

Scrolling: A Netnographic study on the Formation of Political Emotions through Scrolling in Virtual Spaces

التمرير: دراسة نتوغرافية حول تشكّل العواطف السياسية من خلال التمريرات في الأفضية الافتراضية.

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Imane BAH I^{*1}

Lounisi Ali University Blida2 (Algeria)

Email : i.bahi@univ-blida2.dz



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Abstract :

This study investigates the correlation between the youth screen use habits and the formation and production of emotions. Scrolling is a virtually made relational space that creates emotional flows which pushes to either acting in harmony and belonging to the emotion that has been watched or creating a new emotion towards a specific political or social issue.

The study uses the qualitative analysis of digital uses for a deep understanding and a more accurate scope of young people interaction with media, and how they actively recreate the political and media scenes. So the virtual space is a field for existential test and searching for the digital user' self.

The main finding of this study is that the media doses consumed by the user are chosen by a self-editor in chief whom emotions are affected by some social and political issues. In addition, the increase immersion with electronic scrolling amplifies the emotions that trigger the adoption of attitudes and responses towards the selected cases.

Keywords: Emotion, scrolling, interaction, virtual spaces.

الملخص :

تهدف الدراسة إلى فهم العلاقة الطردية بين اليوميات الرقمية وعادات استخدام الشاشة لدى الشباب وتشكل العواطف وانتاجها من خلال تضمين التوسط التقني للعاطفة، حيث أن عملية التمرير تعتبر مساحة علانقية وسياقية ناشئة افتراضيا تبني تدفقات عاطفية تدفع إلى الفعل إما بالتوافق و الانتماء للعاطفة التي تمت مشاهدتها، أو خلق عاطفة جديدة لدى المستخدم مع ما يشاهده اتجاه قضية سياسية أو اجتماعية معينة .

تعتمد الدراسة على التحليل الكيفي للاستخدامات الرقمية الذي يمنحنا فهما أعمق وسياقا أكثر دقة لا لكيفية تفاعل مع وسائل الإعلام فحسب، بل لكيفية قيامهم بإعادة تشكيل المشهد الإعلامي والسياسي بنشاط. فالفضاء الافتراضي مساحة للاختبار الوجودي والبحث عن الذات لدى المستخدم الرقمي .

أهم ما توصلت إليه الدراسة أن الوجبات الاعلامية والمعلوماتية التي يتلقاها المستخدم الرقمي تكون من اختيار رئيس تحرير ذاتي بحيث تتأثر عواطفهم بموضوعات اجتماعية وسياسية، كما أن زيادة الانغماس مع التمريرات الالكترونية يعزز من العواطف التي تدفع إلى تبني مواقف وردود أفعال اتجاه القضايا المختارة

الكلمات المفتاحية: العاطفة، التمرير، التفاعل، الأفضية الافتراضية

1. *Introduction*

The changing dynamic scene of social media tools made the individuals' emotional life complexly intertwined with digital platforms. These platforms provide an area for expression, participation and building relationships. When speaking of social media in the media context, the term "social" points that it is all about the user. It allows him to do various operations that enhance his social presence and his connection with the outside world. Recent studies made by Cauberghe and others (Cauberghe & Hudders , 2021) and Waterloo and others (Sophie F & Susanne , 2018) highlight the multi-dimensional role of social media in shaping the youth emotional experiences, thus it is considered a flexible mechanism that generates **action and reaction** in a way that enables adaptation.

On the other hand, contemporary researches suggest the reintroduction of emotions as an interpretive force of the action (political, social, individual or collective action). According to Marcuse, instead of looking at the presence of emotion in the action, especially in the political field, as a failure of rationality, hence of citizenship, he argues that theorists need to understand that emotions are not the opposite of reason, but a prerequisite for its proper exercise and thus a necessary condition for rational deliberation and that any attempt of separation deprives democracies from a fundamental source of dynamism and change. (Marcus, 2002)

We can say that emotions play a special role in generating habits and attitudes that generally function positively in democratic societies. On the other hand, we find that anxiety, as a pre-consciousness emotion, is crucial in exercising citizenship since it can slow down and hinders behaviours. So, the combination of reason and emotion collaboratively intertwined produces, according to Marcuse, citizens who are genuinely capable of participating and applying their decisions.

At the same time, others still eagerly point the circumstances where participation through the internet clearly plays a positive role as Manuel Castells considers social websites a nurturing environment for action and emotion (Castells, 2012). The latter claim has been confirmed by the researcher Papacharissi throughout her analysis of the means of communication and mobilization. She points out that this term aids us in analysing the patterns of political participation that exceeds official opinion expressions. She

demonstrates the accumulation of spontaneous unshaped political emotions, the shift from latent to explicit and the reshaping of engagement and participation . In this regard, Granjon sees that caring about engagement in social websites is triggered by psychological and emotional factors seeking solidarity and symbolic rewards. This personal satisfaction is realised in social websites through discussion, commenting and sharing (content, experiences and emotions too). (Granjon, 2017)

Therefore, combining the variable of emotion and the political participation in our study of the action with practicing citizenship cannot be separated from scrolling in social websites since the latter provided mechanisms to express one self's emotions whether positive or negative. Elsa Godart highlighted the role of social websites during the Paris November 13th, 2015 attacks. She said "simple clicks on these websites contributed in mobilizing a public movement and spreading the sense of solidarity. Social websites had a complex role in situations of this type: From one respect, it intensified the feeling of fear that was spread among people and from another respect, it helped getting rid of it through dividing these reactions on the public." (Godart, 2016)

So, we find that some emotions that are translated on social websites such as fear, anxiety, anger and hope are considered by Castells and other researchers as a reason for launching protest movements aiming for change throughout the world. **Also, there are plenty of emotions and feelings that can trigger political action through the immersion of scrolling on social websites which, in turn, is able to create specific orientations on specific issues or adoption of new behaviours which is what we seek to understand and interpret through this study.**

In recent years, the Algerian society has witnessed many important social and political events during which social websites acted as a public space for sharing, political mobilization and creating emotions towards specific issues and behaviours. Our focus will be on these events both locally and internationally. At the local level, we will highlight the culture of whistleblowing that the Algerian legislator is promoting as a civilized civic behaviour. At the international level, the concentration will be on the zionist aggression on Gaza strip since this event has taken a worldwide dimension regarding the interaction on social websites. In this study, we will try to combine the trilogy emotions and feelings, the political participation and the virtual space between influencing and being influenced. We will project it on the Algerian society based on different theoretical and analytical studies of these seemingly different concepts. Accordingly, this study aims at investigating:

- What are the rhetorical strategies and the special themes employed to elicit emotional reactions that in turn build specific ideological positions for citizens towards the aggression?
- What are the digital characteristics that allowed scrolling on social networks to create emotions which in turn produce actions?
- To what extent do the emotional records participate in establishing a mechanism of participation in action and citizenship?
- How do citizens' digital arguments, which are mobilized with emotional records, contribute in creating solidarity?

1.1 Emotion, Action and behaviour through scrolling

The mediator is defined as “the process by which the culture and society increasingly depend on media and its logic”. Each mediator functions in a specific way that is characterised by specific patterns in choosing and distributing material and symbolic resources. In this regard, the ability of producing and receiving emotional contents through media tools can be understood through the mediation patterns in the radio, Tv and digital mediators. Accordingly, Horton Cooley sees that the expressive feature led to the spread of digital tools between youngsters since it carries a large group of ideas, emotions, speed and diffusion to reach all levels. Social media websites are not spaces to distribute emotional contents only, but also impose a certain pace and logic of dealing with those contents in its different social and political forms.

Studies show that social media websites are considered as a “community of experience” that controls the collective emotion fed by the emotional charge of distance communication until the realisation of physical proximity (Granjon, 2017) that guarantees solidarity according to Granjon. For him, it works on building the feeling of solidarity inside a heterogeneous society that share a common feeling of anger, indignation and despair. These emotions transform into passion about popular unity. The researcher adds that the most important role of social media websites lays in building an emotional feeling of solidarity between distant individuals and not in coordinating in field conflicts (Granjon, 2017) . So, networked publics are mobilized, connected, identified and potentially isolated through expressing emotions. (Granjon, 2017)

It was previously mentioned that feelings and emotions are building made through daily online practices either by messages, pictures, videos and other different icons and tools that allow expression in social media websites. This was explained in many researches that consider the messages produced on social websites express the construction of emotional effort to distance activists from the feeling of isolation, distraction and negativity that characterize the social experience. Social media websites represent emotional channels that allow building a feeling of harmony and coherence between individuals. In this

respect, social media activists used social media websites in building emotional stress through extending a bridge between distant and individual interactions that can be controlled through the same mediators and through physical immersion in collective gatherings. These communicational forms allowed the creation of a feeling of contagion, intuition and impulsiveness before demonstrations and a feeling of emotional excitement about participating in them.

The trilogy emotion, action, behaviour is effected and alternated in the digital space by the global context of the use status. Akpinar and others confirmed that the context forms users' interactions with their devices identifying the environment, the place, social interaction, the tasks and the distractors as main factors in changing the user's digital behaviour and arousing emotions that motivate action (Luca-Maxim, Maryem, Mark, & Michael, 2025).

2. Methodology

This study is classified within the context that depends on the analysis and interpretation of meanings used by the individual to interpret the surrounding world through his connective behaviours (Loucif, 2016). We start from the individual's expression of what he does to the expression of what he thinks to an empirical action that corresponds with what he does or thinks taking into consideration the context where the action occurs which is social website specifically Facebook in our case. This research relied on a netnographic method i.e.

The word 'Netno' itself is a combination of the words 'internet' and 'ethnography'. Netnography is a new research methodology that adapts ethnographic research techniques to study cultures and communities that emerge with computer mediation. Netno was adapted from ethnography because it has a flexible approach that allows researchers to explore and explain the richness and diversity of the online world. Therefore, netnography can be used to analyze online communities systematically (Palupi, 2024)

Studying individuals and groups and their practices on worldwide websites: chat platforms, forums, internet websites, blogs and social media platforms (Berry, 2012). This methodology provides a deep and detailed view of different social practices and their meanings through a set of steps that allow the description of what social media users do in specific situations. It, then, identifies the prominent social pattern of the digital world interactions and

studies the cultural and social formations emerging from it. (Guillaume, Florence , & Mélanie , 2020) .

There are specific differences between netnographic and ethnographic research. To start, ethnographic studies focus on the society with all its groups. They focus on all forms of communication including body language and tone of voice. Ethnographic methods are obtrusive. i.e. researchers participate in research groups and use participant observation as the main data collection tool. Ethnographic studies are efficient since they last for a long duration due to their slow speed but their cost tends to be high. Netnographic studies, on the other hand, focus on online communities. Their method is non-obtrusive; researchers can make observations anonymously about communication in online content especially textual communication of several people in an online community. Data access is supported by various computer-based information as primary and secondary data. Netnographic studies' duration is relatively short, their cost tends to be low and they are fast in speed. (A review and analysis of literature on netnography research, 2016)

This method was used to observe the Facebook interactions whether contents or comments having a conflict or rejection nature, critics of the current situation and the desire for change. These interactions can be texts, pictures or a mix of both. We will be involved in these pages and groups that are concerned with public affairs in order to experience these interactions so as we can deduce the different meanings, signs and the implicit ideas behind a certain interaction.

The study stresses two interrelated parts: the first is related to studying the relationship between scrolling and the production of emotions (towards spreading the whistleblowing culture as an act of citizenship and participation and towards the issue of boycotting the products that finance the Zionist entity.) the focus group tool was used to uncover the different emotions resulting from scrolling. The second part analyses how the user reacts as a result of the previously generated emotions. The participant observation was used to investigate the different intersubjective interactions in comments on social websites. The previously stated tools will be further elaborated in what follows:

- **Research Tools**

1. Online Focus Groups:

It was developed by Robert Merton and his colleagues. It is used to gather detailed qualitative data on participants' experiences. It's known as "a research technique that gathers data through the interaction of a group of individuals on a topic selected by the researcher." (David Lee, 2011), so it depends on the collective interaction to uncover the different viewpoints, beliefs and experiences. This allows the researcher to obtain a wider and deeper understanding of the topic under study. The researchers differ in selecting the number of participants: some select 05 participants per group and the session period between 40 min to 02 hours (Hawwa Shiuna & Sheena, 2022), while others select 08 to 10 participants. This way, the tool allows the collection of rich and deep data because participants may benefit from others' responses which trigger them to share experiences and ideas that they wouldn't have remembered unless this collective interaction had happened.

The OFG can be defined as "a selected group of individuals who volunteer to participate in an organized and administered electronic discussion in order to discover a specific topic for research purposes." (Katie & Ted , 2017)

This study depended on three groups with a total number of 24 participants: 08 participants each (G01: 08 males. G02: 08 females. G03 was mixed: 05 females and 03 males).

In each group, a specific type of online focus groups was used (Carol Ann, 2014) as follows:

- 1.1. **Asynchronous Focus Groups:** the participants in this type do not interact in the actual time; the responses do not occur immediately. Participants have time to read and review the questions then answer them and comment on other participants' answers later. This provides time flexibility and allows a deep reflection on the responses.

This type was used on the third group due to some reasons mainly not agreeing on a specific meeting time that fits all participants (professional and personal circumstances). The discussion period for this group was not fixed.

- 1.2. **Synchronous Focus Groups:** The participants interact in the actual time through instant messaging or video conferencing. This type simulates the traditional groups' instant interaction which creates a dynamic discussion similar to actual attending. This tool was used with the first and second groups. The discussion period for these two groups was one hour and a half per each group.

The Focus Group plan went through the following stages:

The First Stage: Designing and planning the focus group on the internet.

This stage saw the preparation of the questions related to the research topic, the selection of the participants in respect of many criteria (the mastery of technology and technical skills, owning a smartphone and the daily access to social websites) and the preparation of the different programs needed to achieve the study goals; it's represented in the table below

Table 1. The table presents the key programs utilized in conducting the focus groups

urpose	Software
participants' data collection form, manual review of automatic transcriptions (Word); composing the lists of participants and building the database	Microsoft 365 suite (Word, Excel, PowerPoint)
Videoconferencing tool.	Zoom
Parallel/external communication tool reserved for staff.	Whatsapp (group)
Automatic transcriptions of the meetings.	Google Web Speech API

Source: By the researcher

The meeting details were sent to the confirmed participants through Facebook along with the login instructions to the video conferencing platform Zoom. This took approximately one week.

The Second Stage: Launching the virtual focus groups

The focus groups' meetings were programmed in the evening starting at 21:00 and lasted for two hours. WhatsApp and Facebook messages were sent to remind the participants of the link, the date and time of the meeting. A notification is also sent to them before 10 minutes from the beginning of the meeting to assure the presence of participants and their successful login.

The participants were previously informed about the discussion rules so as to ensure that no violations will occur. They were also informed that the meetings will be recorder for scientific purposes guaranteeing the privacy of the participants' personal data and their statements. All groups were asked five identical core questions in order to compare the three groups' results.

The Third Stage: Editing and analysis

During this stage, the auto-generated texts were rephrased and the analysis phase started. We consulted friends with expertise in software development to help us calculate the most frequently used words during the conversations. This allows us deduce the general connotations and key concepts that appeared during the virtual session. We relied upon the criteria of the word (its repetition and meaning to deduce the emotions), density (the frequency of using social websites and the density of scrolling per day), and the context (the general context of the virtual conversation including the non-verbal one and the participants' motivation)

2. Participant Observation

It is one of the most important research tools in netnography. It is mainly about the researcher putting himself in the same conditions of his research population in terms of participating in the usual life of its participants. The researcher considers himself a part of the studied field; he interacts and responds to its members as if he is one of them. Since our field of study is virtual space, we opted for online participant observation which necessitates the researcher's membership in the virtual groups under study where he reacts and participates without modifying or shaping the field of study. Accordingly, we tried to follow the different pages that deal with political issues and downloading their posts and interactions. At this level, we found some posts that have many comments and responses to these comments so we limited the number of the studied comments to the first one hundred.

Our aim from collecting the posts and comments related to the Palestinian issue and whistleblowing is to interpret the linguistic acts in relation to social actions i.e. to examine whether or not these posts and comments trigger users' emotions, pushes them to act and build specific behaviours within them. This is to analyse the emotions which is considered a collection and analysis of people's perceptions and opinions through identifying and extracting subjective information from texts (comments). The global analysis of emotions in the comments on Facebook space regarding the direct events in Gaza during a specific period of the war draws an image of what people express and the type of the responses and emotions triggered by these data.

In addition, the whistleblowing concept and opening communication channels between the security authorities and people is widespread on various social media websites (whistleblowing suspicious actions, whistleblowing harassers...etc.). Many indicators resulted from the use of the participant

observation tool including emotions and feelings; the most common ones in the comments are anger, solidarity, stress, sadness and hope.

3. Results

After writing the focus groups' report and analysing the comments, related to the Zionist oppression and the culture of whistleblowing, taken from different Facebook pages, we divided the results into three levels: **user's level, the constructed attitudes' level and the action and participation level.**

- Appearance and the feeling of existence

Posting content without caring about the social pressure or being obliged to participate in trends is a vital trait of social media websites due to the digital privacy it offers. One of the participants said "Rather than focusing on pleasing others, you can choose the orientation you want. It all depends on what you want to share either from your personal life or opinions towards other issues." Another added "sometimes you feel the urge to share and express as a result of some words' manipulation that triggers an inner desire to express your opinion or create your own spontaneous content without any pretention. That's where you feel yourself."

The appearance and the existence of the inner self on Facebook are manifested in behaving according to inner or acquired goals and principles. One of the participants stated "it's simply about being honest with yourself and your values. It's not about being a specific type of people. It's all about being you."

- Scrolling as a permanent behaviour in the daily life.

The first focus group's report proved that there is a permanent involuntary desire to log in to the app and just scroll up and down especially on Facebook, though TikTok and other apps surpassed it in terms of users. The excessive exposure to social media websites during specific periods of the day made scrolling a permanent daily behaviour.

The second focus group which consists of females only showed a less commitment to following a specific issue on a daily basis. "Honestly, I have never followed any specific issue on a daily basis although my day doesn't end only with accessing Facebook and surfing for about one or two hours" the

participant added, “The evening and night are the periods with the most exposure and scrolling ratio.”

The third focus group’s report, consisting of both males and females, points that males’ commitment to the studied issues was higher than girls’. The relation between gender and politics can be explained by the nature of the Algerian woman and her preferences. “Following political issues is spontaneous since we follow some specific pages dealing with them.” She added, “whistleblowing is recently spread in specific pages especially whistleblowing harassment.”

- Information bites through scrolling

A participant declared “Facebook is able to sum up i.e. in just few seconds; it can provide audio visual evidences on the Zionist aggressions in the Gaza strip. In few seconds, we consume the media material that fulfils our needs regarding our external conditions –he means when he is at work, waiting room... etc.

This further stresses the ability of Facebook posts to spread with individual algorithms related to the user itself or through algorithms overlapping with the user whether in synergy or opposition. Similar researches showed that the negative messages (those which trigger anger and disgust) are more able to attract the user’s emotional attention than positive ones. This is known as “negative correlation” (Jake & Jeffrey A., 2024) ; so the social websites’ algorithms support the spread of negative posts, as proven by the study sample.

Facebook ensures the constant feeding of individuals with the informational news that go with their political and intellectual identity whether positive or negative. All of the focus groups’ participants agreed that Facebook automatically enforces the posts that agree with their orientations in terms of supporting the Palestinian case or rejecting the Zionist oppression on Gaza (positive posts like ceasefire posts and negative ones that trigger anger like bombing and destruction posts.)

As a result, it became clear that individuals can no longer get the information through traditional means since scrolling on Facebook is the primary source of political and other types of information that affect the public interest. This leads us to the following point related to the change in the individuals’ daily habits and the way they deal with the information in general.

- The changes at the level of media landscape

The study resulted that Facebook has affected two main points in the relation between individuals and social media whether traditional or modern:

The first point is related to the source of the information or what is known as the gatekeeper in media theories since the editor-in-chief used to filter the published information in respect of a specific agenda. The findings reported that each Facebook user has an editor-in-chief trait; each individual selects the content that reaches him through liking, following and joining, so each user acts as his own editor-in-chief.

The second turning point that the study obtained is related to getting political information that is usually broadcasted on traditional means in what is known as “the prime time”. In social websites, especially Facebook, the prime time is changed to become the peak exposure time and the highest scrolling time. For the study sample, the highest scrolling time is regarded as the prime time and it differs from a participant to another. The study didn’t reach a clear result regarding the search for trusted sources of informational meals since the most followed posts were a rich content for engagement no matter what its source was.

- Liking content, the rise of scrolling ratio and political mobilization

The social media websites’ ability to use algorithms to push messages aligned with users’ opinions means that it can also promote messages and contents that users do not prefer and that enrage them. The focus groups’ declarations about Facebook is that the messages that trigger “angry” reactions; like pictures and videos of the Zionist aggression, received more interaction on the platform compared to those messages that trigger positive reactions. As a result, Facebook might promote such messages in order to keep the users on the platform for the longest possible period which guaranties the continuity of scrolling and surfing.

It didn’t appear that the variables of gender or the individuals’ cultural and educational level affect the content that they encounter on Facebook. The liking process (i.e. showing emotions either like, adore, solidarity, anger, adore... etc.) increases the possibility of the appearance of similar or contradicting content so it provides the individuals with a wider access to political news that charge their emotions regarding the issues under study.

The sample group individuals affirmed that their orientations regarding the recent issues stem from Facebook that is considered by them as an open source of information. This directs the individuals to certain topics and pushes them to move from the virtual support of the Palestinian case and the acceptance of whistleblowing in the virtual world to the actual support of the Palestinian case through donation, demonstrations... etc. and to the real whistleblowing of any behaviour that violates the public morals of the Algerian society.

- *Action resulting from emotional mobilization*

It's important to better understand the exposure to social media messages for many reasons since we already explained that negative messages are more likely to spread. Accordingly, it's likely that a great part of the messages that individuals are exposed to, from digital sources like pages, groups or personal profiles, are of a negative trait.

This may intensify the emotional polarization in general and even lead the individuals to take specific positions by the time passing. This result intersects with other studies which show that polarization is exacerbated by social media. The results indicate that negative emotions triggered by Facebook which are related to the Zionist aggression on Gaza might be an essential mechanism behind the effect that leads to action

This was confirmed by the analysis of the emotions in Facebook comments. It clearly shows that these websites have a motivation to rise interactions through triggering feelings of anger and resentment.

Our findings indicate that shared posts and comments have audience of both sides; proponents and opponents of any political issue either intentionally or not which is out of our study scope. We are interested in the impression that Facebook posts and intersubjective comments leave in interacting individuals' minds which can be of a great importance in shaping their political beliefs and behaviours in the actual social world

The study proved that social media followers can reach emotional empathy, imagination, fear and disbelief. The posts have raised contempt towards the political regimes and their silence regarding the suffering of Gazans. Among the ways that people used to show solidarity and rage is the virtual interaction (liking button, comments section, replying to comments, following, unfollowing... etc.). Also, they showed actual interaction and support since

reports affirmed that solidarity with harassment and violence victims pushed users to accept and adopt whistleblowing as an essential culture to uplift society.

4. Discussion

The spread of social media tools is undeniable especially for those who were raised in a time when these tools have become a vital part of their daily life. It's their main source of political news in a way that corresponds with their traits: speed, importance and conciseness.

From one side, it looks that those who depend on Facebook to reach political news are not fully engaged in politics. Their jobs differ between teaching, freelance and administrative work. This can be explained by their young age and their low interest in politics especially when it comes to girls who had incidental exposure to the subjects of our study.

On the other hand, there are evidence which indicate that social media users- even if they don't feel that they live in filter bubbles with individuals who share the same opinions called echo chambers- are targeted by Facebook for the sake of creating new interaction due to the competitive policy of these apps that makes them always open up to the potential audience.

Although Facebook creates a mosaic of emotions that is difficult for the user to put in order, the main emotions that accompanied scrolling in our subjects of study are: angry scrolling, solidaristic scrolling, depressed and anxious scrolling and hopeful scrolling. According to various studies related to emotions on social media websites, these emotions are vital in shaping the social action and pushing political action.

Our study intersects with the research made by Robert Kozinets and his team (Kozinets, 2023) in terms of self-presentation through scrolling and the disappearance of the prime time. Kozinets resulted that there is no specific prime time; i.e. there is no perfect time to pass specific messages like what it used to be in traditional media. Accordingly, we found that Facebook always seeks to raise the appearance of posts related to the Zionist aggression that enrages people to guarantee the continuity of scrolling, in addition to the appearance of the user and its mobilization due to the collective mind-set that was produced and adopted in the virtual environment.

Social media websites seek putting the user in deep surfing mode and encouraging long term interaction with the news that arouse either positive or negative feelings within the user and that results in infinite scrolling. This influence that is resulted from feelings is able to be a principle engine for political and social actions associated with what is known as "context" as we mentioned before. It means that contextual factors with its two types (internal: specific to the user and its status and external: specific to actions, interaction

group and the internet connection place) affect the type of aroused emotions towards specific issues.

The findings of the research shed light on the complexity and function of this triad (emotion, action, and political mobilization) thus theorize informed strategies to comprehend how social media platforms work and its rules may be used; and assess on one hand how actors during deep exposure trigger endless scrolling as a condition whose outcome is associated with emotional arousal and political mobilization respectively as the case may be; which, in varying user contexts, user contexts consumed both the user's immediate environment and the user's mental space, which is a user a unique perspective in considering internal and external usage contexts). Understanding social media usage in deliberate contexts alongside other factors is imperative in achieving accurate quantitative and qualitative results.

This qualitative study depended on subjective reports from the focus groups' participants who interact in the comments' section about encountering messages related to the Zionist aggression in Gaza and about the importance of adopting whistleblowing.

Finally, the fast changing nature of social media websites adds some kind of reservation on human and social sciences' results regarding users' experiences and behaviours on these platforms, including our study results. We present results derived from a specific point in time in the Algerian and world political and social life. This point of time refers to the period of the Zionist aggression on Gaza and the period of the increasing interest of authorities with instilling the whistleblowing culture within citizens. So, any study in this field raises the questions of when and under what circumstances can these websites make a difference in political mobilization and in charging emotions that generate action and why?.

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