Open Access

THE IMPACT OF FOLLOWING SOCIAL MEDIA CELEBRITIES ON UNIVERSITY YOUTH IN SAUDI SOCIETY

PROF. ABDULLAH BIN SAAD AL-RASHOUD

PROFESSOR OF SOCIAL WORK, COLLEGE OF SOCIAL SCIENCES, IMAM MUHAMMAD IBN SAUD ISLAMIC UNIVERSITY, RIYADH

Abstract:

The study aimed to identify the impact of following social media celebrities on the values, behavior, attitudes, and future of university students in Saudi society. This study belongs to the descriptive study genre, which aims to describe and analyze the impact of following social media celebrities on university students in Saudi society. The study relied on a social survey method using a sample of students in the College of Social Sciences at Imam Muhammad ibn Saud Islamic University in Riyadh. The study population consists of students in the College of Social Sciences at Imam Muhammad ibn Saud Islamic University in Riyadh. The study sample includes a random sample of (386) students from the college's four departments. The researcher relied on a primary tool, a questionnaire for students in the College of Social Sciences at Imam Muhammad ibn Saud Islamic University in Riyadh. The study results confirmed that the degree of impact of following social media celebrities on the values of university students in Saudi society came in at an arithmetic mean of (2.65) and a standard deviation of (0.64), with a (high) degree of agreement. This was represented by: the prevalence of individualistic values among youth, the weakness of the social value system among youth, and the increase in opportunistic values among youth. The degree of impact of following social media celebrities on the behavior of university students in Saudi society may The study had an arithmetic mean of (2.45) and a standard deviation of (0.82), with a "high" degree of agreement. These findings included the spread of Western behaviors among young people due to following social media celebrities, the increase in ongoing disputes between young people on social media, and the degree of influence of following social media celebrities on the attitudes of university students in Saudi society. The study had an arithmetic mean of (2.55) and a standard deviation of (0.73), with a "high" degree of agreement. These findings included: an increase in youth's unconscious imitation of social media celebrities, a significant increase in sports fanaticism among young people, and a weakening of youth's attitudes toward the necessity of continuing their university education. The study also found that the degree of influence of following social media celebrities on the future of university students in Saudi society had an arithmetic mean of (2.77) and a standard deviation of (0.67), with a "high" degree of agreement. These findings included: youth's benefit from social media celebrities in planning their futures, and the influence of social media celebrities on young people's outlook on the future.

Keywords: Follow-up - social media celebrities - university students - Kingdom of Saudi Arabia.

INTRODUCTION:

The role of celebrity endorsements in advertising products and services on social media platforms has become increasingly widespread and noticeable. It has become a global business worth millions of dollars and boasting millions of followers, all in the digital space. The effectiveness of celebrity advertising has increased, allowing businesses to communicate with audiences more effectively and accurately.

Using famous personalities has a positive impact on products, the brand of the advertising company, and its image. The celebrity's image determines the extent to which the public accepts them and the strength of their influence in advertising. It also helps lesser-known brands advance their businesses. Using famous personalities helps lesser-known brands advance their businesses, as the celebrity's positive attributes are transferred to the brand, thus positively impacting the audience. The number of followers on social media platforms is a key criterion that helps a celebrity influence their audience. However, if there are negative aspects to their image, it detracts from their influence and their ranking as a sought-after brand by advertising companies. There must be a fit between the celebrity's image, experience, and business activities, and the product to be advertised. The study recommended that national businesses use celebrities in their social media

advertisements to advance their businesses and, consequently, develop the country's economy (Sator, 2024: 1).

First: The Problem of the Study:

One of the most prominent repercussions of the COVID-19 pandemic is the increase in internet and social media users worldwide, and in Saudi Arabia in particular. Several statistics for 2024 revealed an increase in the number of internet and social media users. Among the observations revealed to us by these statistics is that there are reasons behind the increasing use of the Internet and social media by Saudis, and these reasons are the Kingdom's Vision programs that prompted telecommunications and Internet companies in the Kingdom to provide lucrative and competitive offers that contributed to facilitating the acquisition of smart phones by Saudis and enhanced the volume and speed of digital data exchange, making the Kingdom one of the first in the region. There are (36.84) million Internet users in the Kingdom of Saudi Arabia at the beginning of 2024, when the Internet penetration rate reached 99.0%, and the Kingdom of Saudi Arabia was home to (35.10) million social media users in January 2024, equivalent to (94.30%) of the total population. There were a total of (49.89) million active mobile cellular connections in Saudi Arabia in early 2024, which is equivalent to (134.10%) of the total population.

Regarding social media use, we find that 35.10 million Saudis within Saudi Arabia used social media in January 2024, representing 94.3% of the population. The average daily usage time was 3 hours and 6 minutes, with 54.10% males and 45.90% females. (Ministry of Communications, 2024)

Following influencers and celebrities on social media platforms is a common phenomenon in the modern era. With the increasing popularity of these figures and their constant presence on social media as beloved and ideal figures, they share the best and most beautiful moments of their lives with their followers, who in turn eagerly and curiously await their posts and stories, expressing their support through their likes and enthusiastic comments, and even sharing them on their social media accounts and discussing them with their friends as if they were their own. However, the psychological effects of following celebrities can be both positive and negative. (Al-Otaibi, 2022)

Regarding the positive side of this following, by following celebrities and influencers, some followers may feel motivated and inspired by their success stories, in addition to the motivation and hope they feel to achieve their personal goals. They may also learn from their experiences and draw inspiration from them, which motivates them to develop themselves and achieve their own personal successes, in addition to the fun and entertainment they may find. (Al-Sisi, 2020)

However, following celebrities can also lead to negative aspects, including dissatisfaction with one's own lives and a desire to emulate the lives of celebrities, believing that what they see reflects reality and the truth of life. They ignore the fact that these celebrities only show the bright, and sometimes unreal, side of their lives and privacy, concealing the dark side. Followers assume that the lives of celebrities are rosy, devoid of pressures and challenges. However, what is published creates a mental image in the minds of followers that celebrities enjoy an ideal life filled with luxury, success, and wealth, devoid of any problems or difficulties. This leaves them feeling frustrated and dissatisfied with their lives, even though they work day and night and possess the highest academic degrees, yet do not receive half of what these celebrities, who may have lower educational, cultural, or even social status, receive. However, these young people must remember that what is presented and published on social media is not a complete picture of reality, and may be fabricated or embellished. In this case, it must be recognized that the real lives of celebrities also include obstacles and difficulties, and reality may be completely different from what we see. (Jawish, 2022)

Furthermore, following the lives of celebrities can lead to an excessive focus on outward appearance and superficial looks, which leads to a decrease in self-confidence and increases pressure to achieve unrealistic external beauty standards. Consequently, young people may suffer from eating disorders or low self-esteem due to the constant comparison of themselves to the ideal appearances presented with high, unattainable beauty standards. This creates a struggle and pressure, especially for young women, who may suffer from a disorder called "body dysmorphia," which refers to the perception of a congenital defect that does not exist or is minor and unnoticeable. This drives them to undergo cosmetic surgery or engage in exercise and strict diets to achieve the ideal body promoted by celebrities, intentionally or unintentionally. Let's not forget that celebrities have an influence on young people in general, and adolescents in particular, as they follow their fashion trends and imitate them, even if the fashion is not appropriate or attractive. This point is most clearly illustrated by the widespread trend of ripped jeans, which are devoid of beauty, value, or meaning, but some wear them to feel modern and in step with their role models. (Othman, 2022)

Many people experience feelings of envy and jealousy when they follow social media celebrities. When they see their lavish lifestyles, luxurious trips, enjoyable activities, and ongoing achievements, some may feel resentful, jealous, and envious. These negative feelings harm individuals' physical, psychological, and mental health due to their inability to achieve such luxury, especially since most followers can barely make ends meet. As for values and principles, following the lives of celebrities can lead to an imbalance, especially among university students. These values include the value of education, perseverance, and hard work. Some teenagers may feel that some

people have achieved the highest levels of fame, wealth, and luxury without putting in the effort or obtaining academic degrees. Therefore, some followers may promote the unimportance of education, certifications, and effort in achieving dreams. They believe that some celebrities who achieved their dreams and reached the highest levels simply stood in front of a mobile phone camera and broadcasted some of the bright, beautiful, or funny aspects of their lives, which led to them receiving likes, comments, promotional offers, and hosting gigs on popular channels and programs. (Ben Shamidin, 2017)

This belief can create a psychological conflict and give young people the false impression that this is the right and easy path to success and happiness. However, in reality, success requires effort, dedication, and continuous learning, and we cannot rely on quick fame and superficial appearances.

What is certain is that we are not against celebrities, but we are keen not to negatively impact people's lives. Rather, we help spread positive ideas if they choose meaningful and quality content that contributes to correcting some of the misconceptions prevalent in societies and reducing the negative psychological effects on life and happiness.

We, as followers, must control our consumption of information about the lives of celebrities and remember that we are responsible for viewing the world based on its reality and our personal goals. We can benefit from and draw inspiration from the experiences of celebrities without being negatively affected by their psychological effects. Let us all strive to achieve true success and happiness in ways that meet our personal goals and balance our lives.

Based on the above, the problem of the current study is defined by the following main question:

What is the impact of following social media celebrities on university students in Saudi society?

Second: The Importance of the Study:

(1)Theoretical Scientific Importance:

1. Following influencers and celebrities on social media platforms is a common phenomenon in the modern era. However, the psychological effects of following celebrities can be both positive and negative, requiring all humanities, social sciences, and psychology to study such a phenomenon and its impact on all segments of society, especially university students.

2 .University students are the true resource for building society, as defined by the human development perspective, due to their numerous creative and intellectual energies and capabilities that contribute to achieving societal progress and prosperity. Furthermore, due to global openness and the unprecedented spread of social media, university students have recently been in need of fulfilling many needs and confronting many problems, including developing their awareness of the positive and negative effects of following social media celebrities.

(2) Practical Applied Importance:

1. The current study may be useful in identifying the impact of following social media celebrities on the values, behavior, attitudes, and future of university students in Saudi society. This will help those responsible for youth care develop their awareness of how to deal with both positive and negative influences.

2 .The current study may help university students select the social media celebrities they follow, and choose positive figures who can positively influence their lives.

Third: Study Objectives:

1. To identify the impact of following social media celebrities on the values of university youth in Saudi society.
2. To identify the impact of following social media celebrities on the behavior of university youth in Saudi society.
3. To identify the impact of following social media celebrities on the attitudes of university youth in Saudi society.
4. To identify the impact of following social media celebrities on the future of university youth in Saudi society.

Fourth: Study Questions:

1. What is the impact of following social media celebrities on the values of university youth in Saudi society?
2. What is the impact of following social media celebrities on the behavior of university youth in Saudi society?
3. What is the impact of following social media celebrities on the attitudes of university youth in Saudi society?
4. What is the impact of following social media celebrities on the future of university youth in Saudi society?

Fifth: Study Concepts:

(1) The Concept of Social Media Celebrities:

An influencer (also known as a social media influencer or online influencer) is an individual who builds a popular online presence through engaging content such as photos, videos, and updates, using direct audience

interaction to demonstrate authenticity, expertise, and appeal, and distinguishing themselves from traditional celebrities by growing their platform through social media. (Al-Dahroui, 2019)

Social media celebrities are operationally defined in the current study as:

Saudi individuals who provide engaging content such as photos, videos, and updates, using direct audience interaction to demonstrate authenticity, expertise, and appeal, and distinguish themselves from traditional celebrities by growing their platform through social media platforms such as YouTube, Instagram, Snapchat, Twitter, etc.

(2) The Concept of University Youth:

The word "youth" linguistically, as it appears in Arabic dictionaries, including "Lisan al-Arab" by Ibn Manzur, means "vitality, strength, and dynamism." The same meaning appears in dictionaries of living languages, including English. The word "youth" means "the beginning of something," meaning it is fresh and lively. (Al-Sukari, 2000: 250) There is more than one approach to defining youth technically, including the biological approach, which views the youth stage as being defined by time and age from the ages of 15 to 24.

Youth are considered one of the most important and valuable human resources, and therefore most modern trends in the social and human sciences agree on the great importance of studying the conditions, attitudes, problems, values, and essential role of youth in society. This interest stems from the importance this particular group represents in achieving economic development, as well as the fact that it is a social segment that occupies a distinct position within the structure of society. There have been numerous attempts by those working in youth care to define a clear concept of the meaning of youth, and they agreed to define it in two concepts, one of which sees youth as a specific age stage among the life stages, while the other concept sees youth as a psychological state that accompanies a person and is characterized by vitality and is linked to the ability to learn and the flexibility of human relationships. (Jan Frait, et., al., 2005)

The two concepts are interconnected, and it is difficult to separate one from the other. Youth is a stage of life characterized by vitality, the ability to learn, flexibility in human relationships, and the ability to assume responsibility. Those working in youth care have agreed to define the age group as being from the age of six to the age of thirty. This does not mean that the effects of this stage of life do not extend to those before this age or that it does not affect those after it. Rather, the reality is that the characteristics and features of the stage before six are the basis upon which the individual is adequately prepared for youth. The stages after thirty are stages of benefiting from the experiences and situations the individual has experienced during their youth. (Angelos, Monks, 2002)

The Dictionary of Social Sciences refers to the term youth as individuals in adolescence and individuals between sexual maturity and adulthood. Sometimes, some scholars use it to include the period from the age of ten to the age of sixteen, but this period, when youth ends, is not defined; some may consider it to extend to the age of thirty. (Al-Sukari, 2000)

University youth are operationally defined in the current study as:

Male and female students enrolled in the College of Social Sciences, with its four departments (Sociology and Social Work, History and Civilization, Geography, and Psychology) at Imam Muhammad ibn Saud University for the academic year (1444/1446 AH). A questionnaire was administered to them to determine the impact of following social media celebrities on university youth in Saudi society.

Sixth: Previous studies:

Ben Shamdin's study (2017) entitled: The Relationship of Social Media Celebrities to Moral Impact. The study aimed to identify the relationship of social media celebrities on the moral side and used the developmental survey approach for this study. The questionnaire was built as a study tool consisting of (18) paragraphs distributed over two areas: the negative effects of social media sites and the positive effects of social media sites. The study community consisted of secondary school students in the Al-Jouf region from a sample of (200) individuals. The results showed that the average degree of negative effects reached 3.79 and a standard deviation of 1.60. The results of the study also showed that the average degree of positive effects reached (3.29) and a standard deviation of (0.741), while the results did not show any statistically significant differences at the statistical significance level (0.05) attributed to the gender variable, and the highest degree was for negative effects in favor of females with an arithmetic mean of (3.54) and a standard deviation of (0.58) and positive effects in favor of males with an arithmetic mean of (3.75) and a standard deviation of (0.741). (0.58) There were no statistically significant differences attributed to the effect of the number of hours spent using social media and the type of social media.

Dahrawi's study (2019) entitled: "Arab Youth's Attitudes Towards Marketing Through Social Media Influencers and Its Relationship to Purchasing Behavior: A Field Study." The study aimed to examine the relationship between Arab youth's attitudes towards marketing through social media influencers and purchasing behavior. The study presented a conceptual framework that included the concepts of (social media, social media influencers, purchasing behavior). The study relied on a survey approach and a correlational approach. The study tools included an electronic survey questionnaire, a scale of exposure intensity to social

media influencers' pages, a scale of motives (utilitarian, ritual) for exposure to social media influencers' pages, a scale of attitudes towards (shopping via, dimensions of credibility) of these influencers, a scale of purchasing intention, and a scale of socioeconomic status. It was applied to a sample of (400) individuals distributed equally across Egypt, Algeria, Saudi Arabia and the Emirates, with (100) individuals for each country. The results of the study confirmed the existence of statistically significant differences between the nationality variable and the intensity of exposure to celebrity pages. The study recommended that the Arab public should not rush after the goods and services promoted by these celebrities and should take their time to verify the accuracy of the information provided.

Al-Sisi's study (2020) entitled: The Impact of Social Media Celebrities on Children's Behavior, a field study on a sample of parents in Jeddah, using Snapchat and YouTube as a model. This study aimed to identify the impact of social media celebrities on children's behavior and to determine the extent of the influence of these celebrities on children's social and linguistic behavior. The study adopted the descriptive approach, through theoretical literature to determine the impact of social media celebrities on children's behavior, and the analytical approach in the field part through a questionnaire prepared for the purposes of this study. The study community included families in Jeddah. This study was conducted randomly, and the number of respondents to the study was (500) males and females. The study results showed that: Regarding the child's age, 27.4% of children were aged 9-11 years, 27.0% were aged 3-5 years, 23.0% were aged 6-8 years, and 22.6% were aged 12-13 years. Regarding the number of hours children spend watching YouTube and Snapchat, 40.0% of children spent 3-5 hours, 29.2% spent 1-2 hours, 18.0% spent 6 hours or more, and the lowest percentage, 12.8%, spent 1 hour or less. The results also showed that the influence of social media celebrities on children's social and linguistic behavior was moderate. Al-Shammari's (2021) study, titled "Attitudes toward Celebrities among a Sample of Kuwaitis," aimed to identify levels of attitudes toward celebrities (entertainment level, personal level, and pathological level) among a sample of Kuwaiti society, and to determine whether there were statistically significant differences in levels of attitudes toward celebrities due to gender, age, marital status, governorate, and educational level. The Celebrity Attitude Scale, prepared by McCutcheon and translated and standardized in the Kuwaiti context by Al-Khadher (2018), was used. The results indicated that the sample individuals were inclined towards celebrities at the entertainment level, and that there were differences between the sexes in favor of males at both the personal and pathological levels, and no differences between them at the entertainment level. The results also showed that there were no differences between married and single individuals at all levels of celebrity attitudes. As for the educational level, it was found that there were statistically significant differences between high school graduates and university graduates in favor of high school graduates. As for the governorates, the results showed that there were no statistically significant differences between the governorates of the State of Kuwait in the levels of celebrity attitudes. Finally, the results showed that there was no significant correlation between age and celebrity attitudes. By analyzing the results, it was possible to obtain some sub-results, such as the most famous personalities, and the field of fashion was the most widespread.

Al-Zar'a's (2019) study, titled "YouTube Celebrities as Role Models for Teenagers: A Study of the Ways YouTube Celebrities Influence Teenagers in the United Arab Emirates," aimed to shed light on the current YouTube ecosystem by examining the influence of YouTube celebrities on teenage YouTubers in the UAE and the extent to which this influence is positive or negative. Some teenagers consider YouTube celebrities as role models, regardless of family and relatives. Therefore, this study relies on a semi-structured interview approach with (30) male and female teenagers in the UAE. The study concludes that YouTube has become an integral part of the lives of many teenagers in the UAE, and that YouTube celebrities do have an impact on their behavior. This influence may not necessarily be negative, but a lack of awareness and misuse can lead to unexpected consequences.

Shaheen's (2021) study, titled "The Effectiveness of Marketing Through Celebrities and Influencers on Social Media: A Field Study." The current study aimed to evaluate the effectiveness of marketing through traditional celebrities and social media influencers in terms of attractiveness, trustworthiness, experience, proximity to the advertiser, congruence between the advertiser and the advertised product, and the resulting purchase intention from the consumers' point of view. The study relied on the survey method by applying a questionnaire to a deliberate sample of (400) individuals who follow marketing through traditional celebrities and influencers on social media, in addition to conducting two focus groups for (21) individuals. The results of the study showed: a high rate of exposure of the respondents to advertisements through celebrities and influencers on social media. It also showed no differences between the respondents in their evaluation of the dimensions of credibility of both celebrities and influencers on social media with regard to (attractiveness, experience, and proximity to the consumer); while differences were found in the respondents' evaluation of trustworthiness, as the sample members tend to trust celebrities more than influencers on social media. The study also found that the focus groups had divided opinions on the effectiveness of both celebrities and social media influencers in terms of attractiveness. Most of the sample members viewed celebrities as more attractive

than social media influencers, while the majority of the focus group members - who were female - viewed influencers as more trustworthy than celebrities. The participants agreed that social media influencers were more experienced with the product than celebrities and closer to consumers than celebrities.

Al-Otaibi's study (2022) entitled: The psychological and social effects of following social media celebrities and their relationship to some variables. The research aimed to verify the existence of some psychological and social effects on the individual and society from following social media celebrities and their relationship to some variables such as (age, gender, family and educational status, duration of follow-up, and the type of programs they follow). The results of the study confirmed the existence of psychological effects from following social media celebrities at a weak level with an arithmetic mean of (2.46) and social effects at a high level with an arithmetic mean of (3.40). There was no statistical significance at the level of (0.05) between age, gender, and educational level and their relationship to psychological and social effects. There was a statistically significant relationship at a significance level of (0.05) between the type of social media, the duration of follow-up, and the psychological and social effects of following social media celebrities. The results also showed that the most used social media means among the sample is Snapchat, and that the more hours of using social media, the greater the psychological and social effects, and the shorter the follow-up period, the lower the rate of impact of the social and psychological effects of following social media celebrities. Social.

Al-Tuwaijri's study (2022) entitled: "Factors Related to Negative Transformations in Following Snapchat Celebrities," a study of students at Imam Muhammad ibn Saud Islamic University from the perspective of faculty members. Research objective: To identify the factors related to negative transformations in following Snapchat celebrities. Research methodology: Descriptive survey, instrument: questionnaire. Research results confirmed that the most prominent negative transformations in following Snapchat celebrities, which received a high degree of approval, were: (creating a flaw in the criteria for selecting role models), (weak ability to set priorities in life), (the most prominent factors related to the nature of the Snapchat application, which received a high degree of approval, were: (displaying daily events live), (ease of use of the application), (2) The most prominent economic factors, which received a moderate degree of approval, were: (weak religious culture related to money, both earning and spending), (the perception that material things are the most important aspect of life), (3) The most prominent cultural factors, which received a moderate degree of approval, were: (students' lack of critical thinking skills), (students' distancing from useful reading and focusing on entertainment and amusement). The most prominent social factors that received moderate approval were: (using Snapchat as part of daily life), (the desire to emulate Snapchat celebrities in some of their actions).

Al-Mahmoud's study (2022) entitled: Social Media Celebrity Advertisements Between Islamic Sharia and Saudi Regulations. The phenomenon of social media celebrity advertisements has spread recently, and these advertisements have acquired a tremendous ability to influence consumer behavior directly and indirectly through the visual and audio clips broadcast by these celebrities. These advertisements have become a source of huge sums of money for these celebrities. This study came to clarify the jurisprudential and legal provisions for these advertisements, by examining the contractual relationship between the advertiser and the social media celebrity, as well as the relationship between the social media celebrity and his audience, then clarifying the legal provisions for social media celebrity advertisements broadcast within the folds of the regulations issued in the Kingdom of Saudi Arabia. At the end of the research, examples of violations of advertisements on social media were mentioned. The study recommended the necessity of monitoring the content of social media celebrity advertisements by regulatory authorities and the extent of their compliance with the provisions of Sharia and applicable regulations before harm occurs; It is imperative to initiate action against any violators, without waiting for the injured party to report them. There is a need for a unified system that clearly defines the rules and limits of social media celebrity advertising. Furthermore, the subject of social media celebrity advertising requires more in-depth jurisprudential and legal studies, and, prior to that, survey studies to understand the existing reality in order to fully understand this important emerging topic in our time. Othman's study (2022) is titled: "Celebrities' Self-Management on Social Media and Its Relationship to Self-Esteem among the Egyptian Public." This study aimed to identify the intensity of public use of celebrity pages on social media, then to identify the relationship between the intensity of this use and the level of self-esteem among the Egyptian public. It also examined the impact of the public's motivations for using celebrity pages on social media, the level of attention during use, the level of interactivity, the level of awareness among the Egyptian public of the mechanisms celebrities use to manage themselves on their social media pages, their level of awareness of contrived signals on these pages, and their demographic variables, and their impact on this relationship. This research is a descriptive research that used the survey method in its two aspects, descriptive and analytical, by analyzing the content of a sample of posts on the pages of three celebrities (actor Mohamed Ramadan, actor Mohamed Henedy, and football player Mohamed Salah) on Facebook during the period extending from 03/01/2022 AD to 03/31/2021 AD, which included 142 posts, and conducting a sample opinion survey of users of these celebrities' pages on social media from the Egyptian public, amounting to
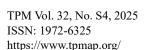
400 individuals. The results of the research concluded that the largest percentage of celebrities' posts on their pages on social media did not employ self-management mechanisms; The research results in this context also indicated the existence of a correlation between the variables: the intensity of the Egyptian public's use of celebrities' pages on social networking sites, and their level of self-esteem. It also showed that this relationship is a weak inverse relationship with statistical significance, and that a number of variables support the inverse relationship between the variables of the intensity of the Egyptian public's use of celebrities' pages on social networking sites, and their level of self-esteem. These variables are: the functional motives for using these pages, the level of interaction during their use, and the level of awareness of the Egyptian public regarding the celebrities' use of self-management mechanisms on their pages on social networking sites.

Jawish's (2022) study, titled "How Famous Arab Artists Use Social Media for Self-Tagging: A Content Analysis of Self-Presentation Strategies on Instagram," aimed to understand how famous Arab artists use their social media accounts on Instagram for self-tagging by analyzing their self-presentation strategies. The study utilized Goffman's (1959) theory, which proposed the concept of self-presentation. He explained that an individual can, through verbal and nonverbal communication, actions, or behavior, convey information about themselves to others in order to influence their impressions and perceptions of them. The study sought to answer several questions, most notably: What self-presentation strategies do famous Arab artists use on Instagram? What mental images do these celebrities attempt to create in the minds of their followers, in relation to the strategy used? The study relied on a content analysis of a sample of posts shared by a sample of famous Arab artists in the fields of singing and acting, representing six Arab countries: Egypt, the UAE, Saudi Arabia, Syria, Lebanon, and Tunisia. The number of posts reached 485, and one of the most important results reached was that the self-promotion strategy topped the self-presentation strategies used. The celebrities sought to create several mental images that are generally related to personal merit, talent, strength, beauty, elegance, personal achievement, success, appreciation from others, social role, successful family life, enjoyment of life, excellence in performance, practicing religious rituals, and others. Clear reliance was placed on the use of images or videos in all posts, and followers' responses varied between liking the post and/or writing a comment, or watching the video. It is clear that female artists outperform in using the self-promotion strategy, while male artists outperform in using the compliment strategy. This can be explained by the fact that female artists focus on posts that focus on showing off their beauty, grace, and elegance, while male artists focus on projecting an image of being complimentary, friendly, and approachable.

Mammeri's study (2023) entitled: "The Relationship of Adolescents to Social Media, YouTube as a Model: A Content Analysis of Some Channels of Celebrity Algerian Youth." Adolescence is a crucial developmental stage in the lives of many, as it is during this period that many societal values are transmitted to emerging individuals. Many families and those concerned with the affairs of this group agree on the difficulty and sensitivity of dealing with them. This is due to the tensions they experience, the difficulty they face in integrating with their elders, and the standards they impose on them, given their authority. The burden of adult responsibility has been exacerbated by the profound impact of contemporary media and technologies, such as the internet and smartphones, which have given them greater freedom and greater freedom from adult supervision. This research paper seeks to shed light on this group in their interactions with YouTube, the most popular website visited daily by millions of people, through which they publish various cultural, social, and political content. It is noteworthy that young people, teenagers, and children are the most engaged with this platform, both as content creators and recipients. YouTube has created many stars, who have come to be known as influencers.

Musa's (2024) study is titled: The Relationship Between Celebrity Influence and Purchasing Decisions: An Applied Study on Restaurant Customers in the Arab Republic of Egypt. The study aimed to determine the nature of the relationship between celebrity influence and purchasing decisions, applying it to restaurant customers in the Arab Republic of Egypt. The study adopts a descriptive analytical approach, combining quantitative and qualitative analysis. The researchers used a questionnaire as a data collection tool, and the results revealed a significant positive correlation between celebrity influence and purchasing decisions. They also found that celebrity endorsements have an impact on purchasing decisions. The researchers also provided practical recommendations and important guidance for restaurant managers in the Arab Republic of Egypt.

Sator's (2024) study is titled: The Effectiveness of Advertising Through Celebrity Endorsement on Social Media Platforms. The study examined celebrity endorsements, including a historical overview of celebrity use, considerations and criteria for selecting celebrities to appear in advertising, celebrity-brand fit, celebrity endorsement theories, celebrity strategies in advertising, the advantages of using celebrities in advertising, the risks of using celebrities in advertising, social media platforms and celebrity advertising methods, statistics on the 25 most followed celebrities on social media, the cost of advertising with celebrities on social media, and two case studies. Statistics on the 25 most followed Egyptian celebrities on social media, the cost of advertising with Egyptian celebrities on social media, and two case studies were also examined. The study concluded that the use of celebrities has a positive impact on the products, brand, and image of the advertising companies.

The celebrity's image determines the extent of public acceptance and the strength of their influence in advertising.

Comment on previous studies:

A. The current study agrees with previous studies in its treatment of an important social issue: the influence of social media celebrities on youth.

B. The current study differs from previous studies in its treatment of a new issue that has not been studied before—to the best of the researcher's knowledge—namely, the impact of following social media celebrities on university students in Saudi society.

C. The current study drew on previous studies in formulating the study's problem and importance, formulating its objectives and questions, and formulating its methodological procedures.

Seventh: Study Limits:

(1) Objective Limits: The impact of following social media celebrities on university students in Saudi society.

(2) Human Limits: Students of the College of Social Sciences at Imam Muhammad ibn Saud Islamic University in Riyadh.

(3) Spatial Limits: The College of Social Sciences at Imam Muhammad ibn Saud Islamic University in Riyadh.

(4) Temporal Limits: The academic year 1446 AH.

Eighth: Methodological Procedures of the Study:

(1) Type of Study and Methodology Used:

This study falls within the descriptive study genre, aiming to describe and analyze the impact of following social media celebrities on university students in Saudi society. The study relied on a social survey method using a sample of students from the College of Social Sciences at Imam Muhammad ibn Saud Islamic University in Riyadh. This method is considered one of the most appropriate methods for descriptive studies in general and for the subject of the study in particular, as it provides the opportunity to collect sufficient, accurate, and up-to-date data from the study population.

(2) Study Population and Sample: The study population consists of students from the College of Social Sciences at Imam Muhammad ibn Saud Islamic University in Riyadh. The study sample includes a random sample of (386) students from the college's four departments.

(3)Data Collection Tools: The researcher relied on a primary tool, a questionnaire for students in the College of Social Sciences at Imam Muhammad ibn Saud Islamic University in Riyadh. The questionnaire was designed within a set of methodological steps, reviewing theoretical literature, previous research, studies, and questionnaires relevant to the study topic. The questionnaire's dimensions were defined as follows:

Questionnaire Description and Correction: The questionnaire consists of (32) statements measuring the impact of following social media celebrities on university students in Saudi society, distributed across the following axes:

1. Identifying the impact of following social media celebrities on the values of university students in Saudi society.

2. Identifying the impact of following social media celebrities on the behavior of university students in Saudi society.

3. Identifying the impact of following social media celebrities on the attitudes of university students in Saudi society.

4. Identifying the impact of following social media celebrities on the future of university students in Saudi society.

In addition, a set of primary data expressing the demographic characteristics of the study sample (gender, place of residence, academic department, educational level, number of family members, father's education level, mother's education level, and family monthly income level).

Each statement in the questionnaire was given a weight based on a three-point Likert scale (agree, somewhat, disagree). If the respondent answered "agree," they received three points, "somewhat" received two points, and "disagree" received only one point. The overall arithmetic mean was calculated according to the following gradation:

Table (1) shows the arithmetic means for the questionnaire
according to the three-point Likert scale

degree	Level
1 to less than 1.67	weak
1.67 to less than 2.32	middle
2.32 to less than 3	high

Questionnaire Validity: Validity is one of the most important characteristics in judging the validity of a study tool (questionnaire). It is the most important characteristic that a questionnaire must possess. Validity refers to

the quality and validity of the study tool as a tool for measuring what it was designed to measure, and the characteristic to be measured. Questionnaire validity includes the following:

(1) Validity of the arbitrators: The researcher presented the questionnaire in its initial form to a group of (5) university faculty members from Imam Muhammad ibn Saud Islamic University in Riyadh, in order to determine the validity of the questionnaire items and their suitability for measuring what they were designed to measure in terms of: (the extent to which the phrases fit the dimension in which they were designed, the extent to which the phrases fit the characteristic they measure, and the soundness and clarity of the linguistic formulation of the items). (2) Constructive validity: It is expressed by the ability of each phrase in the questionnaire to contribute to the total score, and this is expressed statistically by the correlation coefficient of the phrase with the total score of the questionnaire, regardless of the functional meaning of this correlation. The validity of the expressions was calculated by using a correlation coefficient criterion to separate the expressions that will remain in the questionnaire from those that should be deleted. This criterion was determined by the researcher according to the objectives of the questionnaire or the desired extent to which he possessed the characteristic for the sample, and to obtain the most constructively valid paragraphs. The researcher adopted the significance criterion as a coefficient to separate the questions, and the questionnaire settled on (32) expressions. The researcher relied on the binary validity method to calculate the validity of the study tool, which aims to identify the extent of internal consistency of the study tool through the internal Pearson coefficient between the score of each statement and the total score of the remaining statements in the questionnaire paragraphs to which it belongs, to measure the validity of the statements included in the study tool in the sense of content validity as well as consistency between the total score of the questionnaire, as shown in the following table:

Table (2) shows Pearson correlation coefficients for the questionnaire statements

No.	C.C	Sig.	No.	C.C	Sig.	No.	C.C	Sig.
1	0.59	0.01	12	0.84	0.01	23	0.61	0.01
2	0.77	0.01	13	0,75	0.01	24	0.71	0.01
3	0,48	0.01	14	0.79	0.01	25	0.55	0.01
4	0.75	0.01	15	0,56	0.01	26	0.71	0.01
5	0.12	0.05	16	0.09	0.05	27	0.62	0.01
6	0.65	0.01	17	0.75	0.01	28	0.66	0.01
7	0,81	0.01	18	0.66	0.01	29	0.75	0.01
8	0.71	0.01	19	0.85	0.01	30	0.11	0.05
9	0.60	0.01	20	0.76	0.01	31	0.80	0.01
10	0.90	0.01	21	0.77	0.01	32	0.73	0.01
11	0.77	0.01	22	0.62	0.01			

The results of the previous table show that all questionnaire statements are positively correlated with the total questionnaire score, statistically significant at the 0.01 level. This means that all questionnaire statements enjoy a high degree of validity. This indicates high internal consistency coefficients and high, sufficient validity indicators that can be relied upon in the current study.

Correlation coefficient of each statement with the total questionnaire score:

Table (3) shows the construct validity of the statements (correlation of statement scores with the total score)

No.	C.C	Sig.	No.	C.C	Sig.	No.	C.C	Sig.
1	0.79	0.01	12	0.64	0.01	23	0.81	0.01
2	0.47	0.01	13	0,85	0.01	24	0.61	0.01
3	0,78	0.01	14	0.59	0.01	25	0.45	0.01
4	0.65	0.01	15	0,76	0.01	26	0.51	0.01
5	0.82	0.01	16	0.69	0.01	27	0.42	0.01
6	0.75	0.01	17	0.55	0.01	28	0.91	0.01
7	0,51	0.01	18	0.76	0.01	29	0.85	0.01
8	0.41	0.01	19	0.65	0.01	30	0.51	0.01
9	0.70	0.01	20	0.56	0.01	31	0.70	0.01
10	0.08	0.05	21	0.47	0.01	32	0.83	0.01
11	0.87	0.01	22	0.72	0.01			

The results of the previous table show that all statements are significant at the 0.01 level, with correlation coefficients for the items ranging from 0.08 to 0.91. This indicates high internal consistency coefficients and high, sufficient validity indicators that can be relied upon in the current study.

2001

Questionnaire Reliability: Reliability was calculated using two methods: internal consistency using Cronbach's alpha. After determining the validity of the test, the reliability coefficient was calculated. Cronbach's alpha coefficient was 0.87 for the questionnaire as a whole, while the split-half reliability coefficient using the Spearman-Brown equation was 0.92. After correction, the reliability coefficient was 0.85. These are appropriate and acceptable reliability coefficients.

The researcher used Cronbach's alpha coefficient for all questionnaire dimensions and the total score. The reliability coefficient value for the total score of the scale was 0.69, a high value indicating the reliability of the scale. The final version of the questionnaire was applied to a study sample of (30) elderly people in Riyadh, who were randomly selected. The researcher then calculated the reliability coefficient using the general correlation coefficient (r) using the Spearman equation. Applying the previous equation using the statistical program (SPSS) revealed that the correlation coefficient for the study tools was (r = 0.85), which is statistically significant at the (0.01) level, an appropriate level indicating a high level of reliability for the questionnaire.

(4) Statistical Methods Used:

The Statistical Package for the Social Sciences (SPSS) program was used to analyze the study data, using the following statistical methods:

1. Calculating the Cronbach's alpha equation to verify the reliability of the study tool.
2. Pearson's correlation coefficient to measure internal consistency.
3. Standard deviations and arithmetic means to rank the study population's responses according to importance.

Ninth: Discussion and interpretation of the study results:

(1) Results related to the primary data of the study community:

Table (4) shows the distribution of the study sample according to gender

No.	Gender	R	%
1	Male	216	56.0%
2	Feminine	170	44.0%
Total		386	100%

The results of the previous table show that: The distribution of the study sample of students in the College of Social Sciences at Imam Muhammad ibn Saud Islamic University in Riyadh, according to gender, ranked first with males (56.0%), and second with females (44.0%).

Table (5) shows the distribution of the study sample
according to place of residence

No.	place of residence	R	%
1	Inside Riyadh	201	52.1%
2	Outside Riyadh	185	47.9%
Total		386	100%

The results of the previous table show that: The distribution of the study sample of students from the College of Social Sciences at Imam Muhammad ibn Saud Islamic University in Riyadh, according to place of residence, ranked first within Riyadh at (52.1%), and second outside Riyadh at (47.9%).

Table (6) shows the distribution of the study sample
according to the scientific department

No.	Scientific Department	R	%
1	Meeting and Social Work	165	42.7%
2	History and Civilization	41	10.6%
3	Geography	57	14.8%
4	Psychology	123	31.9%
Total		386	100%

It is clear from the results of the previous table that: the distribution of the study sample of students of the College of Social Sciences at Imam Muhammad ibn Saud Islamic University in Riyadh, according to the scientific department, came in first place students of the Department of Sociology and Social Service with a percentage of (42.7%), in second place students of the Department of Psychology with a percentage of (31.9%), in third place students of the Department of Geography with a percentage of (14.8%), and in fourth and last place students of the Department of History and Civilization with a percentage of (10.6%).

Table (7) shows the distribution of the study sample
according to the educational level

No.	Educational level	R	%
1	Level 1	44	11.4%
2	Level 2	50	13.0%
3	Level 3	32	8.3%

4	Level 4	34	8.8%
5	Level 5	36	9.3%
6	Level 6	39	10.1%
7	Level 7	41	10.6%
8	Level 8	33	8.5%
9	Level 9	35	9.1%
10	Level 10	42	10.9%
	Total	386	100%

The results of the previous table show that the distribution of the study sample of students from the College of Social Sciences at Imam Muhammad ibn Saud Islamic University in Riyadh, according to academic level, ranked first with the second level (13.0%), second with the first level (11.4%), third with the tenth level (10.9%), fourth with the seventh level (10.6%), fifth with the sixth level (10.1%), sixth with the fifth level (9.3%), seventh with the ninth level (9.1%), eighth with the fourth level (8.8%), ninth with the fifth level (8.5%), and finally, tenth with the third level (8.3%).

Table (8) shows the distribution of the study sample
according to the number of family members

No.	Family members	R	%
1	Three people	19	4.9%
2	Four people	84	21.8%
3	Five people	125	32.4%
4	Six people	77	20.0%
5	Seven or more people	81	20.9%
	Total	386	100%

The results of the previous table show that: The distribution of the study sample of students in the College of Social Sciences at Imam Muhammad ibn Saud Islamic University in Riyadh, according to the number of family members, ranked first with five individuals (32.4%), followed by four individuals (21.8%), seven or more individuals (20.9%), six individuals (20.0%), and three individuals (4.9%).

Table (9) shows the distribution of the study sample
according to the father's education level

No.	Father's education level	R	%
1	Below average	30	7.8%
2	Middle	97	25.1%
3	Secondary	135	35.0%
4	University	102	26.4%
5	Postgraduate studies	22	5.7%
	Total	386	100%

The results of the previous table show that: The distribution of the study sample of students from the College of Social Sciences at Imam Muhammad ibn Saud Islamic University in Riyadh, according to the father's educational level, came in first place with a percentage of (35.0%), followed by university with a percentage of (26.4%), intermediate with a percentage of (25.1%), below-average with a percentage of (7.8%), and postgraduate with a percentage of (5.7%).

Table (10) shows the distribution of the study sample
according to the mother's educational level

No.	Mother's education level	R	%
1	Below average	111	28.8%
2	Middle	85	22.0%
3	Secondary	138	35.8%
4	University	41	10.6%
5	Postgraduate studies	11	2,8%
	Total	386	100%

The results of the previous table show that: The distribution of the study sample of students from the College of Social Sciences at Imam Muhammad ibn Saud Islamic University in Riyadh, according to the mother's education level, ranked first as secondary school (35.8%), second as below average (22.0%), third as intermediate (22.0%), fourth as university (10.6%), and fifth and final as postgraduate studies (2.8%).

2003

Table (11) shows the distribution of the study sample
according to the family's monthly income level

No.	Monthly income level	R	%
1	Less than 5000 riyals	5	1.3%
2	5,000 riyals to less than 10,000 riyals	12	3.1%
3	10,000 riyals to less than 20,000 riyals	298	77.2%
4	20,000 riyals or more	71	18.4%
	Total	386	100%

The results of the previous table show that: The distribution of the study sample of students from the College of Social Sciences at Imam Muhammad ibn Saud Islamic University in Riyadh, according to the level of monthly family income, ranked first among those with a monthly income of (10,000 riyals to less than 20,000 riyals) at (77.2%), followed by those with a monthly income of (20,000 riyals or more) at (18.4%), followed by those with a monthly income of (5,000 riyals to less than 10,000 riyals) at (3.1%), and finally, those with a monthly income of (less than 5,000 riyals) at (1.3%).

(2) Results related to answering the study questions:
Answering the first question: What is the impact of following social media celebrities on the values of university students in Saudi society?

Table (12) illustrates the impact of following social media celebrities on the values of university students in Saudi society

No.	phrase	agree	relatively	Disagree	A.M	S.D	Ar.
1	My values of national belonging were negatively affected.	234	54	98	2.35	0.65	6
2	Individualistic values have spread among young people	313	66	7	2.80	0.78	1
3	The social value system among young people has weakened	306	66	14	2.76	0.86	2
4	I said the value of cooperation between young people.	219	71	96	2.32	0.65	7
5	The value of participation in community service has decreased among young people.	294	75	17	2.72	0.69	4
6	The value of social responsibility has weakened among young people.	197	101	88	2.28	0.58	8
7	Opportunism has increased among young people.	303	71	12	2.75	0.74	3
8	The value of respect has weakened among young people.	294	74	18	2.72	0.84	5
Mean and standard deviation					2.56	0.64	High

The results of the previous table show that the impact of following social media celebrities on the values of university students in Saudi society came in the following order:
-First place: Statement No. (2) ("Individualistic values have spread among youth") with an arithmetic mean of (2.80) and a standard deviation of (0.78).
-Second place: Statement No. (3) ("The social value system has weakened among youth") with an arithmetic mean of (2.76) and a standard deviation of (0.86).
-Third place: Statement No. (7) ("Opportunism has increased among youth") with an arithmetic mean of (2.75) and a standard deviation of (0.74).
-Fourth place: Statement No. (5) ("The value of participation in local community service has decreased among youth") with an arithmetic mean of (2.72) and a standard deviation of (0.69).
-Fifth place: Statement No. (8) ("The value of respect has weakened among youth") with an arithmetic mean of (2.72) and a standard deviation of (0.84).
-Sixth place: Statement No. (1) ("My values of national belonging were negatively affected") with an arithmetic mean of (2.35) and a standard deviation of (0.65).
-Seventh place: Statement No. (4) ("The value of cooperation among youth has decreased") with an arithmetic mean of (2.32) and a standard deviation of (0.65).

-Eighth place: Statement No. (6) ("The value of social responsibility among youth has weakened") with an arithmetic mean of (2.28) and a standard deviation of (0.58). The degree of agreement for all statements in the previous axis was high. This demonstrates that the degree of influence of following social media celebrities on the values of university students in Saudi society was measured by an arithmetic mean of (2.65) and a standard deviation of (0.64), with a "high" degree of agreement. These findings were reflected in the following: the prevalence of individualistic values among youth, the weakness of the social value system among youth, the increase in opportunism among youth, the decline in the value of participation in local community service among youth, the decline in the value of respect among youth, the negative impact on the values of national belonging, the decline in the value of cooperation among youth, and the decline in the value of social responsibility among youth.

Answering the second question: What is the impact of following social media celebrities on the behavior of university students in Saudi society?

Table (13) illustrates the impact of following social media celebrities on the behavior of university students in Saudi society

No.	phrase	agree	relatively	Disagree	A.M	S.D	Ar.
1	The ongoing disputes between young people on social media have increased.	311	63	12	2.77	0.86	2
2	Traditional consumer behavior has increased among young people.	277	94	15	2.68	0.75	6
3	Violent behavior has increased among young people	303	72	11	2.76	0.82	5
4	Expensive consumer behavior has increased among young people	301	73	12	2.77	0.85	3
5	Western behaviors have spread among young people due to following social media celebrities	314	58	14	2.78	0.84	1
6	Behaviors that are contrary to our customs and traditions have spread among young people	242	72	72	2.44	0.77	8
7	Lazy and idle behavior has increased among young people	245	72	69	2.46	0.68	7
8	Sports fanaticism has increased among young people	315	51	20	2.76	0.84	4
Mean and standard deviation					2.45	0.82	High

The results of the previous table show that the impact of following social media celebrities on the behavior of university students in Saudi society came in the following order:

-First place: Statement No. (5) ("Western behaviors have spread among youth due to following social media celebrities") with an arithmetic mean of (2.78) and a standard deviation of (0.84).

-Second place: Statement No. (1) ("Continuous disputes between youth on social media have increased") with an arithmetic mean of (2.77) and a standard deviation of (0.86).

-Third place: Statement No. (4) ("Opulent consumer behavior has increased among youth") with an arithmetic mean of (2.77) and a standard deviation of (0.85).

-Fourth place: Statement No. (8) ("Sports fanaticism has increased among youth") with an arithmetic mean of (2.76) and a standard deviation of (0.84).

-Fifth place: Statement No. (3) ("Violent behavior has increased among youth") with an arithmetic mean of (2.76) and a standard deviation of (0.82).

-Sixth place: Statement No. (2) ("Traditional consumer behavior has increased among young people") with an arithmetic mean of (2.68) and a standard deviation of (0.75).

-Seventh place: Statement No. (7) ("Lazy and inactive behavior has increased among young people") with an arithmetic mean of (2.46) and a standard deviation of (0.68).

-Eighth place: Statement No. (6) ("Behaviors contrary to our customs and traditions have spread among young people") with an arithmetic mean of (2.44) and a standard deviation of (0.77). The degree of agreement for all statements in the previous axis was high. This demonstrates that the degree of influence of following social media celebrities on the behavior of university students in Saudi society was measured by an arithmetic mean of (2.45) and a standard deviation of (0.82), with a "high" degree of agreement. The results were: the spread of Western behaviors among youth due to following social media celebrities; an increase in ongoing disputes

between youth on social media; an increase in ostentatious consumer behavior among youth; an increase in sports fanaticism among youth; an increase in violent behavior among youth; an increase in traditional consumer behavior among youth; an increase in lazy and inactive behavior among youth; and a spread of behaviors that contradict our customs and traditions among youth.

Answering the third question: What is the impact of following social media celebrities on the attitudes of university students in Saudi society?

Table (14) illustrates the impact of following social media celebrities on the attitudes of university students in Saudi society

No.	phrase	agree	relatively	Disagree	A.M	S.D	Ar.
1	My attitudes towards many youth issues have become negative	294	75	17	2.72	0.69	5
2	My religious orientations were negatively affected	303	71	12	2.75	0.74	4
3	My attitudes towards believing in the necessity of continuing my university education have weakened	309	60	17	2.76	0.75	3
4	I found that there are multiple and easy ways to make money	288	66	32	2.66	0.68	7
5	My sports fanaticism has increased significantly	316	64	6	2.80	0.81	2
6	I became more distracted by some intellectual issues in society	197	101	88	2.28	0.58	8
7	I am more inclined towards Western culture than before	294	74	18	2,72	0.84	6
8	I have become a regular social media influencer without realizing it	329	45	12	2.82	0.78	1
Mean and standard deviation					2.55	0.73	High

The results of the previous table show that the impact of following social media celebrities on the attitudes of university students in Saudi society came in the following order:

-First place: Statement No. (8) ("My imitation of social media celebrities has increased unconsciously") with an arithmetic mean of (2.82) and a standard deviation of (0.78).

-Second place: Statement No. (5) ("My sports fanaticism has increased significantly") with an arithmetic mean of (2.80) and a standard deviation of (0.81).

-Third place: Statement No. (3) ("My attitudes toward the belief in the necessity of continuing my university education have weakened") with an arithmetic mean of (2.76) and a standard deviation of (0.75).

-Fourth place: Statement No. (2) ("My religious attitudes have been negatively affected") with an arithmetic mean of (2.75) and a standard deviation of (0.74).

-Fifth place: Statement No. (1) ("My attitudes toward many youth issues have become negative") with an arithmetic mean of (2.72) and a standard deviation of (0.69).

-Sixth place: Statement No. (7) ("I have become more inclined toward Western culture than before") with an arithmetic mean of (2.72) and a standard deviation of (0.84).

-Seventh place: Statement No. (4) ("I found that there are many easy ways to earn money") with an arithmetic mean of (2.66) and a standard deviation of (0.68).

-Eighth place: Statement No. (6) ("I have become more distracted by some intellectual issues in society") with an arithmetic mean of (2.28) and a standard deviation of (0.58). The degree of agreement with all statements in the previous axis was high. This demonstrates that the degree of influence of following social media celebrities on the attitudes of university students in Saudi society was evident, with an arithmetic mean of (2.55) and a standard deviation of (0.73), indicating a "high" degree of agreement. These findings were manifested in: an increase in youth's unconscious imitation of social media celebrities; a significant increase in sports fanaticism among youth; a weakening of youth attitudes toward the belief in the necessity of continuing their university education; a negative impact on youth's religious attitudes; youth attitudes toward many youth issues becoming more negative; youth's increased inclination toward Western culture than before; youth's sense of the existence of multiple and easy ways to earn money; and increased youth dispersion regarding certain intellectual issues in society.

Answering the fourth question: What is the impact of following social media celebrities on the future of university students in Saudi society?

Table (15) illustrates the impact of following social media celebrities on the future of university students in Saudi society

No.	phrase	agree	relatively	Disagree	A.M	S.D	Ar.
1	Social media celebrities influence my outlook on the future	314	58	14	2.78	0.88	2
2	Following social media celebrities encourages me to travel abroad	245	72	69	2.46	0.68	7
3	I lost interest in the value of education because of my following of social media celebrities	303	70	13	2,75	0.73	3
4	I feel that my career future is unknown and unclear because of my following of social media celebrities	281	87	18	2.69	0.69	5
5	I used social media influencers to plan my future	332	43	11	2.83	0.82	1
6	My following of social media celebrities makes me lose interest in the future	279	89	18	2.68	0.83	6
7	Following social media celebrities made me think negatively about my future	242	72	72	2.44	0.77	8
8	Following social media celebrities made me afraid of the future	303	70	13	2.75	0.73	4
Mean and standard deviation					2.77	0.67	High

The results of the previous table show that the impact of following social media celebrities on the future of university students in Saudi society came in the following order:
- First place: Statement No. (5) ("I benefited from social media celebrities in planning my future"), with an arithmetic mean of (2.83) and a standard deviation of (0.82).
- Second place: Statement No. (1) ("Social media celebrities influence my outlook on the future"), with an arithmetic mean of (2.78) and a standard deviation of (0.88).
- Third place: Statement No. (3) ("I lost interest in the value of education because of my following social media celebrities"), with an arithmetic mean of (2.75) and a standard deviation of (0.73).
- Fourth place: Statement No. (8) ("My following social media celebrities made me fearful of the future"), with an arithmetic mean of (2.75) and a standard deviation of (0.73).
- Fifth place: Statement No. (4) ("I feel that my career future is unknown and unclear because I follow social media celebrities"), with an arithmetic mean of (2.68) and a standard deviation of (0.69).
- Sixth place: Statement No. (6) ("Following social media celebrities makes me lose interest in the future"), with an arithmetic mean of (2.68) and a standard deviation of (0.83).
- Seventh place: Statement No. (2) ("Following social media celebrities encourages me to travel abroad"), with an arithmetic mean of (2.46) and a standard deviation of (0.68).
- Eighth place: Statement No. (7) ("Following social media celebrities makes me think negatively about my future"), with an arithmetic mean of (2.44) and a standard deviation of (0.77). The degree of agreement for all statements in the previous axis was high. This demonstrates that the degree of influence of following social media celebrities on the future of university students in Saudi society achieved an arithmetic mean of (2.77) and a standard deviation of (0.67), with a "high" degree of agreement. These findings were reflected in: youth benefiting from social media celebrities in planning their futures; the influence of social media celebrities on youth's outlook on the future; youth losing interest in the value of education due to their following of social media celebrities; youth following social media celebrities making them more fearful of the future; youth feeling that their career future is unknown and unclear due to their following of social media celebrities; youth losing interest in the future due to their following of social media celebrities; youth following social media celebrities encouraged them to travel abroad; and youth following social media celebrities made them think negatively about their futures.
Tenth: Conclusions:

1. The need to raise university students' awareness of the importance of selecting the social media celebrities they follow, and to choose positive figures among them who can positively influence their lives.

2. Developing positive critical thinking skills among university students to avoid being swayed by the negative behaviors of social media celebrities.

3. Developing religious awareness among university students to preserve sound values, behaviors, and positive attitudes that contribute to building a promising future for youth in Saudi society.

4. Raising awareness among university students of the importance of not being swayed by social media influencers with religious and political dimensions that oppose the state.

5. Developing a culture of digital awareness among university students to help them identify fake and anonymous pages of social media influencers.

6. Raising awareness among university students that social media influencers do indeed influence their behavior. This influence may not necessarily be negative, but a lack of awareness and misuse can lead to unexpected consequences.

REFERENCES

First: Arabic References:
1. Bin Shamdin, Majid bin Muhammad (2017). The Relationship of Social Media Celebrities to Moral Influence, Journal of Scientific Research in Education, Vol. 6, No. 18, Girls' College of Arts, Sciences, and Education, Ain Shams University, Cairo.
2. Al-Tuwaijri, Saleh bin Abdulaziz (2022). Factors Related to Negative Transformations in Following Snapchat Celebrities: A Study of Imam Muhammad ibn Saud Islamic University Students from the Perspective of Faculty Members, Journal of the Islamic University for Educational and Social Sciences, No. 9, Islamic University, Medina.
3. Jawish, Khaled Shaker (2022). How Arab Celebrities Use Social Media for Self-Tagging: A Content Analysis of Self-Presentation Strategies on Instagram, Journal of the Association of Arab Universities for Media and Communication Technology Research, No. 9, Association of Arab Faculties of Media, Cairo.
4. Al-Dahrawy, Muhammad Fouad (2019). Arab Youth's Attitudes Towards Marketing Through Social Media Celebrities and Its Relationship to Purchasing Behavior: A Field Study, Arab Journal of Media and Communication Research, Issue 27, Ahram Canadian University, Cairo.
5. Al-Zar'a, Nada Gamal (2019). YouTube Celebrities as Role Models for Teenagers: A Study on the Ways YouTube Celebrities Influence Teenagers in the United Arab Emirates. University of Sharjah Journal of Humanities and Social Sciences, Vol. 16, No. 2, University of Sharjah, UAE.
6. Satour, Muhammad Sultan (2024). The Effectiveness of Advertising Through Celebrity Endorsements on Social Media Platforms. Journal of Architecture, Arts, and Humanities, Issue 45, Arab Society for Civilization through Islamic Arts, Cairo.
7. Al-Sukari, Ahmed Shafiq (2000). Dictionary of Social Work and Social Services, Alexandria, Dar Al-Ma'rifa University for Printing, Publishing, and Distribution.
8. Al-Sisi, Lulwa Ali (2020). The Impact of Social Media Celebrities on Children's Behavior: A Field Study on a Sample of Parents in Jeddah, Using Snapchat and YouTube as a Model. Unpublished Master's Thesis, King Abdulaziz University, Jeddah.
9. Shaheen, Iman Saber (2021). The Effectiveness of Marketing Through Celebrities and Influencers on Social Media: A Field Study. Arab Journal of Media and Communication Research, Issue 34, Ahram Canadian University, Cairo.
10. Al-Shammari, Taiba Daoud (2021). Attitudes Toward Celebrities among a Sample of Kuwaitis. Journal of Social Sciences, Vol. 7, No. 1, Abdelhamid Ibn Badis University, Mostaganem, Algeria.
11. Al-Otaibi, Sultana Muhammad (2022). The Psychological and Social Effects of Following Social Media Celebrities and Their Relationship to Some Variables. Unpublished Master's Thesis, Taif University.
12. Othman, Ahmed Ahmed (2022). Celebrities' Self-Management on Social Media and Its Relationship to Self-Esteem among the Egyptian Public, Egyptian Journal of Public Opinion Research, Vol. 21, No. 4, Public Opinion Research Center, Faculty of Mass Communication, Cairo University.

13. Al-Mahmoud, Muhammad bin Abdul Aziz (2022). Social Media Celebrity Advertisements between Islamic Sharia and Saudi Systems, Journal of Jurisprudential and Legal Research, Vol. 1, No. 38, Faculty of Sharia and Law, Damanhour, Al-Azhar University, Egypt.

14. Maamari, Jamila (2023). Adolescents' Relationship with Social Media, YouTube as a Model: A Content Analysis of Some Algerian Youth Celebrity Channels, Journal of Social Studies, Vol. 13, No. 1, Basra Center for Research, Consulting, and Educational Services, Algeria.

15. Musa, Muhammad Salah (2024). The Relationship between Celebrity Influence and Purchasing Decisions: An Empirical Study on Restaurant Customers in the Arab Republic of Egypt, Journal of the Higher Institute for Qualitative Studies, Vol. 4, No. 13, The Higher Institute for Qualitative Studies, Cairo.

Second: Foreign References:

1.   Jan Frait, et al., (2005); Exchange Rate Appreciation and Negative Central Bank Capital, Is There a Problem?, Central Banking Studies, Bank of England, August 31-September 2.

2.   Angelos Alexopoulos, K., Monks (2002); Social Capital Perspective on the Role of Human Resources Practices in Intra-Organizational Knowledge Sharing, the 5th International Conference on HRD Research and Practice across Europe.

Third: Websites:

Saudi Ministry of Communications (2024). Social Media Report in Saudi Arabia for 2024. https://rageh.net

2009