The Impact of Social Media Platforms on the Sociocultural Factors for Female University Students: A Sociological Study

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Abstract:

This Study aims to Explore the Impact of Social Media Platforms on the Sociocultural Factors of Female Students at the University of Ghardaia by Examining How the Use of these Platforms Influences Specific Social, Behavioral, and Cognitive Aspects of their Lives. To Achieve the Study's Objectives; A Descriptive-Analytical Approach was adopted, and the Study was Conducted on A Sample of (300) Female University Students. A Questionnaire Served as the Primary Data Collection Tool, and the Data were Statistically analyzed Using the (SPSS) Software. This Study was Based on Three Sub-Hypotheses; The 1st addressed the Impact of Instagram Influencers on Consumer Behavior; The 2nd Focused on the Role of Facebook Groups in Fostering Social Relationships; And the 3rd Examined the Impact of TikTok on Foreign Language Learning. The Results revealed A Strong Positive Correlation between the Duration of Instagram Usage and the Extent to which Consumer Behaviors are Influenced. The Findings Also Indicated that Facebook Groups have An Impact on Social Relationships. Furthermore; The Results Demonstrated a Positive Effect of TikTok on Foreign Language Learning, particularly through Its Diverse Educational Content. Ultimately; The Study Concluded that Social Media Platforms Play a Significant Role in Shaping Certain Sociocultural Factors among Female University Students by Reshaping thought Patterns, Social Values, Behaviors, and Modes of Cultural Interaction.

Keywords: Social Media Platforms, Sociocultural Factors, Female University Students, Consumer Behavior, Social Relationships, Language Learning.

El impacto de las plataformas de redes sociales en los factores socioculturales de las estudiantes universitarias: un estudio sociológico

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Resumen:

Este estudio tiene como objetivo explorar el impacto de las plataformas de redes sociales en los factores socioculturales de las estudiantes de la Universidad de Ghardaia, examinando cómo el uso de dichas plataformas influye en aspectos sociales, conductuales y cognitivos específicos de sus vidas. Para alcanzar los objetivos de la investigación, se adoptó un enfoque descriptivo-analítico y se trabajó con una muestra de 300 estudiantes universitarias. Se utilizó un cuestionario como herramienta principal de recolección de datos, los cuales fueron analizados estadísticamente mediante el software SPSS. El estudio se basó en tres subhipótesis: la primera abordó el impacto de los *influencers* de Instagram en el comportamiento del consumidor; la segunda se centró en el papel de los grupos de Facebook en el fomento de las relaciones sociales; y la tercera examinó el impacto de TikTok en el aprendizaje de lenguas extranjeras. Los resultados revelaron una fuerte correlación positiva entre la duración del uso de Instagram y el grado de influencia en el comportamiento del consumidor. Asimismo, los hallazgos indicaron que los grupos de Facebook influyen en las relaciones sociales. Además, se demostró un efecto positivo de TikTok en el aprendizaje de lenguas extranjeras, particularmente a través de su diverso contenido educativo. En conclusión, el estudio determina que las plataformas de redes sociales desempeñan un papel significativo en la configuración de ciertos factores socioculturales entre las estudiantes universitarias, al transformar sus patrones de pensamiento, valores sociales, comportamientos y formas de interacción cultural.

Palabras clave: plataformas de redes sociales, factores socioculturales, estudiantes universitarias, comportamiento del consumidor, relaciones sociales, aprendizaje de idiomas.

1. Identification the Problematic:

Technological Advancements in the Mid-1990s Brought about A Paradigm Shift and A Genuine Revolution in the Realm of Media and Communication. Serving as A Powerful Tool across Various Fields and Occupying a Pivotal Place in Society, these Technologies Foster Opportunities for Cultural Openness and Shape a New Cultural Consciousness that Significantly Impacts Individuals' Private Lives.

Thus; Emerged What are Known as Social Media Platforms—A Collection of Digital Rostrums (Platforms) and Applications that Enable Individuals and Organizations to Create and Share Content (Such as Text, Images, Videos, or Links) and to Interact with Others across these Various Platforms. These Media and Platforms are Considered Modern Means of Social Interaction that are Highly Effective in Attracting Vast Audiences; They Enable Users to Form Virtual Communities and Exchange Opinions, Experiences, and Information Quickly and Directly, regardless of Geographical Location. It is Also the Medium that Enables Interaction and Communication among Individuals and Groups through the Creation and Exchange of Digital Content, and Fosters the Building of Dynamic Social Networks, where Users Play an Active Role as Both Producers and Consumers of Information.

With Rapid Technological Advancement; Platforms Such as Facebook, Instagram, and TikTok have become Dynamic Spaces that Influence Various Aspects of Life, as Social Media Platforms Occupies a Significant Place in People's Lives. Day by Day; Its Presence becomes Increasingly Entrenched in the Daily Lives of the Public, and It may Directly Influence Sociocultural Factors—Key Pillars that Shape the Fabric of Society and Define the Foundations of Its Interaction with Various Phenomena and Challenges. These Factors Encompass a Range of Social Phenomena, Norms, and Cultural Beliefs that Impact Individual Lives and Determine Behaviors and Social Relationships—Including Social Values, Consumption Habits, Cultural Identity, and Modes of Interpersonal Communication. The Importance of these Factors Lies in their Ability to Influence Individual Behavior and Steer the Course of Development—at Both Social and Cultural Levels—within Arab-Muslim Societies, which are Characterized by A Conservative Nature. This is Taking Place against the Backdrop of the Notable Evolution in Social Media Platforms Usage witnessed across Most Arab Societies in General—And Algerian Society in Particular—Spanning Various Age Groups, but Especially among Female University Students, driven by their Youthful Energy and Insatiable Curiosity regarding the Content Found on these Platforms.

In this Context; Algerian Universities are Witnessing a Notable Shift in Modes of Communication and Social Interaction—Driven by the Widespread Adoption of Social Media Platforms—which may Lead to Sociocultural Changes among Female Students within the University Environment. These Platforms have become An Integral Part of Female Students' Daily Lives, potentially Influencing their Consumer Behaviors, Social Relationships, and the Ways in which They Interact with the Academic Community and the World Beyond It. This Study aims to Determine the Impact of Social Media Platforms on the Sociocultural Factors Affecting

Female University Students in the Ghardaia Province. This Objective Led to the Formulation of the Following Main Research Question:

- **How Do Social Media Platforms Influence the Sociocultural Factors of Female Students at Ghardaia University?**

This Question Encompasses a Set of Sub-Questions, which will be addressed in the Following Section.

Firstly: Sub-Questions:

- Do Instagram Influencers Contribute to Shaping New Consumer Behaviors among Female Students at the University of Ghardaia?
- To What Extent Do Facebook Groups Contribute to Fostering Social Relationships among Female Students at the University of Ghardaia?
- Does the TikTok Application Play a Role in Foreign Language Learning for Female Students at the University of Ghardaia?

Secondly: Study Hypotheses:

The Main Hypothesis is As Follows:

- Social Media Platforms Influence the Sociocultural Aspects of Female Students at the University of Ghardaia by Shaping New Consumer Behaviors, Fostering Social Relationships, and Encouraging the Learning of Foreign Languages. This Hypothesis is Divided into Three Sub-Hypotheses:
- Instagram Influencers Contribute to Shaping New Consumer Behaviors among Female Students at the University of Ghardaia.
- Interaction within Facebook Groups Contributes to Strengthening Social Relationships among Female Students at the University of Ghardaia.
- The Use of TikTok Fosters a Greater Desire among Most Female Students at the University of Ghardaia to Learn Foreign Languages.

2. Reasons for Choosing the Topic:

Firstly: Subjective Reasons:

- As A Sociology Researcher at the University of Ghardaia; I have A Natural Inclination to Study this Topic given My Field of Specialization.
- Observing the Significant Impact of Social Media Platforms on Female University Students, which Sparked a Desire to Study the Phenomenon in A Scientific and Rigorous Manner.
- Personal Interest driven by A Desire to Understand the Influence that Various Social Media Platforms have on the Social Lives of Female University Students.

Secondly: Objective Reasons:

- Attempting to Understand the Relationship between Social Media Platforms and Sociocultural Factors.
- Seeking to Understand How Social Media Platforms affects the Consumption Behaviors, Social Relationships, and Communication Patterns of Female Students.

- Exploring the Educational Video Content Available on TikTok, particularly regarding Foreign Languages.
- Aiming to Offer Solutions and Recommendations that Help Female Students Strike a Balance between Social Media Platforms Usage and Real-Life Activities.

3. Significance of the Study:

This Study is A Contemporary One that Keeps Pace with Digital Advancements, illustrating How this Transformation Reshapes Behavioral Patterns, Relationships, and Communication. It Seeks to Understand the Complex Interplay between Social Media Platforms and Sociocultural Factors, while Providing a Framework for Policymakers and Academics to Develop Awareness and Educational Programs that Promote the Optimal Use of Social Media Platforms. The Rapid Evolution of Digital Applications Presents a Significant Issue Worthy of Study. Furthermore; The Study is Significant for Its Contribution to the Personal and Social Development of Female University Students—Aligning with the Demands of the Modern Era—Particularly given the Vast Array of Social Media Platforms Available Today.

4. Study Objectives:

This Study aims to Analyze the Impact of Social Media Platforms on the Sociocultural Aspects of Female University Students' Lives by Examining How the Use of these Media Influences Consumer Behavior, Social Relationships, and Foreign Language Learning. This is achieved through:

- ✓ Analyzing Instagram's Role in Shaping New Consumption Patterns among Female University Students.
- ✓ Examining the Impact of Influencers and their Advertising Content on the Purchasing Decisions of Female University Students.
- ✓ Determining whether Facebook Groups Contribute to Enhancing Communication and Fostering Closer Ties among Female University Students.
- ✓ Studying the Impact of Facebook Groups on the Nature of Real-Life Social Relationships among Female University Students.
- ✓ Analyzing the Extent to which Foreign Educational Content on TikTok Influences the Communication Styles of Female University Students.
- ✓ Determining whether the TikTok App Plays a Role in Foreign Language Learning among Female University Students.

5. Key Concepts of the Study:

Firstly: Influence (Impact)-(Ta'thir):

a) **Linguistic Definition (Arabic):** The Term "Influence" (Ta'thir) appears in the Lexicon of Jurists as Deriving from the Root "Athar" (to Leave a Mark on Something); An Example is the "Influence" of A Legal Cause ('illah) on A Specific Case, meaning It Establishes a Ruling for that Case (Balbala, 2019 CE, p. 14).

b) **Terminological Definition:** In the "Dictionary of Media Terms": It is Defined as the Generation of Changes in Behavior and thought Resulting from Exposure to A Stimulus—Such as Various Media

Outlets—A Phenomenon Researchers Have Sought to Measure through "Influence Studies" (Al-Manae, 2020 CE, p. 22).

c) **Operational Definition:** In this Study; Influence is Defined as the Changes Occurring in the Social and Cultural Aspects of Female University Students at the University of Ghardaia as A Result of their Usage of, and Continuous Exposure to, Social Media Platforms.

Secondly: Social Media Platforms:

a) **Terminologically:** The Term is Defined as A System of Electronic Networks that allows A Subscriber to Create a Personal Profile and Connect—Via an Electronic Social System—with Other Members Sharing Similar Interests and Inclinations, or to Connect with Friends (Al-Tayyar, 2013 CE, p. 202).
It is Also Defined as An Electronic Social Structure Formed by Individuals, Groups, or Institutions, where these Relationships Can reach Varying Levels of Depth (Mahmoud, 2015 CE, pp. 82-83).
"Al-Miqdadi" Defines it in His Book "The Social Network Revolution"; As Websites where Users Can Easily Participate and Contribute to Creating or Adding Content to Pages. Alternatively; They are Websites where Internet Applications Provide Services Enabling Users to Create a Publicly Visible Personal Profile within A Specific Site or System, while Offering a Means of Communication with the Profile Creator's Acquaintances or Other System Users (Ghassan Al-Miqdadi, 2015 CE, p. 24).

b) **Operational Definition:** For the Purposes of this Study; Social Media Sites are Defined as Digital Platforms—Such as Facebook, Instagram, and TikTok—that Influence the Sociocultural Factors affecting Female University Students at the University of Ghardaia, thereby Impacting their Consumption Patterns, Social Relationships, and Foreign Language Learning.

Thirdly: Sociocultural Factors:

Before Addressing this Concept—which Serves as the Dependent Variable of this Study and Encompasses Both Sociological and Cultural Factors—We First Examine Each Concept Separately Below:

a) **Social Factors:**
Social Factors are Defined as those Elements that Determine the Entire Lifestyle of a Specific Society, owing to their Relationship with All Other Factors that Shape a Society's Lifestyle and Social Structure.
In terms of Terminology, the Concept of "Social Factors" refers to Elements that Encompass All Other Systems—whether Political, Economic, or Natural—and Facilitate Exchange and Interaction among these Diverse Factors through Individuals, who Serve as the Driving Force Behind All Other Systems. Social factors are Also Shaped by A Collection of Cultures, Customs, and Inherited Traditions. From A Sociological Perspective; Some Scientists Define them as the Process of Communication and Interaction between the Social Heritage Embedded in the Social System and Social Groups, aimed at Achieving Stability and Harmony in Social Life. A Security-Related Dictionary Defines Social Factors as the Social Environment in which An Individual Typically Lives; This Environment Influences the Person through Surrounding Social Phenomena, particularly through their Adherence to the Norms of Others. The term Also refers to the Set of Factors Associated with the Social Environment Inhabited by the Individual (Al-Qahtani, 2019 CE, Issue: 20, p. 123).

b) **Cultural Factors:**

"Ma'an Khalil" Defined Culture as the Environment that Humans have Created for themselves; It refers to the Components that Distinguish One Society from Another, Encompassing Sciences, Beliefs, Arts, Values, and Laws.

According to "Edward Tylor"; Culture is the Complex Whole that Includes Knowledge, Beliefs, Art, Law, Morals, Customs, and Any Other Capabilities acquired by An Individual as A Member of Society. It Also represents Human Achievements added to Nature to Highlight Its Components, Facilitate Interaction with Its Elements, and Harness It for the Benefit of Humanity. In Modern Eras; The term "Culture" has been Used to Denote the Intellectual, Literary, and Social Refinement of Individuals and Groups. Culture is not merely A Collection of Ideas, rather; It is A Theory of Behavior that Charts a General Way of Life and Embodies the Collective Character of a People. It Encompasses the Distinctive Features that Set a Nation Apart from Other Groups—Manifested in Its Beliefs, Values, Language, Principles, Behaviors, Sacred Tenets, Laws, and Experiences. In Summary, Culture is the Complex Whole Comprising Knowledge, Customs, Arts, Morals, Laws, and Habits (Tahiri Nassira, 2022 CE, p. 61).

c) Sociocultural Factors:

Sociocultural Factors Influence Individual Behavior because They Originate in the Society's Culture. They Manifest as Cultural Patterns Formed through the Relationships between Individuals and Groups, Serving to Legitimize the Sociocultural Structure and Imbue It with Coherence and Continuity; These Factors are Expressed through Beliefs, Social Habits, Traditions, and Norms (Tahiri Nassira, 2022 CE, p. 76).

Sociological and Cultural Studies Converged toward the End of the (19th Century CE), after Sociologists recognized the Commonalities between Social Phenomena and the Cultural Impacts They Leave on Individuals. Since then; Social and Cultural Studies have been Intertwined, Reflecting A Dialectical Relationship in which Each Necessitates the Other. Anthropologists Maintain that Everything within Our Social Environment is Inherently Cultural; The Impact of the Internet on individual and Collective Life does not Occur in A Vacuum but Unfolds within Sociocultural Contexts, as the Audience Belongs to Specific Subgroups within the Broader Social Collective (Bessafa Amina, 2012 CE, p. 27).

Based on the Foregoing; **the Operational Definition of Sociocultural Factors** in this Study is; A Set of Social and Cultural Variables (Consumer Behaviors, Social Relationships, and Foreign Language Learning) that are Influenced by Female University Students' Use of Social Media Platforms at the University of Ghardaia.

6. Methodological Procedures for the Field Study:

Firstly: Study Methodology:

This Study Employs the Descriptive Approach to Identify and Understand the Respondents' Views and Reactions regarding the Issue at Hand. The Aim is to Determine the Impact of Social Media Platforms on the Sociocultural Factors affecting Female University Students at the University of Ghardaia.

Secondly: Data Collection Tools:

To Achieve the Study's Objectives; A Questionnaire was Used as the Primary Data Collection Tool. It was Divided into Four Sections; The First Section Covered the Respondents' Personal Data. The Second Section addressed Data Related to the First Hypothesis. The Third Section Covered Data regarding the Second Hypothesis. And the Final Section addressed Data Concerning the Third Hypothesis. To Gather Information from the Study Population, the Questionnaire was Distributed to the Relevant Respondents Using the Traditional Method. In addition to the Questionnaire; Exploratory Observation was Utilized as A Data Collection Tool—Both During the Preliminary Field Study and While Distributing the Questionnaire.

Thirdly: Study Sample:

"Mohamed Abdul-Hamid" Defines the Research Population as the Larger Population—Or the Aggregate of Units—that the Researcher aims to Study to Achieve the Research Results. This Represents the Total or Larger Population Targeted by the Researcher, and the Study's Findings are Generalized to All Its Constituent Units (Abdul-Hamid Mohammed, 2000 CE, p. 130).

Accordingly; The Study Population Comprises All Female Students at the University of Ghardaia Who Use Social Media Platforms, Totaling (5,418) Students. Given the Large Size of the Study Population and the Difficulty of Accessing the Entire Group of University Students, A Sample was Selected as the Method for Conducting the Study rather than Surveying the Entire Population.

A Sample is Defined as A Limited Number of Units with Which the Researcher Interacts Methodically to Record the Required Primary Data. This Subset must be Representative of the Study Population regarding the Characteristics and Attributes that Define that Population (Ghrissi Haidar, 2023 CE, p. 145).

Therefore; A Simple Random Sample was Selected, Consisting of (300) Female Students from the Faculty of Social and Human Sciences at the University of Ghardaia. Regarding the Distribution of the Questionnaires; They were Distributed Randomly among the Targeted Students, in accordance with the Aforementioned Sample Size.

7. Theoretical Approach:

Firstly: Uses and Gratifications Theory:

When Applying the Uses and Gratifications Theory to Our Study on the Impact of Social Media Platforms on the Sociocultural Factors affecting Female University Students; It became Evident that Students turn to Social Media Platforms to Satisfy a Range of Needs (or Desires). These Include the Desire to Acquire a New Foreign Language, Seek Entertainment, Communicate with Peers, Explore Other Cultures, Express themselves, and Construct a Digital Social Image. The Results Indicated that these Needs Vary Relatively among Students; Master's Students tend to Use these Platforms More for Cognitive and Professional Purposes, whereas Undergraduate Students Focus More on the Entertainment and Interactive Aspects.

This Intensive and Diverse Media Usage Has Gradually Led to Sociocultural Shifts, Manifested in Some Students Adopting Foreign Cultural Models regarding Dress, Language, and Mindset. Furthermore; There have been Changes in Concepts of Identity and Belonging, alongside A Decline in Certain Traditional Social Values in Favor of Values Emphasizing Individualism and Independence.

Accordingly, in this Context; the Theory Confirms...The Audience—Specifically the Female Students—Interacts Consciously with Digital Media, guiding their Media Choices in Alignment with their Needs and Desires; Consequently; The Sociocultural Impact is Fundamentally Linked to the Motivations for Use and the Type of Gratification Achieved.

Secondly: Cultivation Theory:

In Our Study regarding the Impact of Social Media Platforms on the Sociocultural Factors affecting Female University Students; We applied Cultivation Theory. We analyzed How Continuous and Intensive Exposure to Social Media Content Contributes to Instilling New Consumer Behaviors and Facilitates the Learning of Foreign Languages and Cultures among the Students.

Survey Results revealed that; The Heavy Use of Social Media Platforms—Such as Instagram and TikTok—Has Contributed to Shaping a Standardized Pattern of Interests and Behaviors. These Include a Focus on Physical Appearance, the Adoption of a Hybrid Language Blending Colloquial, Standard Arabic, and Foreign Elements, and An Openness to Non-Traditional Lifestyles.

This aligns with the Cultivation Hypothesis, as Social Media Means Plays a Role in Shaping Cultural and Social Perceptions—Particularly among Students Who Spend Significant Time on these Platforms without Access to Alternative Cultural Sources.

Thus; This Theory Helps Explain the Slow Yet Profound Impact that Media Exerts on An Individual's Sociocultural Framework.

8. Testing the Study Hypotheses:

Firstly: Testing the First Hypothesis:

- **Instagram Influencers Contribute to Shaping New Consumer Behaviors among Female University Students.**

  This Conclusion is Supported by the Study's Statistical Findings, which reveal that Frequent Use of Instagram Leads to Increased Exposure to Content Shared by Influencers. This Exposure, in turn; Influences the Students' Perspectives and Consumer Behaviors. Influencers Play a Significant Communicative Role in Promoting Products and Services and Persuading Audiences through their Personal Experiences, thereby Highlighting the Positive Role of Social Media Platforms in Shaping Consumption Patterns among Female Students. This aligns with the Findings of A Study by "Fatma-Zohra Lakhdari" Titled "**The Impact of Instagram Influencers on the Ethical Values of University Youth**"—A Field Study Conducted on Students from the Department of Media and Communication Sciences at the University of Ouargla—which Demonstrated the Significant Role of Instagram Influencers and their Positive Impact on Students' Ethical Values.

  Overall; The Results Strongly Confirm the Hypothesis; The Adoption of New Consumer Behaviors Increases in Direct Proportion to the Number of Hours Spent Using the Platform, peaking among the Group Most Deeply Engaged with It. This is Consistent with the Premise that Frequent and Intensive Exposure to Content from Instagram Influencers...It Gradually Instills New Consumerist Values in the

Consciousness of Female Students, Progressing from Partial Adoption to Permanent Adoption Accompanied by Excessive Use.

Secondly: Testing the Second Hypothesis:

- **Interaction with Facebook Groups Contributes to Enhancing the Social Relationships of Female Students at the University of Ghardaia.**

  The Findings Indicate that Interaction within Facebook Groups Contributes to Expanding Female Students' Social Networks, however; The Nature of these Relationships remains Largely Superficial or Limited in Depth. This reflects the General Character of Social Media Interaction, which is Primarily Based on Rapid Virtual Communication rather than the Construction of Strong, enduring Social Bonds Rooted in Direct Interaction. In this Context; A Field Study Conducted by "Hanan bint Sha'shu' Al-Shehri" at King Abdulaziz University—Titled "**The Impact of Using Electronic Social Networks on Social Relationships: A Case Study of Facebook and Twitter**", and Based on A Sample of Female Students at the University in Jeddah—Indicates that Facebook Contributes to Renewing Old Friendships and Expanding the Students' Social Networks. According to the Study; The Nature of these Relationships Fosters Social Rapport and Skills for Symbolic Communication with Others.

  Overall; These Results Partially Confirm the Hypothesis; While Facebook Groups Do Indeed Contribute to Fostering Social Connections among Female Students, most of these Relationships remain Superficial, whereas Deep; Solid Relationships are Very Limited. Consequently, It Can be Said that while these Groups Do Contribute to Enhancing Social Connections, that Contribution is Weak in terms of Quality and Depth.

Thirdly: Testing the Third Hypothesis:

- **Using the TikTok Application Drives Most Female University Students at the University of Ghardaia to Pursue Learning Foreign Languages.**

  The Findings reveal that the Majority of these Students Engage with Educational Content on TikTok. This Indicates that Such Content Contributes Directly and Effectively to Motivating Students to Learn Foreign Languages—Particularly English, which has become A Requirement of the Digital Era. Many have benefited from the Quick, Immediate Tips Shared via "Reels", which Offer Valuable Educational Advice for Beginners in A Simple, Accessible Format. Meanwhile; Others reported that "Micro-Lessons" Delivered through Short Videos Helped them Build their Foundational Knowledge, indeed; This Type of Video Serves as A Powerful Stimulus for Acquiring and Developing Language Skills. As for the Group Motivated by the Desire to Correct Errors, this Stems from A Lack of Foundational Proficiency in Foreign Languages. All the Points Mentioned Above...This has been Demonstrated by Numerous Prior Studies in the Fields of Media and Communication Sciences—Including A Study by "Abdul-kareem Bouchkima"—Titled—"**The Impact of TikTok on the Values and Behaviors of University Students: A Field Study on A Sample of Students from the Department of Media and Communication Sciences at Kasdi Merbah University, Ouargla**"—Which Indicated that the TikTok Platform Plays A Significant Role in Fostering Positive Values and Facilitating the Acquisition of New Information and Ideas.

In Contrast; The "**Quick Tips**" Category Yielded Mixed Results, reflecting A More Limited Impact Compared to "**Micro-Lessons**" and "**Correction**" Content. As for the "**Other Content**" category, all responses fell into the "**Sometimes**" Category, suggesting that its Influence on Language Learning remains Indirect and Relatively Weak.

Overall; The Findings Indicate that the Majority of Female Students Acknowledged a Direct Impact of the "TikTok App" on their Pursuit of Foreign Language Learning. This Confirms the Study's Hypothesis: that Using "TikTok App" Contributes to Enhancing the Interest of Most Female University Students at Ghardaia University in Learning Foreign Languages, albeit with Varying Degrees of Impact Depending on the Content Type and the Level of Engagement with It.

Consequently; It Can be Stated that "TikTok App" is not merely An Entertainment Platform; It has Evolved into An Effective and Rapid Educational Tool for A Large Segment of Female University Students, with Its Impact Varying according to the Nature of the Content.

9. General Findings of the Study:

The Study Yielded a Set of Significant Results Highlighting the Impact of social media on the Individual and Collective Behavior of Female University Students; The Nature of this Impact Varies Depending on the Platform, Duration of Usage, and Content Type.

- **1st: The impact of Instagram Content on Consumer Behavior:**
  The Results Demonstrated a Strong, Statistically Significant Relationship between the Duration of Time Spent on Instagram and the Extent to which Students are Influenced by the Content of Digital Influencers. The Longer the Daily Browsing Time; The Greater the Influence of the Consumption Patterns Promoted by Influencers—whether In Fashion, Beauty, Or Lifestyle—On the Students.
  It was Found that this Influence is not limited to Impulsive Purchasing; It Extends to Reshaping Personal Standards of Beauty and Value, Underscoring the Platform's Power to Shape Consumer Behaviors, particularly among Young Age Category.
- **2nd: The Role of Facebook Groups in Building Social Relationships:**
  Analysis revealed that Participation in Facebook Groups Contributes Effectively to Building Superficial Social Ties and Fostering Interaction among Students, whether through the Exchange of Academic Information or the Provision of Psychological Support. However; The Results Indicated that the Quality of Social Relationships Does Not Necessarily Correlate with the Number of Groups Joined; Rather; It Depends on the Nature of the Interaction within the Group—Such as Purposeful Discussions, Emotional Engagement, and Active Participation. This Underscores the Fact that Quality Outweighs Quantity when It Comes to Building Meaningful Social Connections in the Cyberspace.
- **3rd: TikTok as A Tool for Foreign Language Learning:**
  Data Indicates that Educational Content on TikTok—Particularly regarding Foreign Language Learning—Plays A Significant Role in Motivating Female Students to Acquire Language Skills. Through Short Lessons, Linguistic Corrections, and Daily Tips; Learning Becomes a Flexible, Interactive, and Informal Process that aligns with the Lifestyle of the Digital Generation.
  Participating Students Confirmed that Using "TikTok App" Helps Lower the Fear of Making Mistakes and Encourages Daily Practice, thereby Enhancing the Effectiveness of Self-Directed Learning.

Conclusion:

In Conclusion, this Study—which aimed to "**Investigate the Impact of Social Media Platforms on the Sociocultural Factors affecting Female University Students at the University of Ghardaia**"—reveals A Complex, Multidimensional Phenomenon. It Clearly reflects the Profound Transformations Societies are Undergoing in the Digital Era; Social Media Platforms are no longer merely Tools for Entertainment and Communication; But have become Influential Spaces that Shape Individual and Collective Identities, Redefine Social Relationships, and Forge New Forms of Knowledge.

Accordingly; **The Study Recommends** the Following:

- Fostering Critical Digital Awareness among Female Students.
- Promoting A Culture of Conscious and Positive Social Media Usage.
- Leveraging the Educational Potential of these Platforms and Activating the University's Leading Role in Guiding Students toward Responsible Usage of the Cyberspace.

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