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PhD. Ahmed Hadj Mohamed <sup>4</sup>**

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in recognition of the publication of the paper entitled

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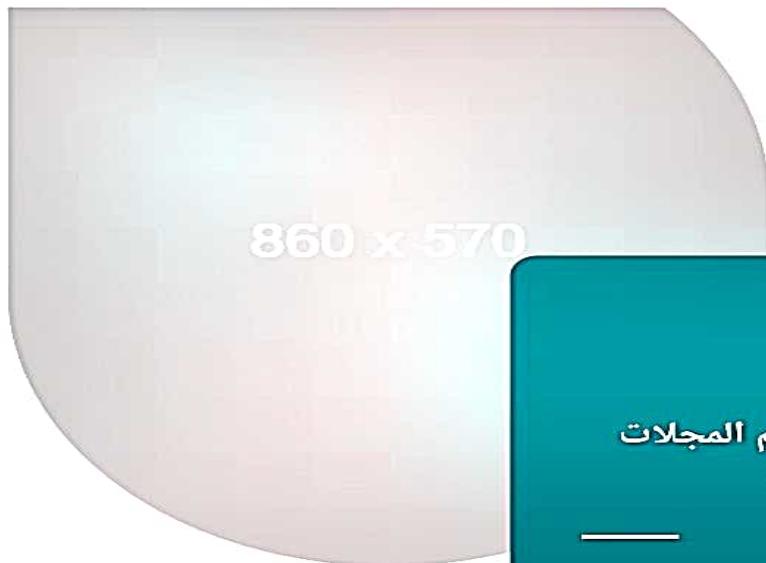
المجلات العلمية

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لا يقبل النشر في مجلة من الفئة أ أو ب التي تعتبر مفترسة أو منشورة من قبل ناشر مفترس أو التي لا تنشر سوى مداخلات المؤتمرات حضريًا، لمناقشة أطروحتات الدكتوراه أو التأهيل الجامعي.



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8 قوائم المجلات العلمية

المجلات العلمية

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## **Strategies Of Algerian Content Creators In Promoting Youth Attitudes Towards Entrepreneurship Through Digital Media: A Field Study On A Sample Of Followers Of Abdellaoui Abderrahim's Facebook Page**

**Dr. Omar Bendjeddah**, University of Mohamed Khider, (Algeria), Laboratory of Public Relation and Social Change in Algeria, omar.bendjeddah@univ-biskra.dz

**Dr. Elkhamssa Ramdane**, University of Mohamed Boudiaf M'sila, (Algeria), Elkhamssa.ramdane@univ-biskra.dz

**Dr. Mohamed Amine Bencharad**, Higher National School of Journalism and Information Sciences, (Algeria), Laboratory of Media, Social Uses and Communication, Bencherad.amine@ensjsi.dz

**PhD. Ahmed Hadj Mohamed**, University of Larbi Ben Mhidi, (Algeria), Laboratory of Media Studies and Digital Media, Ahmad.hadjmohamed@univ-oeb.dz

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### **ABSTRACT**

This study aims to analyze the strategies of content creator Abdelrahim Abdellaoui in promoting youth orientations toward entrepreneurship through his content published on Facebook. The analysis is based on the hypotheses of the theoretical approach of "influence," tested within the Algerian context. The study focuses on analyzing four levels of influence in the digital environment: (a) practices, (b) response, (c) desire for imitation, and (d) behavior. A random sample of 55 individuals from the page's followers was selected. The study employed a survey methodology using a questionnaire as the data collection tool, with hypothesis testing conducted using the SPSS statistical analysis software.

The study's findings revealed: A correlational relationship between the strategies of content creator Abdellaoui Abderrahim on Facebook and the orientations of his followers towards entrepreneurship.

### **Keywords**

Digital Media, Creators, Entrepreneurship, Facebook, Abdellaoui Abderrahim

### **1. Introduction**

Users of digital platforms in the Arab region, particularly those interested in entrepreneurship or considering starting a new business, often face the challenge of

accessing high-quality Arabic content. This content could offer valuable knowledge by showcasing the success and failure stories of entrepreneurs, sharing their experiences, and teaching the fundamentals of this emerging field. However, the growing awareness among Arab youth in recent years about the scarcity of entrepreneurial content has prompted some entrepreneurs to bridge this gap by producing content in various formats (podcasts, short or long videos, articles).

This growing interest in entrepreneurship among Arab youth, particularly in Algeria, has been accompanied by significant engagement with digital platforms. The ease of use and free access to these platforms, coupled with their role as tools for knowledge dissemination in the digital age, have fueled this trend. Consequently, many young people are turning to successful entrepreneurs active on these platforms, seeking to leverage their expertise to develop skills and enhance their ability to establish and grow entrepreneurial ventures.

The relationship between entrepreneurial content creators and their followers can be understood within the broader framework of online entrepreneurial education. This activity not only complements traditional, real-world entrepreneurial practices but, in some cases, surpasses them by offering a more accessible means of reaching a wider audience and introducing them to the world of entrepreneurship.

Algeria is home to several notable figures in the field of content creation, who present entrepreneurial activities in a uniquely creative and modern way. Their content often includes educational programs, videos, and various initiatives that frequently culminate in real-life engagements at exhibitions dedicated to startups and small enterprises.

Abdellaoui Abderrahim is highlighted in this study as a model entrepreneurial content creator due to the depth of his content and his widespread popularity among users. A young Algerian from the province of M'Sila, Abderrahim specializes in economics and has a strong passion for entrepreneurship. He holds a PhD in Economic Sciences from the National School of Statistics and Applied Economics and currently serves as the CEO of Rahim Media Marketing (RMM), an advertising agency specializing in digital marketing services. He is well-known for his extensive activity on social media platforms, where he publishes educational videos about entrepreneurship, emphasizing the significance of professional independence and starting new ventures. Beyond his contributions to education and digital content, Abderrahim is also a seasoned entrepreneur and researcher. He has co-founded several successful projects, including **Yinvisti**, **Moustachir**, and **Hanouti**, and is the author of the book Economic Initiative. Furthermore, he works as a consultant in content creation, digital marketing, and e-commerce, collaborating closely with entrepreneurs and investors. Since joining social media in 2018, Abderrahim has garnered a significant following, with over half a million followers on Facebook. His influence spans business, entrepreneurship, and project development, both locally and regionally. Most recently, he launched **Podcast Raid**, a project aimed at introducing a qualitative shift in Algerian podcasting and content creation. The podcast stands out for its esteemed guests and the valuable insights it delivers, further solidifying Abderrahim's impact in the field.

Based on the above, the research problem statement is as follows:

**How has content creator Abdellaoui Abderrahim contributed to promoting entrepreneurial attitudes among the young followers of his Facebook page?**

### **1.2. Research Questions**

- a) What is the level of engagement of the respondents with Abdellaoui Abderrahim's Facebook page?
- b) What are the entrepreneurial attitudes of Abdellaoui Abderrahim's page followers?
- c) What entrepreneurial knowledge have the respondents gained from following Abdellaoui Abderrahim's page?

### **1.3. Research Hypotheses**

- a) There is a relationship between Abdellaoui Abderrahim's taste leadership (attractiveness, authenticity, and expertise) and the entrepreneurial attitudes of the study sample.
- b) There is a relationship between Abdellaoui Abderrahim's opinion leadership (expertise, innovation, and interaction) and the entrepreneurial attitudes of the study sample.

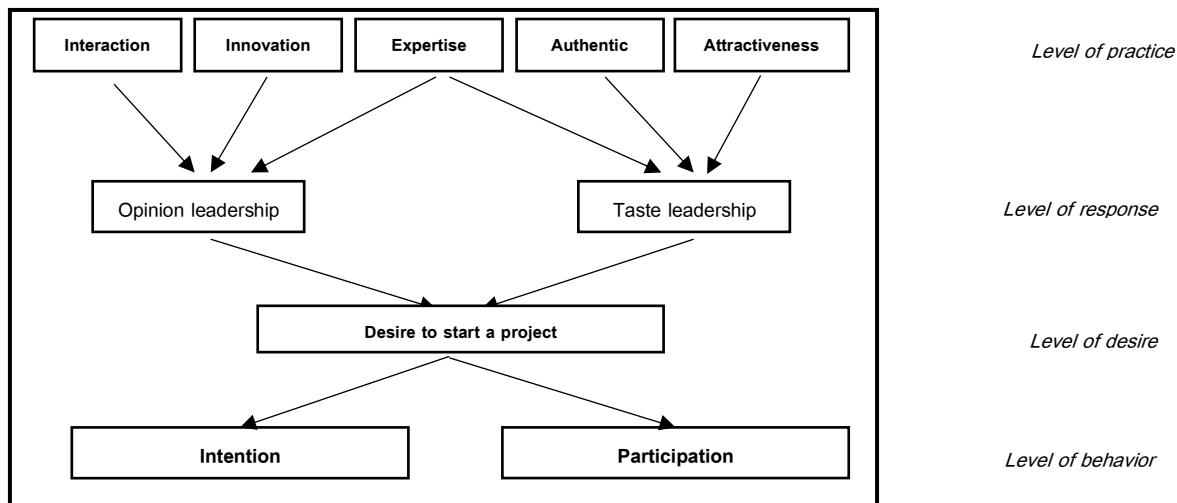
### **1.4. Theoretical Approach**

This study is based on the Influence Approach introduced by Scheer and Stern in 1992, which has been adapted to the digital environment. The approach aims to analyze the power dynamics underlying content creators and influencers in persuading others to adopt certain attitudes or behaviors. It focuses on how a member of a marketing and distribution channel (the content creator) influences the decisions of another member at a different level of the marketing process (the follower). According to this approach, a content creator is defined as an individual who possesses a combination of personal traits (authenticity) and technical skills (effective network communication), allowing them to influence the preferences and opinions of potential followers and consumers. This approach divides the power dynamics in the digital environment into four main phases (see Figure 1): (1) the influence exerted by the influencer, (2) the followers' response, (3) the followers' desire to imitate, and (4) the followers' behavior resulting from imitation (Lisa K. Scheer, 1992).

**In the first phase**, content creators and influencers rely on their digital reputation, which includes components such as personal attractiveness, social status, and the ability to provide an engaging experience for their target audience. These factors enable them to influence the audience's behavior. (Rahmat Berliano Jeyhan, 2023). **In the second phase**, the audience's response to content creators depends on their evaluation of these traits. Content creators on social media are perceived as either opinion leaders or taste leaders, with a unique ability to shape audience attitudes and decisions. (Lisa K. Scheer, 1992).

**In the third phase**, the audience begins to form positive perceptions about the influencers' sources of power, prompting them to assess the credibility and relevance of their recommendations. Among the indicators of imitation in this phase is the consumer/follower's desire to imitate the content creator or influencer, as they are viewed as role models. This perception further supports the consumers' desire to adopt similar behaviors (Chung-Wha Chloe Ki, 2019).

**In the fourth and final phase**, influence transforms into tangible behavior, as followers begin to actively imitate the content creator by engaging with the content they produce, such as reposting or commenting on it, or by making purchasing decisions for products that are promoted or recommended. This imitation significantly amplifies the content creator's ability to influence the audience's purchasing, social, and entrepreneurial behaviors (Rahmat Berliano Jeyhan, 2023).



**Figure 1. The proposed research model developed by the researchers**

## 2. Research Methods and Tools

### 2.1. Research Methodology

In this research, we adopted the survey method due to its significance in the field of media and communication sciences. It allows for the collection, classification, tabulation, and analysis of large amounts of data, as well as the investigation of relationships between different variables. We aim to describe and analyze the attitudes of young people toward entrepreneurship and to explain the extent to which content creator Abdellaoui Abderrahim contributes to shaping these attitudes through the content he publishes on social media, particularly on Facebook.

### 2.2. Research Tool

In this research, we collected data related to the study's topic, hypotheses, and questions employing an online questionnaire tool. This tool was chosen due to its suitability for the nature of the targeted quantitative data and its ability to prevent direct intervention from the researcher during the data collection process, thereby reducing the likelihood of influencing respondents' answers. The sections of the tool were designed based on measurement elements that were empirically tested in previous literature and derived from the theoretical approaches utilized in this research, with adjustments made to suit the context and specificity of the study. To ensure the clarity and accuracy of the tool's questions, we tested its reliability using Cronbach's Alpha coefficient (see Table 1). An initial draft of the questionnaire was prepared for evaluation and refinement, followed by a test with a sample of 25 respondents. The findings demonstrated a high level of reliability for the measurement tool and its items. Based on these results, minor adjustments were made to the questions and proposed scale components, which rely on

a 3-point Likert scale ranging from 1 (Strongly Disagree), 2 (Neutral), to 3 (Strongly Agree).

The final version of the questionnaire was designed to include three main sections:

- **Section One**, which pertains to the personal data of the sample members and includes: gender, age, and classification of entrepreneurship.
- **Section Two**, which is associated with the strategies of content creator Abderrahim Abdellaoui. It contains 5 dimensions distributed over 16 items.
- **Section Three**, which addresses the study sample's attitudes toward entrepreneurship and consists of 3 dimensions distributed over 8 items.

After confirming the questionnaire's ability to measure what it was designed to assess, it was distributed to the sample members via an electronic link to the online version of the questionnaire.

**Table 1.** Reliability of the Study Instrument Using Cronbach's Alpha Coefficient

axis	Dimension	Number	Sub-dimension	Items	Cronbach's Alpha	
<b>Strategies of Content Creator Abdellaoui Abderrahim</b>	Taste leadership	1.	Attractiveness	03	0.913	
		2.	Authenticity	03	0.413	
		3.	Expertise	02	0.663	
		4.	Innovation	02	0.808	
		5.	Interaction	03	0.797	
	<b>First axis</b>				16	
	<b>Youth Attitudes Toward Entrepreneurship</b>	6.	Desire	03	0.700	
		7.	Participation	02	0.304	
		8.	Intent	03	0.373	
<b>First axis</b>				08	0.484	
<b>Questionnaire</b>				24	0.830	

**Source: by the researchers with the assistance of statistical analysis using SPSS**

The findings in the table above indicate that the Cronbach's Alpha reliability coefficients were generally high across the dimensions and sections of the questionnaire tool. For the first main axis (Strategies of Content Creator Abdellaoui Abderrahim), the reliability coefficients ranged from 0.913 for the first dimension (1) Attractiveness, to 0.413 for the second dimension (2) Authenticity, 0.663 for the third dimension (3) Expertise, 0.806 for the fourth dimension (4) Innovation, and 0.797 for the fifth dimension (5) Interaction, with a final overall correlation coefficient of 0.870 for the entire first axis.

For the second axis (Youth Attitudes toward Entrepreneurship), the correlation coefficients ranged between 0.700 for the sixth dimension (6) Desire to Start a Project, 0.304 for the seventh dimension (7) Participation, and 0.373 for the eighth dimension (8) Intent, with an overall correlation coefficient of 0.484 for the entire second axis.

As for the overall questionnaire, the total reliability coefficient was 0.830, which reflects a high degree of reliability for the tool. Thus, these results largely validate the credibility of the research, as they can be relied upon, analyzed, and generalized to the broader population of the study.

### 2.3. Research Spatial and Temporal Delimitations

- **Spatial Framework:** The spatial scope of this research, in its empirical aspect and hypothesis testing, was limited to social media, particularly the Facebook page of content creator Abdellaoui Abderrahim. The aim was to select a random sample from the followers interacting with his posts on the page, in order to measure the attitudes of youth toward entrepreneurship as a result of following this personality on the Facebook page. This page forms an interactive digital space employed as a platform for entrepreneurial activities, where the content creator and his followers can exchange ideas and stimulate entrepreneurial intentions.
- **Temporal Framework:** The fieldwork and data collection are extended through November 2024, while the methodological framework was initiated in March of the same year. The research began with the conceptualization of the topic "Algerian Content Creators and Youth Attitudes Toward Entrepreneurship." During this initial phase, we focused on developing a preliminary understanding of the topic through extensive readings of theoretical literature in both English and Arabic, with an emphasis on recent studies due to the novelty of the topic. The goal of this phase was to build a comprehension of the phenomenon of entrepreneurial content creation and analyze its impact on shaping youth attitudes toward launching new ventures. This methodological step laid the theoretical foundation for studying the phenomenon from multiple perspectives.
- **Human Framework:** The target population for this research consists of all the followers of Abdellaoui Abderrahim's Facebook page, which currently has over half a million followers. The focus was particularly on those followers who actively interact with his posts via comments. The exploratory study demonstrated that the average number of comments on his posts is under one thousand. A random sample was selected from the followers, especially those who engage via comments. The researcher ensured that the sample reflected the overall population, selecting 55 active followers who represented the broader research population while considering the relevant variables for the study. This sample size is considered sufficient and acceptable to complete the analytical aspects of the data, which will be discussed in the next section.

## 3. Results and Discussion

### 3.1. Results

**Table 2.** Distribution of Sample Participants by Study Variables

Gender		Age			Entrepreneurship Classification			
Male	Female	17- 23	24- 29	30- 35	Not an Entrepreneur	Weak	Medium	High
39	16	10	19	26	18	9	22	6

70.9 %	29.1	18.2 %	34.5 %	47.3 %	32.7%	16.4 %	40.0%	10.9 %
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**Table 3.** Standard Deviation Analysis Results for Dimensions and Indicators

Dimension	No.	Statement	Standard Deviation	Standard Deviation per Dimension
<b>Attractiveness</b>	1	The Facebook content creator, Abdelrahim, attracts me to his content.	0.475	0.447
	2	I enjoy following Abdelrahim's content.	0.592	
	3	I find Abdelrahim's content visually appealing.	0.579	
<b>Authenticity</b>	4	I find Abdelrahim's Facebook content provides solutions to my entrepreneurial challenges.	0.660	0.393
	5	I believe Abdelrahim's Facebook content adds value to the world of entrepreneurship.	0.433	
	6	I find Abdelrahim's Facebook content reflects the image of a successful entrepreneur.	0.579	
<b>Expertise</b>	7	Through his Facebook content, Abdelrahim demonstrates his qualifications in entrepreneurship.	0.517	0.932
	8	Following Abdelrahim's page, I find him experienced in entrepreneurship.	0.557	
<b>Innovativeness</b>	9	I follow Abdelrahim on Facebook to inspire my creative and innovative ideas.	0.567	0.940
	10	I follow Abdelrahim on Facebook to discover and develop new ideas.	0.489	
<b>Participation</b>	11	I believe Abdelrahim allows for direct interaction with him.	0.680	0.590
	12	I feel Abdelrahim would respond to my comment quickly and efficiently if I commented on his post.	0.762	
	13	I feel Abdelrahim would reply to me quickly and efficiently if I messaged him privately.	0.623	
<b>Desire</b>	14	I am inspired by Abdelrahim's journey as an entrepreneur to set my entrepreneurial goals.	0.690	0.493

	15	I have been motivated by Abdelrahim's advice to start my own business.	0.557	
	16	Abdelrahim's entrepreneurial journey inspires me to aim for similar success by building my business.	0.517	
<b>Participation</b>	17	I would like to share some of Abdelrahim's posts on other social platforms.	0.605	1.148
	18	I would repost Abdelrahim's posts on my own Facebook account.	0.712	
<b>Intention</b>	19	I consider engaging with a startup company recommended by Abdelrahim.	0.480	0.419
	20	I consider trying the consulting service provided by Abdelrahim.	0.593	

The table above indicates that items 1, 2, and 3 recorded a standard deviation ranging from 0.4 to 0.5, with the first dimension as a whole showing a deviation of 0.447. Items 4, 5, and 6 recorded a standard deviation between 0.4 and 0.6, with the second dimension as a whole demonstrating a deviation of 0.393. Items 7 and 8 recorded a deviation of 0.5, with the third dimension as a whole indicating a deviation of 0.932. Items 9 and 10 recorded a standard deviation between 0.4 and 0.5, with the fourth dimension as a whole revealing a deviation of 0.940. Items 11, 12, and 13 recorded a deviation between 0.6 and 0.7, with the fifth dimension as a whole demonstrating a deviation of 0.590. Items 14, 15, and 16 recorded a deviation between 0.5 and 0.6, with the sixth dimension as a whole showing a deviation of 0.493. Items 17 and 18 recorded a standard deviation between 0.6 and 0.7, while items 19, 20, and 21 recorded a deviation ranging from 0.4 to 0.6, with the eighth and final dimension as a whole indicating a deviation of 0.419.

### **Hypothesis 01**

Hypothesis one in the research suggests that there is a statistically significant relationship at the significance level ( $\alpha$ ) **between the strategies of Algerian content creator Abdellaoui Abderrahim (in terms of taste leadership) through his Facebook page and the attitudes of his young followers toward entrepreneurship.**

**Table 4.** The Pearson correlation coefficient illustrates the relationship between the leadership taste dimension and youth attitudes toward entrepreneurship.

<b>Pearson Correlation Coefficient</b>	<b>P-value</b>	<b>Significance Level</b>	<b>Variable</b>
Taste Leadership	0.369	0.006	Significant at 0.05
Youth Attitudes Towards Entrepreneurship			

**Source: Prepared by the researchers based on SPSS output.**

The table above shows a statistically significant correlation between trendsetting and youth attitudes toward entrepreneurship, with a p-value of 0.006, which is smaller than the significance level of 0.05. Thus, the first research hypothesis, which states that there is a relationship between trendsetting and entrepreneurial attitudes among followers of the Facebook page of content creator Abdellaoui Abderrahim, is accepted. Given, it is clear that the hypothesis has been confirmed.

### **Hypothesis 02**

Hypothesis two in the research suggests that there is a statistically significant relationship at the significance level ( $\alpha$ ) **between the strategies of Algerian content creator Abdellaoui Abderrahim (in terms of opinion leadership) through his page and the attitudes of his young followers toward entrepreneurship.**

**Table 5.** The Pearson correlation coefficient illustrates the relationship between opinion leadership dimension and youth attitudes toward entrepreneurship

<b>Pearson Correlation Coefficient</b>	<b>P-value</b>	<b>Significance Level</b>	<b>Variable</b>
Opinion Leadership	0.407	0.002	Significant at 0.05
Youth Attitudes Towards Entrepreneurship			

**Source: Prepared by the researchers based on SPSS output.**

We can note from the table above a statistically significant correlation between opinion leadership and youth attitudes toward entrepreneurship, with a p-value of 0.002, which is smaller than the significance level of 0.05. Therefore, the second research hypothesis, which states that there is a relationship between opinion leadership and entrepreneurial attitudes among followers of the Facebook page of content creator Abdellaoui Abderrahim, is accepted. In light of this, it is evident that the hypothesis has been confirmed.

### **3.2. Discussion**

The results of the study can be understood by recognizing that content creator Abdellaoui Abderrahim, in the field of entrepreneurship, is a "taste leader." His attractiveness, authenticity, and expertise among his followers on his Facebook page contribute to building a positive digital reputation. Abderrahim is further characterized by his fame and large fan base, which bolster his entrepreneurial efforts in real life. Through social media, he plays an active role in guiding his young followers and raising awareness about the significance of entrepreneurship. He consistently seeks knowledge and presents it in engaging formats shared on his page, helping young people find job opportunities, understand labor market dynamics, and develop the skills needed to succeed as entrepreneurs. This approach to entrepreneurial content creation online opens up future opportunities that address the needs of those interested in emerging projects, encouraging youth to embrace leadership, change, and initiative. In this context, experts describe content creators as "informed," highlighting significant societal issues in the content they produce (Robert V Kozinets, 2023).

In addition to being a "taste leader," content creator Abdellaoui Abderrahim is also regarded as an "opinion leader" due to his expertise in the field of entrepreneurship, which he gained through his academic background and his Ph.D. in economics. He is also distinguished by his high level of innovation and constant interaction with his followers, which has been confirmed by the results of this study, demonstrating a high level of influence as an opinion leader from the perspective of his followers on his Facebook page.

Several followers of Abdellaoui Abderrahim's page shared a desire to start their own businesses, showing that his professional journey, shared on his page, has inspired them and fueled their ambition to fulfill similar success. This ambition motivates them to set clear goals that facilitate their entry into the world of entrepreneurship. Moreover, the findings revealed that the sample of followers demonstrates interest in trying some of the products and services he promotes on Facebook, such as the consultancy services he offers in collaboration with his team or the products and companies he recommends in his videos and various posts. A majority of the study's followers also expressed a willingness to share his page's content on other social media platforms or through their personal and professional accounts.

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