

CHALLENGES TO THE QUALITY OF LIFE OF SAUDI FAMILIES IN LIGHT OF THE WIDESPREAD FOLLOW-UP OF SOCIAL MEDIA CELEBRITIES: A FIELD STUDY APPLIED TO A SAMPLE OF SAUDI FAMILIES IN RIYADH

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Abstract:

The aim of the research is to identify the challenges facing the quality of family relationships, the quality of financial stability, and the quality of family cohesion in light of the widespread following of social media celebrities. It also provides the most important proposals to address the challenges facing the quality of life of Saudi families in light of the widespread following of social media celebrities. This research falls within the descriptive-analytical research style, which aims to describe and analyze the challenges facing the quality of life of Saudi families in light of the widespread following of social media celebrities. The research relied on a social survey method with a sample of Saudi families in Riyadh. The research community is represented by Saudi families in Riyadh, and the research sample includes a random sample of (772) families. The researcher relied on a primary tool, a questionnaire for Saudi families in Riyadh. The research results confirmed that the degree of challenges facing the quality of family relationships in light of the widespread following of social media celebrities came in at an arithmetic mean of (2.58) and a standard deviation of (0.64), with a degree of approval (high). The degree of challenges facing the quality of financial stability in light of the widespread following of social media celebrities came in at an arithmetic mean of (2.66) and a standard deviation of (0.82), with a degree of approval. (High) The degree of challenges to family cohesion in light of the widespread following of social media celebrities came in at an arithmetic mean of (2.72) and a standard deviation of (0.73), indicating a "high" degree of agreement. The degree of influence of following social media celebrities on the future of university students in Saudi society came in at an arithmetic mean of (2.61) and a standard deviation of (0.67), indicating a "high" degree of agreement.

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, including the family in general.

Keywords: Challenges- the Quality of Life- Saudi- Social Media Celebrities.

INTRODUCTION:

The family is an integrated unit within society. It is the family group most sensitive and affected by its surroundings and the diverse influences and interactions taking place within it. The family's internal and external harmony with the other units that make up society gives it strength and cohesion, enabling it to survive and adapt within this unified body. Perhaps family planning is one of the balances and controls that the family creates to enable it to absorb external social influences or transmit its internal interactive influences to the surrounding society. There is no doubt that every husband and wife aspires to create a happy family, an intelligent family, etc.

The phenomenon of following social media celebrities is a widespread social behavior that indicates widespread interest in the lives of celebrities and "influencers" online, leading to multiple impacts on followers and society in general. This phenomenon includes various motivations, such as inspiration and entertainment, but it also carries risks associated with material consumption, psychological stress, and the formation of false perceptions of success. This phenomenon can have positive aspects, such as raising awareness about important issues, but it requires critical thinking from followers to minimize negative consequences. The concept of quality of life has become one of the most widely circulated concepts in recent years by scholars and researchers in various fields, especially psychologists. This is because it refers to an organized lifestyle accompanied by an individual's sense of happiness and satisfaction with their life situation, and their ability to satisfy their needs through a rich environment and advanced services provided in the health, social, educational, and psychological fields. These are aimed at achieving harmony and satisfaction for the individual, especially in light of the social and economic changes that have impacted the life of the entire family. Since the family is the most important educational and social institution in the life of the individual and the warm embrace that provides them with happiness and achieves psychological and social harmony, quality of family life has become both a requirement and a necessity,

and one of the fundamental issues related to developing policies, meeting social needs, achieving independence, enjoying life, and social connection. (Al-Sufi, 2021)

The Research Problem:

Within the context of the changes and transformations that have occurred in society today, we find that the family has been affected by these changes and transformations and has undergone several changes affecting its structure and function, given that the family represents one of the most important human groups and has the greatest influence on the lives of individuals and groups. The disruption of family roles has negatively impacted the social structure, and vice versa, as demonstrated by numerous psychological and social studies. (Bukhalaf, 2018)

Quality assurance has also become one of the fundamental strategies upon which family life is based, achieving distinguished and effective standards to improve the quality of education and institutional services such as public libraries, and to raise the level of cultural institutions. Smartphone applications and regulations seek to implement modern information technology applications that help develop family relationships between different generations according to a modern scientific strategy. (Sayedhom, 2017) Based on the above, the research problem is defined in the following question:

What are the challenges to quality of life for Saudi families in light of the widespread following of social media celebrities?

The Importance of the Research:

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, particularly the family.

2. The importance of studying family quality of life lies in understanding its profound impact on family health and well-being, and identifying the factors that enhance it to improve overall family performance. These studies contribute to the development of training programs to enhance communication and parenting, stress management, and conflict resolution, leading to the building of a more stable and cohesive society. They also highlight the role of the family as the nucleus of society, influencing individual development from a personal and social perspective.

3. The current research may help identify the impact of following social media celebrities on family quality of life challenges in Saudi society, helping those responsible for family care to address them.

4. The current research may help Saudi families identify the most important proposals for addressing family quality of life challenges in light of the widespread following of social media celebrities.

Research Objectives:

1. Identify the challenges facing the quality of family relationships in light of the widespread following of social media celebrities.

2. Identify the challenges facing the quality of financial stability in light of the widespread following of social media celebrities.

3. Identify the challenges facing the quality of family cohesion in light of the widespread following of social media celebrities.

4. Key proposals for addressing the challenges facing the quality of life of Saudi families in light of the widespread following of social media celebrities.

Research Questions:

1. What are the challenges facing the quality of family relationships in light of the widespread following of social media celebrities?

2. What are the challenges facing the quality of financial stability in light of the widespread following of social media celebrities?

3. What are the challenges facing the quality of family cohesion in light of the widespread following of social media celebrities?

4. What are the proposals for addressing the challenges facing the quality of life of Saudi families in light of the widespread following of social media celebrities?

Research Concepts:

(1) The Concept of Challenges:

There are numerous definitions offered for this concept, as there is no single agreed-upon definition that is comprehensive and inclusive. This is due to the differences in researchers' frames of reference. Some define the meaning of a challenge as a creative force that drives social and cultural renewal and change, or as a problem or gap that needs to be confronted and resolved. (Gloum, 1999)

Some have argued that it is any change or transformation—quantitative or qualitative—that imposes a specific requirement or requirements that exceed the capabilities of society, such that it must confront them and take the necessary measures to achieve them. (Salem, 1998)

Challenges are also defined as developments, variables, problems, difficulties, or obstacles arising from the local, regional, or global environment. These may be cultural, media, religious, social, political, economic, military, health, or environmental in nature. (Nuwairi, 2014: 237)

Challenges are operationally defined in the current study as: the difficulties and obstacles facing the Saudi family, particularly in relation to the quality of family relationships, the quality of the family's financial stability, and the quality of family cohesion. The family's current capabilities are incapable of confronting these challenges, and it requires the assistance and support of all societal institutions (governmental, civil, and voluntary) to confront them.

(1) The Concept of Family Quality of Life:

Family quality of life is a multidimensional concept that has emerged in recent years. Despite its novelty, researchers have offered several definitions of the concept of family quality of life. These definitions address the areas of life associated with family quality of life, such as physical and material well-being, emotional well-being, social belonging, and the good functioning of parents within the family. (Samuel, et al., 2012)

The concept of family quality of life is defined as the degree to which family members' need to meet or gather is satisfied, family members enjoy their lives together, and they have opportunities to achieve their goals, which are important to them. (Park, et al., 2003)

Family quality of life reflects concern for the individual's psychological state, which is in turn influenced by the many difficulties and obstacles they face, which significantly impact their personal sense of the quality and nature of their life and their level of positive mental health. (Okasha and Salim, 2010)

Quality of family life refers to the good performance of parents within the family or family happiness. Satisfaction, opportunities to increase family income, and opportunities to participate in leisure activities are among the most important indicators of quality of family life. Quality of family life includes the family's ability to improve relationships among family members to achieve family harmony. Families have the ability to improve quality of life in general, but sometimes life presents challenges and difficulties. These difficulties reach their peak with breast cancer patients, as they face many situations in their lives that involve unwanted or threatening experiences, thus jeopardizing the family's well-being and integrity. They are therefore predisposed to many psychological and physical disorders. (Hill, 2012)

Quality of family life is based on several principles, including its variation according to each family and the experiences of its members, the extent to which family members influence each other, and the extent to which family spheres influence each other. There is no standard for quality of family life, as the family determines quality for itself. (Zidan, 2012)

The quality of family life is also determined by internal and external forces. A person's sense of overall happiness is always dependent on their personal characteristics, which include self-perception as perceived by the individual through their feelings of satisfaction, happiness, frustration, pessimism, and despair, as well as positive emotions and self-fulfillment. The objective characteristics include physical health, standard of living, social and family relationships, community activities, mental health, work, education, life philosophy, rights, and leisure time. (Iraqi and Mazloum, 2005)

Hill (2012) demonstrated that the dimensions of family quality of life include: family interaction, parenting, emotional quality of life, physical quality of life, social support, the physical environment, daily quality of family life, and social quality of life.

The concept of family quality of life is operationally defined in the current research as:

The degree to which family members' needs are satisfied, they feel comfortable and enjoy their life together, and they have opportunities to achieve the goals they consider important, with regard to the quality of family relationships, the quality of family financial stability, and the quality of family cohesion.

(3) Social Media Influencers:

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

Social media influencers are operationally defined in the current research as:

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

Previous Studies:

(1) Previous Studies Related to Family Quality of Life:

Ben Ramadan's 2017 study revealed the role of social and psychological health in achieving family quality of life from a socio-psychological perspective. Farid's 2017 study highlighted the mechanisms used by families to foster a culture of dialogue by promoting values of tolerance, recognition of others, and peaceful conflict management among family members. Finally, it addressed the impact of a culture of dialogue on family quality of life, which manifests itself in family stability, peaceful coexistence, and respect for one's own and other opinions. Khashmoun's 2017 study also highlighted the topic of family quality of life and socialization. The study's results confirmed a strong relationship between proper socialization methods for children and achieving family quality of life for all family members. A 2017 study by Shahab emphasized the need to adopt an integrated approach among various socialization institutions (family,

school, mosque, media, etc.) to activate their social and educational role in shaping a good citizen imbued with the values and principles of their society. It also emphasized family counseling to achieve quality family life.

The results of Abdel Moneim's 2018 study confirmed a statistically significant positive correlation between proactive coping strategies for stress (logical analysis of situations, positive reappraisal, seeking help and information, and using problem-solving techniques) and the overall score, as well as the quality of family life (quality of marital life, quality of family psychological life, quality of family social life) and the overall score.

Saeed's 2018 study reached several results, the most important of which are: sample members enjoy a quality of life above average, with the highest level of cognitive quality of family life, followed by the health dimension, and finally the environmental dimension.

The results of Al-Zahrani's 2018 study showed statistically significant differences among sample members in family quality of life based on the study variables, favoring the wife's higher educational level, older age, the wife's employment, fewer family members, and the family quality of life dimensions. The wife's educational level was the most influential factor in the percentage of participation in the wife's intellectual security, at 85%, and educational level was also the most influential factor in the percentage of participation in family quality of life, at 89%.

The results of Heri's 2018 study also confirmed differences in the family quality of life for university students due to the mother's employment, in favor of university students with non-working mothers. There were also differences in the family quality of life for university students due to family type, in favor of students from extended families. The results, however, showed no differences in the family quality of life for university students due to the student's position within their family. The results of Abbadi's 2018 study concluded that the quality of family life among university students was average. We also found no statistically significant differences in the quality of family life among students at Chadli Bendjedid University based on gender and age. The results of Dardir's 2019 study revealed a decline in the prevalence of positive dialogue among sample members, and that positive dialogue, flexibility, and self-management contributed to predicting the quality of family life, with self-management contributing the most to the prediction. Differences were also found between males and females on the study variables, favoring females. Differences attributed to economic status on the study variables favored those with a high economic status. The results of Abu Hamza 2019 showed that there were statistically significant differences between the pre- and post-tests of the experimental group in favor of the post-test. The results also showed that there were no statistically significant differences between the pre- and post-tests of the control group. Finally, there were statistically significant differences between the post-tests of the control group and the post-tests of the experimental group. The results of Jaaja's 2019 study confirmed that the average percentage of working women on the family quality of life scale was (25.75%), which means a low level of quality for them - the average percentage of stay-at-home women on the family quality of life scale was (39.30%), meaning an average level of quality for them. Women differ among themselves according to the variable of family quality of life for women in the matter of feeling of belonging only.

The results of Abdul-Jawad's 2020 study revealed an inverse relationship between the dimensions of the first scale, namely, the job burdens of medical workers (workload, role conflict, and work environment), and the dimensions of the second scale, the quality of family life of medical workers (family interaction, family harmony, and life satisfaction). That is, the greater the job burdens of medical workers, the lower the quality of family life of medical workers, and vice versa. The results of Al-Omari's 2021 study confirmed a strong relationship between high school students' perceptions of the quality of family life and their increased motivation to achieve academically, and to excel in their educational careers.

The results of Hassanein's 2021 study also revealed a positive relationship between the quality of family life and both social support and psychological resilience, and the possibility of predicting the quality of family life through social support and psychological resilience. The results were discussed in light of the theoretical framework and previous studies. Al-Sabban's 2021 study found a statistically significant positive correlation between family quality of life and intellectual security, an inverse relationship between monological vision and family quality of life, and an inverse relationship between intellectual security and monological vision. It also found a positive effect of family quality of life as a mediating variable in the relationship between intellectual security and monological/multilateral vision. It also found statistically significant differences in family quality of life according to gender, favoring females.

The results of Al-Hariri's 2021 study confirmed that families with children with attention deficit hyperactivity disorder (ADHD) also suffer from poor family quality of life. This was evident during the lockdown period due to the COVID-19 pandemic, when families were confined to their homes for extended periods, and were unable to go out and move around. This caused significant psychological and social stress for the family due to these children. A 2021 study by Ayesh found high satisfaction with the quality of family life, and no differences in the level of satisfaction of families of the mentally disabled with the quality of family life according to the type of mental disability and the age of the disabled child. The study also found differences in the level of satisfaction of families of the mentally disabled with the quality of family life according to the gender of the disabled child. The results of the 2022 study by Muhammad revealed a negative correlation between self-efficacy and stress, the absence of a statistically significant correlation between the quality of family life and stress, and the presence of a positive correlation between self-efficacy and the quality of family life among parents of children with autism. The results of the 2022 study by Tawani confirmed that adolescent children who feel family security and live in a safe and stable family environment enjoy a high level of family life quality in all psychological, social, economic and educational areas.

(2) Previous studies related to social media celebrities:

The results of Ben Shamdin's 2017 study showed that the average score for negative effects was 3.79, with a standard deviation of 1.60. The results of the study also showed that the average score for positive effects was 3.29, with a standard deviation of 0.741. However, the results did not reveal any statistically significant differences at the significance level of 0.05, attributable to the gender variable.

The results of Al-Dahrawi's 2019 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 refrain from following the goods and services promoted by these celebrities and should take their time to verify the accuracy of the information provided. The results of the 2020 Sisi study found that 40.0% of children spend 3-5 hours watching YouTube and Snapchat, 29.2% spend 1-2 hours, and 18.0% spend 6 hours or more. The lowest percentage, 12.8%, spent 1 hour or less watching YouTube and Snapchat. The results also found that the influence of social media celebrities on children's social and linguistic behavior was moderate.

The results of the 2019 Al-Zar'a study concluded that YouTube has become an integral part of the lives of many adolescents in the country, 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. The results of Al-Shammari's 2021 study revealed no statistically significant differences between the governorates of Kuwait in the levels of attitudes toward celebrities. Finally, the results showed no significant correlation between age and attitudes toward celebrities. Through analyzing the results, it was possible to obtain some sub-results, such as the most famous personalities, and the field of fashionistas was the most widespread.

Shaheen's 2021 study also found a division of attitudes within the focus groups regarding the effectiveness of both celebrities and influencers on social media, with regard to the dimension of attractiveness. Most of the sample members considered celebrities more attractive than social media influencers, while the majority of the focus group members—who were female—considered influencers more trustworthy than celebrities. Participants agreed that social media influencers were more product-oriented and closer to consumers than celebrities.

Al-Otaibi's 2022 study also showed that the most frequently used social media platform among the sample was Snapchat, and that the more hours spent using social media, the greater the psychological and social effects. The shorter the follow-up period, the lower the impact of the social and psychological effects of following social media celebrities.

Al-Tuwaijri's 2022 study confirmed that the most prominent negative changes associated with following Snapchat celebrities, which received high approval ratings, were: (It created a flaw in the criteria for selecting role models, a weak ability to set priorities in life, and the most prominent factors related to the nature of the Snapchat application, which received high approval ratings, were the live display of daily events), and (The ease of use of the application).

Al-Mahmoud's 2022 study concluded that there is a need for a unified system that outlines the rules for advertising by social media celebrities. It should be clear in its features and boundaries. Furthermore, the topic of social media celebrity advertisements requires more in-depth jurisprudential and legal studies, and before that, survey studies to understand the existing reality in order to fully understand this important emerging topic in our current era.

The results of the 2022 study also indicated a correlation between the Egyptian public's frequency of using celebrity pages on social media and their level of self-esteem. This relationship was found to be weakly inverse and statistically significant. Several variables supported the inverse relationship between the frequency of Egyptian public use of celebrity pages on social media 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 Egyptian public's awareness of the celebrities' use of self-management mechanisms on their social media pages.

One of the most important findings of the 2022 study is that self-promotion strategies are at the forefront of self-presentation strategies. Celebrities sought to create a variety of 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, outstanding performance, and religious practice, among other things. The use of images or videos was clearly relied upon in all posts. Follower responses varied between liking the post and/or writing a comment, or watching the video. It is clear that female artists outperformed male artists in using the self-promotion strategy, while male artists outperformed male artists in using the compliment strategy. This can be explained by the female artists' focus on posts that focus on showcasing their beauty, fitness, and elegance, while male artists focus on portraying themselves as complimentary, friendly, and approachable.

Maamri's 2023 study confirmed that young people, teenagers, and children are the most engaged with this platform as content creators and recipients. YouTube has created many stars, who are now known as influencers.

The results of Musa's 2024 study concluded that there is a significant positive correlation between celebrity influence and purchasing decisions. The researchers also provided practical recommendations and important guidance for restaurant managers in the Arab Republic of Egypt. A 2024 study by Sattor concluded that the use of celebrity influencers has a positive impact on the advertisers' products, brand, and image. The celebrity's image determines the audience's acceptance of the celebrity and the strength of their influence in advertising.

Seventh: Theoretical literature of the research:

Quality of Life Theories: (College, 2003 Anderson)

(1) The Integrated Quality of Life Theory:

The Integrated Quality of Life Theory is a comprehensive theory that includes eight theories in a subjective, existential, and objective variety. This theory is based on the premise that all major religions and philosophies have a conception of

a good and dignified life, and that these conceptions can be divided into three separate groups, each focusing on one aspect of a good life:

1. Subjective Quality of Life: This is an individual's feelings about the quality of their life. An individual's happiness and life satisfaction are considered aspects that reflect subjective quality of life.

2. Existential Quality of Life: This is the extent to which a person's life is good at the deepest level of life. It is the nature of the individual with which they are supposed to live. It is considered that an individual's beliefs, ideas, and thoughts about the aspects that must be met to achieve quality of life are what explains their feeling or lack of feeling of quality in their life.

3. Objective Quality of Life: This is how the outside world perceives a good life. This perception is influenced by the culture in which the individual lives.

Proponents of this theory assert that the three comprehensive aspects of quality of life tend to overlap and can be classified into categories ranging from subjective to objective, with the existential element in the middle because it unites the subjective and objective. The integrated theory of quality of life, as stated by Anderson (College, 2003), includes the eight theories of quality of life:

1. Well-being Theory: Well-being is an aspect of subjective quality of life, where quality of life is viewed from the perspective of an individual's assessment of the quality of their own life. This means that well-being is closely linked to how an individual's affairs proceed in an objective world and to external life factors.

2. Life Satisfaction Theory: An individual's satisfaction is explained by his feeling that life is coming to him as it should be. This depends on the extent to which the world around him meets his expectations, needs, and desires in life. An individual can reach the stage of satisfaction in two ways: either the individual attempts to change the outside world to match his dreams, or he abandons his dreams because they are unrealistic and makes them fit the world as it is. Both methods generate the same satisfaction. Most theories of quality of life focus on satisfaction, but it cannot be used as the sole measure of the quality of a decent life. It is more than just being satisfied.

3. The Happiness Theory: Proponents of the theory believe that most people use this word with caution, given its special significance in their psyche. For an individual to be happy, one does not simply need to be cheerful and content; it is a precious and highly desirable feeling, but one that is difficult to attain. Happiness is something deeply rooted in the individual and is linked to human nature as well as irrational dimensions, such as love, close connections with nature, and many other factors. However, it is not tied to money, health, or other objective factors. Happiness is found in classical philosophy and religious concepts, and has been and continues to be a source of inspiration for humanity in general.

4. The Meaning of Life Theory: The concept of life is an important concept for researchers, but it is rarely used as a reference point for the quality of life of individuals. The search for meaning in life is the subject of classical religion, and world religions can be viewed as theories of the meaning of life.

5. The biological conception theory of quality of life: This aspect of quality of life is linked to the basic biological makeup of humans. From a biological perspective, the human being is a living organ, and physical well-being reflects the state of a biological system. According to this conception, the quality of life of individuals is linked to their physical well-being. The person who views quality of life from this perspective is one of the individuals who is susceptible to disease.

6. Life Possibility Theory: Life potential is defined as an individual's ability to utilize their potential and capabilities to engage in creative activities, engage in meaningful social relationships, find a meaningful job, and form a family—in other words, to live a full life. Theorists believe that, in recognizing their life potential, the individual relates to reality across a range of levels. Within this framework, the individual may change their job or position in order to unlock their potential and thus achieve a full life, which is the essence of quality of life.

7. Need Satisfaction Theory: The concept of need satisfaction is widely used in the field of quality of life. Needs are traditionally linked to quality of life because when an individual's needs are met, their quality of life is expected to improve. Theorists believe that needs are an expression of human nature and are shared by all human beings.

8. Objective Factor Quality Theory: The objective aspects of quality of life are linked to external factors associated with the society in which the individual lives. These factors include income, social status, and health status. Therefore, objective quality of life is always closely linked to the culture in which the individual lives. (Janahi, 2009: 39-43)

RESEARCH METHODOLOGICAL PROCEDURES:

(1) Research Type and Methodology Used: This research falls under the descriptive-analytical research category, which aims to describe and analyze the challenges facing Saudi families' quality of life in light of the widespread use of social media influencers. The research relied on a social survey method based on a sample of Saudi families in Riyadh. This method is considered one of the most appropriate methods for descriptive studies in general and for the research topic in particular, as it provides the opportunity to collect sufficient, accurate, and up-to-date data from the research community.

(2) Research Population and Sample: The research community consists of Saudi families in Riyadh, and the research sample includes a random sample of (772) families.

(3) Data Collection Tools: The researcher relied on a primary tool, a questionnaire for Saudi families in Riyadh. The questionnaire was designed within a set of methodological steps, reviewing theoretical literature, previous research, studies, and questionnaires relevant to the research topic. The questionnaire's dimensions were defined as follows:

Questionnaire Description and Correction: The questionnaire consists of (40) statements measuring the challenges facing Saudi families' quality of life in light of the widespread following of social media celebrities. These statements are distributed across the following axes:

1. Identifying the challenges facing family relationships in light of the widespread following of social media celebrities.
2. Identifying the challenges facing financial stability in light of the widespread following of social media celebrities.
3. Identifying the challenges facing family cohesion in light of the widespread following of social media celebrities.
4. The most important proposals for addressing the challenges facing Saudi families' quality of life in light of the widespread following of social media celebrities.

In addition, a set of primary data expressing the demographic characteristics of the research sample (gender, place of residence, number of family members, nature of work, and level of monthly family income).

Each questionnaire statement 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 |
|-----------------------------|--------|
| From 1 to less than 1.67 | weak |
| From 1.67 to less than 2.32 | middle |
| From 2.32 to less than 3 | High |

Questionnaire Validity: Validity is one of the most important characteristics in judging the validity of a research instrument (questionnaire). It is the most important characteristic that a questionnaire must possess. Validity refers to the quality and validity of the research instrument 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 it possesses 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 (40) expressions. The researcher relied on the binary validity method to calculate the reliability of the research tool, which aims to identify the extent of the internal consistency of the research 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 they belong, to measure the validity of the statements included in the research 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 the Pearson correlation coefficients for the questionnaire statements

| No. | C.C | Sig. | No. | C.C | Sig. | No. | C.C | Sig. |
|-----|------|------|-----|------|------|-----|------|------|
| 1 | 0.69 | 0.01 | 15 | 0.77 | 0.01 | 29 | 0.51 | 0.05 |
| 2 | 0.85 | 0.01 | 16 | 0.90 | 0.01 | 30 | 0.71 | 0.01 |
| 3 | 0.69 | 0.01 | 17 | 0.83 | 0.01 | 31 | 0.89 | 0.01 |
| 4 | 0.90 | 0.01 | 18 | 0.77 | 0.01 | 32 | 0.65 | 0.01 |
| 5 | 0.69 | 0.01 | 19 | 0.90 | 0.01 | 33 | 0.69 | 0.01 |
| 6 | 0.83 | 0.05 | 20 | 0.77 | 0.01 | 34 | 0.69 | 0.01 |
| 7 | 0.81 | 0.01 | 21 | 0.80 | 0.01 | 35 | 0.90 | 0.01 |
| 8 | 0.83 | 0.01 | 22 | 0.73 | 0.01 | 36 | 0.47 | 0.05 |
| 9 | 0.90 | 0.01 | 23 | 0.89 | 0.01 | 37 | 0.69 | 0.01 |
| 10 | 0.77 | 0.01 | 24 | 0.85 | 0.01 | 38 | 0.90 | 0.01 |
| 11 | 0.81 | 0.01 | 25 | 0.80 | 0.01 | 39 | 0.90 | 0.01 |
| 12 | 0.83 | 0.01 | 26 | 0.73 | 0.01 | 40 | 0.47 | 0.05 |
| 13 | 0.90 | 0.01 | 27 | 0.89 | 0.01 | | | |
| 14 | 0.77 | 0.01 | 28 | 0.85 | 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 research application.

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 | 0.75 | 0.01 | 15 | 0.85 | 0.01 | 29 | 0.22 | 0.05 |
| 2 | 0.81 | 0.01 | 16 | 0.67 | 0.01 | 30 | 0.68 | 0.01 |
| 3 | 0.66 | 0.01 | 17 | 0.66 | 0.01 | 31 | 0.80 | 0.01 |
| 4 | 0.80 | 0.01 | 18 | 0.81 | 0.01 | 32 | 0.90 | 0.01 |
| 5 | 0.90 | 0.01 | 19 | 0.77 | 0.01 | 33 | 0.83 | 0.01 |
| 6 | 0.59 | 0.05 | 20 | 0.81 | 0.01 | 34 | 0.85 | 0.01 |
| 7 | 0.90 | 0.01 | 21 | 0.68 | 0.01 | 35 | 0.77 | 0.01 |
| 8 | 0.83 | 0.01 | 22 | 0.89 | 0.01 | 36 | 0.55 | 0.05 |
| 9 | 0.89 | 0.01 | 23 | 0.85 | 0.01 | 37 | 0.84 | 0.01 |
| 10 | 0.84 | 0.01 | 24 | 0.68 | 0.01 | 38 | 0.66 | 0.01 |
| 11 | 0.92 | 0.01 | 25 | 0.69 | 0.01 | 39 | 0.77 | 0.01 |
| 12 | 0.84 | 0.01 | 26 | 0.90 | 0.01 | 40 | 0.52 | 0.05 |
| 13 | 0.87 | 0.01 | 27 | 0.88 | 0.01 | | | |
| 14 | 0.84 | 0.01 | 28 | 0.68 | 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 0.22 to 0.92. This indicates high internal consistency coefficients and high, sufficient validity indicators that can be relied upon in the current research application.

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 research sample of (30) Saudi families in Riyadh, selected randomly. The researcher then calculated the reliability coefficient using the general correlation equation (Spearman's equation). Applying the previous equation using the statistical program (SPSS) revealed that the correlation coefficient for the study tools was (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 research data, using the following statistical methods:

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

DISCUSSION AND INTERPRETATION OF THE RESEARCH RESULTS:

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

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

| No. | Gender | R | % |
|-------|----------|-----|-------|
| 1 | Male | 432 | 56.0% |
| 2 | Feminine | 340 | 44.0% |
| Total | | 772 | 100% |

The results of the previous table show that: The distribution of the research sample of Saudi families in Riyadh, according to gender, ranked first with males (56.0%) and second with females (44.0%). This is explained by the keenness of household heads, whether male or female, to participate in the research.

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

| No. | place of residence. | R | % |
|-------|---------------------|-----|-------|
| 1 | Central Riyadh | 168 | 21.8% |
| 2 | North of Riyadh | 182 | 23.6% |
| 3 | East of Riyadh | 152 | 19.7% |
| 4 | West of Riyadh | 138 | 17.9% |
| 5 | South of Riyadh | 132 | 17.0% |
| Total | | 772 | 100% |

The results of the previous table show that: The distribution of the research sample of Saudi families in Riyadh, according to educational level, ranked first in North Riyadh with a percentage of (23.6%), followed by Central Riyadh with a percentage of (21.8%), then East Riyadh with a percentage of (19.7%), then West Riyadh with a percentage of (17.9%),

and finally South Riyadh with a percentage of (17.0%). This is explained by the researcher's keenness to diversify the distribution of the research sample with similar percentages across the five regions of Riyadh.

Table (6) shows the distribution of the research sample according to the number of family members

| No. | Number of family members | R | % |
|-------|--------------------------|-----|-------|
| 1 | Two people | 156 | 20.0% |
| 2 | Three people | 198 | 25.6% |
| 3 | four people | 240 | 31.1% |
| 4 | five or more people | 178 | 23.1% |
| Total | | 772 | 100% |

The results of the previous table show that: The distribution of the research sample of Saudi families in Riyadh, according to the number of family members, ranked first with four individuals (31.1%), second with three individuals (25.6%), third with five or more individuals (23.1%), and fourth with two individuals (20.2%).

Table (7) shows the distribution of the research sample according to the nature of the work

| No. | Nature of work | R | % |
|-------|-------------------|-----|-------|
| 1 | I don't work | 38 | 4.9% |
| 2 | government sector | 168 | 21.8% |
| 3 | private sector | 250 | 32.4% |
| 4 | private sector | 162 | 20.9% |
| 5 | Other mentions | 154 | 20.0% |
| Total | | 772 | 100% |

The results of the previous table show that: The distribution of the research sample of Saudi families in Riyadh, according to the nature of work, ranked first with the private sector (32.4%), second with the government sector (21.8%), third with the private sector (20.9%), fourth with "other" (20.0%), and fifth and last with "unemployed" (4.9%). This may reflect the research sample's tendency toward private, government, and private sector work to a greater extent.

Table (8) shows the distribution of the research sample according to the household's monthly income level

| No. | Monthly family income level | R | % |
|-------|---|-----|-------|
| 1 | Less than 5 thousand riyals | 10 | 1.3% |
| 2 | From 5 to less than 10 thousand riyals | 24 | 3.1% |
| 3 | From 10 to less than 15 thousand riyals | 596 | 77.2% |
| 4 | From 15 thousand riyals and above | 142 | 18.4% |
| Total | | 772 | 100% |

The results of the previous table show that: The distribution of the research sample of Saudi families in Riyadh, according to the family's monthly income level, ranked first among those with a monthly income of 10,000 to less than 15,000 riyals (77.2%), followed by those with a monthly income of 15,000 riyals or more (18.4%), followed by those with a monthly income of 5,000 to less than 10,000 riyals (3.1%), and followed by those with a monthly income of less than 5,000 riyals (1.3%). This may reflect the high income levels of the Saudi families in the research sample.

(2) Results related to answering the research questions:

Answering the first question: What are the challenges facing the quality of family relationships in light of the widespread following of social media celebrities?

Table (9) illustrates the challenges facing the quality of family relationships in light of the widespread following of social media celebrities

| No. | phrase | agree | relatively | Disagree | A.M | S.D | Ar. |
|-----|---|-------|------------|----------|------|------|-----|
| 1 | The spread of emotional divorce between spouses due to following some social media celebrities. | 468 | 108 | 196 | 2.35 | 0.65 | 7 |
| 2 | Not listening effectively to family members to understand their needs and feelings. | 626 | 132 | 14 | 2.80 | 0.78 | 2 |
| 3 | The abundance of social pressures has affected the quality of family relationships. | 612 | 132 | 28 | 2.76 | 0.86 | 3 |
| 4 | Frequent family disputes have affected the quality of family relationships. | 438 | 142 | 192 | 2.32 | 0.65 | 8 |
| 5 | Lack of mutual respect among family members. | 588 | 150 | 34 | 2.72 | 0.69 | 5 |
| 6 | Many problems arise between spouses due to following some social media celebrities. | 394 | 202 | 176 | 2.28 | 0.58 | 9 |

| | | | | | | | |
|-----------------------------|---|-----|-----|-----|------|------|------|
| 7 | The spread of negative family relationships. | 606 | 142 | 24 | 2.75 | 0,74 | 4 |
| 8 | Weakness of strong relationships built on respect and understanding between family members. | 588 | 148 | 36 | 2.72 | 0,84 | 6 |
| 9 | The spread of marital infidelity due to following some social media celebrities. | 636 | 122 | 14 | 2.81 | 0.75 | 1 |
| 10 | Poor effective communication between family members. | 390 | 202 | 180 | 2.27 | 0.66 | 10 |
| Mean and standard deviation | | | | | 2.58 | 0.64 | High |

The results of the previous table show that the challenges facing the quality of family relationships in light of the widespread following of social media celebrities came in the following order:

-First place: Statement No. (2) (the prevalence of marital infidelity due to following some social media celebrities) with an arithmetic mean of (2.81) and a standard deviation of (0.75).

-Second place: Statement No. (2) (the lack of effective listening to family members to understand their needs and feelings) with an arithmetic mean of (2.80) and a standard deviation of (0.78).

-Third place: Statement No. (3) (the abundance of social pressures has affected the quality of family relationships) with an arithmetic mean of (2.76) and a standard deviation of (0.86).

-Fourth place: Statement No. (7) (the prevalence of negative family relationships) with an arithmetic mean of (2.75) and a standard deviation of (0.74).

-Fifth place: Statement No. (5) (the weakness of mutual respect among family members) with an arithmetic mean of (2.72) and a standard deviation of (0.69). The sixth-ranking statement is (8) (weakness of strong relationships built on respect and understanding between family members), with an arithmetic mean of (2.72) and a standard deviation of (0.84).

The seventh-ranking statement is (1) (the prevalence of emotional divorce between spouses due to following some social media celebrities), with an arithmetic mean of (2.35) and a standard deviation of (0.65).

The eighth-ranking statement is (4) (the frequent family disputes have affected the quality of family relationships), with an arithmetic mean of (2.32) and a standard deviation of (0.65).

The ninth-ranking statement is (6) (the frequent problems between spouses due to following some social media celebrities), with an arithmetic mean of (2.28) and a standard deviation of (0.58).

The tenth-ranking statement is (weakness of effective communication between family members), with an arithmetic mean of (2.27) and a standard deviation of (0.66).

This demonstrates that the degree of challenges to the quality of family relationships in light of the widespread following of social media celebrities had an arithmetic mean of (2.58) and a standard deviation of (0.64), with a "high" degree of agreement. These challenges included: the prevalence of marital infidelity due to the widespread following of some social media celebrities; the lack of effective listening to family members to understand their needs and feelings; the prevalence of social pressures affecting the quality of family relationships; the prevalence of negative family relationships; the lack of mutual respect among family members; the weakness of strong relationships based on respect and understanding among family members; the prevalence of emotional divorce between spouses due to the widespread following of some social media celebrities; the prevalence of family disputes affecting the quality of family relationships; the prevalence of problems between spouses due to the widespread following of some social media celebrities; and the lack of effective communication between family members.

Answering the second question: What are the challenges to the quality of financial stability in light of the widespread following of social media celebrities?

Table (10) illustrates the challenges to the quality of financial stability in light of the widespread following of social media celebrities

| No. | phrase | agree | relatively | Disagree | A.M | S.D | Ar. |
|-----|---|-------|------------|----------|------|------|-----|
| 1 | Family members' inability to develop a clear and specific financial plan. | 622 | 126 | 24 | 2.77 | 0.86 | 3 |
| 2 | Lack of financial flexibility to adapt to changes in income or expenses. | 554 | 188 | 30 | 2.68 | 0,75 | 7 |
| 3 | Increased conspicuous consumer behavior among family members. | 606 | 144 | 22 | 2.76 | 0.82 | 6 |
| 4 | Weak savings culture among family members. | 602 | 146 | 24 | 2.77 | 0.85 | 4 |
| 5 | The family's expenses are constantly higher than its monthly income. | 628 | 116 | 28 | 2.78 | 0.84 | 2 |
| 6 | Family members' inability to manage debt. | 484 | 144 | 144 | 2.44 | 0.77 | 9 |
| 7 | The impact of accumulated debt on the family's financial stability. | 490 | 144 | 138 | 2.46 | 0.68 | 8 |
| 8 | Increased luxury consumer behavior among family members. | 630 | 102 | 40 | 2.76 | 0.84 | 5 |

| | | | | | | | |
|-----------------------------|--|-----|-----|-----|------|------|------|
| 9 | Family members' inability to determine their financial priorities. | 464 | 170 | 138 | 2.42 | 0.84 | 10 |
| 10 | The impact of unexpected expenses on the family's financial stability. | 634 | 110 | 28 | 2.79 | 0.68 | 1 |
| Mean and standard deviation | | | | | 2.66 | 0.82 | High |

The results of the previous table show that the challenges to financial stability in light of the widespread following of social media celebrities came in the following order:

- First place: Statement No. (5) (The impact of unexpected expenses on the family's financial stability) with an arithmetic mean of (2.79) and a standard deviation of (0.68).
- Second place: Statement No. (5) (The family's expenses consistently exceed its monthly income) with an arithmetic mean of (2.78) and a standard deviation of (0.84).
- Third place: Statement No. (1) (The inability of family members to develop a clear and specific financial plan) with an arithmetic mean of (2.77) and a standard deviation of (0.86).
- Fourth place: Statement No. (4) (The weak savings culture among family members) with an arithmetic mean of (2.77) and a standard deviation of (0.85).
- Fifth place: Statement No. (8) (The increase in luxury consumer behavior among family members) with an arithmetic mean of (2.76) and a standard deviation of (0.84).
- Sixth place: Statement No. (3) (Increased ostentatious consumer behavior among family members) with an arithmetic mean of (2.76) and a standard deviation of (0.82).
- Seventh place: Statement No. (2) (Lack of financial flexibility to adapt to changes in income or expenditures) with an arithmetic mean of (2.68) and a standard deviation of (0.75).
- Eighth place: Statement No. (7) (The impact of accumulated debt on the family's financial stability) with an arithmetic mean of (2.46) and a standard deviation of (0.68).
- Ninth place: Statement No. (6) (The inability of family members to manage debt) with an arithmetic mean of (2.44) and a standard deviation of (0.77).
- Tenth place: Statement No. (6) (The inability of family members to determine their financial priorities) with an arithmetic mean of (2.42) and a standard deviation of (0.84).

This demonstrates that the degree of challenges to the quality of financial stability in light of the widespread following of social media celebrities, with an arithmetic mean of (2.66) and a standard deviation of (0.82), represents a "high" degree of agreement. These challenges were represented by: the impact of unexpected expenses on the family's financial stability; the family's expenses consistently exceeding its monthly income; the inability of family members to develop a clear and specific financial plan; a weak savings culture among family members; an increase in extravagant consumer behavior among family members; an increase in ostentatious consumer behavior among family members; a lack of financial flexibility to adapt to changes in income or expenses; the impact of accumulated debt on the family's financial stability; the inability of family members to manage debt; and the inability of family members to determine their financial priorities.

Answering the third question: What are the challenges to the quality of family cohesion in light of the widespread following of social media celebrities?

Table (11) illustrates the challenges to the quality of family cohesion in light of the widespread following of social media celebrities

| No. | phrase | agree | relatively | Disagree | A.M | S.D | Ar. |
|-----|--|-------|------------|----------|------|------|-----|
| 1 | Increase in family problems and their negative impact on family members. | 588 | 150 | 34 | 2.72 | 0.69 | 7 |
| 2 | Lack of effective communication between family members. | 606 | 142 | 24 | 2.75 | 0.74 | 6 |
| 3 | Lack of mutual respect among family members. | 618 | 120 | 34 | 2.76 | 0.75 | 5 |
| 4 | Lack of understanding and cooperation among family members. | 576 | 132 | 64 | 2.66 | 0.68 | 9 |
| 5 | Emotional support was negatively affected among family members. | 623 | 128 | 12 | 2.80 | 0,81 | 4 |
| 6 | Lack of participation in shared family activities. | 394 | 202 | 176 | 2.28 | 0,58 | 10 |
| 7 | Lack of commitment to values and traditions among family members | 588 | 148 | 36 | 2.72 | 0,84 | 8 |
| 8 | Weak value of respecting the privacy of each family member. | 658 | 90 | 24 | 2.82 | 0.78 | 3 |
| 9 | Poor cooperation in solving problems among family members. | 694 | 68 | 10 | 2.89 | 0.83 | 1 |
| 10 | Failure to express feelings in a healthy way among family members. | 676 | 60 | 36 | 2.83 | 0.68 | 2 |

| | | | |
|-----------------------------|-------------|--|------|
| Mean and standard deviation | 2.72 | | High |
|-----------------------------|-------------|--|------|

The results of the previous table show that the challenges facing family cohesion in light of the widespread use of social media influencers were ranked as follows:

- First place: Statement No. (8) (weak cooperation in resolving problems among family members) with an arithmetic mean of (2.89) and a standard deviation of (0.83).
- Second place: Statement No. (5) (lack of healthy expression of emotions among family members) with an arithmetic mean of (2.83) and a standard deviation of (0.68).
- Third place: Statement No. (8) (weak respect for the privacy of each family member) with an arithmetic mean of (2.82) and a standard deviation of (0.78).
- Fourth place: Statement No. (5) (negative impact on emotional support among family members) with an arithmetic mean of (2.80) and a standard deviation of (0.81).
- Fifth place: Statement No. (3) (lack of mutual respect among family members) with an arithmetic mean of (2.76) and a standard deviation of (0.75).
- Sixth place: Statement No. (2) (Lack of effective communication among family members) with an arithmetic mean of (2.75) and a standard deviation of (0.74).
- Seventh place: Statement No. (1) (Increased family problems and their negative impact on family members) with an arithmetic mean of (2.72) and a standard deviation of (0.69).
- Eighth place: Statement No. (7) (Lack of commitment to values and traditions among family members) with an arithmetic mean of (2.72) and a standard deviation of (0.84).
- Ninth place: Statement No. (4) (Lack of participation in joint activities among family members) with an arithmetic mean of (2.66) and a standard deviation of (0.68).
- Tenth place: Statement No. (6) (Lack of participation in joint activities among family members) with an arithmetic mean of (2.28) and a standard deviation of (0.58).

It is clear from this that the degree of challenges to the quality of family cohesion in light of the spread of following social media celebrities, came with an arithmetic mean of (2.72) and a standard deviation of (0.73) with a degree of agreement (high) and was represented in: weak cooperation in solving problems between family members, failure to express feelings in a healthy manner between family members, weak value of respecting the privacy of each family member, negative impact of emotional support between family members, lack of mutual respect between family members, lack of effective communication between family members, increase in family problems and their negative impact on family members, lack of commitment to values and traditions between family members, lack of participation in joint activities between family members, lack of participation in joint activities between family members.

Answering the fourth question: What are the most important proposals for addressing the **challenges of quality of life for Saudi families in light of the widespread following of social media celebrities?**

Table (12) illustrates the most important proposals for addressing the challenges of quality of life for Saudi families in light of the widespread following of social media celebrities

| No. | phrase | agree | relatively | Disagree | A.M | S.D | Ar. |
|-----------------------------|---|-------|------------|----------|------|------|------|
| 1 | Raising family awareness of the dangers of following social media celebrities. | 628 | 116 | 28 | 2.78 | 0.88 | 2 |
| 2 | Developing critical thinking skills among family members. | 490 | 144 | 138 | 2.46 | 0,68 | 7 |
| 3 | The need to help family members plan their living affairs. | 606 | 140 | 26 | 2.75 | 0,73 | 3 |
| 4 | Developing a culture of digital awareness among family members. | 562 | 174 | 36 | 2.68 | 0.69 | 5 |
| 5 | Raising family awareness of the importance of selecting the social media celebrities they follow. | 664 | 86 | 22 | 2.83 | 0.82 | 1 |
| 6 | The necessity of family members maintaining their privacy. | 558 | 178 | 36 | 2.68 | 0.83 | 6 |
| 7 | Supporting the social value system among family members. | 464 | 170 | 138 | 2.42 | 0.59 | 9 |
| 8 | Raising family awareness of the dangers of Western culture among some social media celebrities. | 424 | 202 | 146 | 2.36 | 0.68 | 10 |
| 9 | Raising family awareness of the importance of achieving the quality of life for its members. | 484 | 144 | 144 | 2.44 | 0.77 | 8 |
| 10 | Developing religious awareness among family members. | 606 | 140 | 26 | 2.74 | 0.70 | 4 |
| Mean and standard deviation | | | | | 2.61 | 0.67 | High |

The results of the previous table show that the most important proposals for addressing the challenges facing Saudi families' quality of life in light of the widespread use of social media celebrities are ranked as follows:

- First place: Statement No. (5) (Raising family awareness of the importance of selecting social media celebrities to follow) with an arithmetic mean of (2.83) and a standard deviation of (0.82).
- Second place: Statement No. (1) (Raising family awareness of the risks of following social media celebrities) with an arithmetic mean of (2.78) and a standard deviation of (0.88).
- Third place: Statement No. (3) (The necessity of helping family members plan their livelihoods) with an arithmetic mean of (2.75) and a standard deviation of (0.73).
- Fourth place: Statement No. (8) (Developing religious awareness among family members) with an arithmetic mean of (2.70) and a standard deviation of (0.70).
- Fifth place: Statement No. (4) (Developing a culture of digital awareness among family members) with an arithmetic mean of (2.68) and a standard deviation of (0.69).
- Sixth place: Statement No. (6) (The necessity of family members preserving their privacy) with an arithmetic mean of (2.68) and a standard deviation of (0.83).
- Seventh place: Statement No. (2) (Developing critical thinking skills among family members) with an arithmetic mean of (2.46) and a standard deviation of (0.68).
- Eighth place: Statement No. (7) (Developing family awareness of the importance of achieving quality of life for its members) with an arithmetic mean of (2.44) and a standard deviation of (0.77).
- Ninth place: Statement No. (2) (Supporting the social value system among family members) with an arithmetic mean of (2.42) and a standard deviation of (0.59).
- The tenth place is for statement No. (7) (Developing family awareness of the dangers of Western culture among some social media celebrities) with an arithmetic mean of (2.36) and a standard deviation of (0.68).

This demonstrates that the degree of influence of following social media celebrities on the future of university students in Saudi society, with an arithmetic mean of (2.61) and a standard deviation of (0.67), represents a (high) degree of agreement. This was represented by: developing family awareness of the importance of selecting the social media celebrities they follow; developing family awareness of the dangers of following social media celebrities; the need to help family members plan their livelihoods; developing religious awareness among family members; developing a culture of digital awareness among family members; the need to protect their privacy; developing critical thinking skills among family members; developing family awareness of the importance of achieving quality of life for its members; supporting the social value system among family members; and developing family awareness of the dangers of Western culture among some social media celebrities.

CONCLUSIONS:

1. Developing family awareness of the importance of selecting the social media celebrities they follow.
2. Raising family awareness of the risks of following social media celebrities.
3. The need to help family members plan their livelihoods.
4. Developing religious awareness among family members.
5. Developing a culture of digital awareness among family members.
6. The need for family members to protect their privacy.
7. Developing critical thinking skills among family members.
8. Raising family awareness of the importance of achieving a quality of life for its members.
9. Supporting the social value system among family members.
10. Raising family awareness of the risks of Western culture among some social media celebrities.

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