterpreted discursive messages in ways that reflected collective critical attitudes toward the "culture of banality." Such engagement generated a dynamic, interactive communication process that amplified the campaign's visibility and bolstered its legitimacy.
- Media legitimacy was reframed through a participatory, bottom-up logic, wherein legitimacy is granted—or withdrawn—by a digitally engaged public rather than institutional authorities. Thus, the campaign represented a structural shift in the configuration of the Algerian digital media narrative, as storytelling became a participatory process that reaffirmed cultural and social values in opposition to models of superficial fame. This case provides a compelling model for understanding the emerging balance among media, the public, and digital discourse in the interactive era.
- The campaign's digital narrative took shape through a hybrid storytelling structure rooted in satire and social criticism. It employed flexible populist expressions that served as a form of protest against the phenomenon of "manufactured buzz." The content exhibited several key features:The use of provocative titles and concise keywords, deployment of rhetorical and visual devices such as memes, symbolic images, and satirical language, construction of a binary narrative through contrast between "fools" and "authentic creators", framing grounded in collective condemnation and symbolic rejection by the public. These features align with Framing Narrative Theory, which posits that

media stories are not merely sequenced narrations but culturally loaded messages embedded in brief, high-impact formats.

- Digital performance indicators were relatively high across several posts and hashtags, contributing to the campaign's amplification through the following: Algorithmic prioritization of highly engaged content, increased reach, particularly on Facebook, due to high levels of sharing, the hashtag #Don't_Make_Fools_Famous functioned as a "semantic weapon," amplifying the discourse and transforming it into a form of collective digital awareness, the interplay between digital performance and content revealed that critical digital campaigns derive their strength from strategic framing, repetition, and engagement—a triadic structure that plays a pivotal role in shaping the digital legitimacy of discourse.

11.Conclusion

In conclusion, The content analysis results demonstrated that the characteristics of media storytelling on digital platforms no longer rely solely on the traditional construction of media messages but are now linked to patterns of interaction, forms of audience reception, and digital indicators such as hashtags, views, and likes, which collectively contributed to amplifying the symbolic and substantive presence of the campaign. Furthermore, the digital space has provided new possibilities for reframing concepts of influence and media legitimacy, as social platforms have transformed into symbolic arenas for discursive struggles between what is deemed "worthy of fame" and what is stigmatized as "triviality." Hashtags, comments, and satirical linguistic and cultural symbols played a central role in shaping a collective protest discourse that took the form of grassroots social censorship. Accordingly, this study affirms that the media narrative in the digital environment cannot be understood outside the framework of symbolic and semiotic interactions created by audiences. Understanding it requires moving beyond traditional content analysis toward a narrative-interactive approach that takes into account algorithms, dynamics of meaning, and popular legitimacy as foundational elements of contemporary digital storytelling.

12. Footnotes and bibliography

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