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Following Social Media Influencers and Its Impact on Marital Satisfaction among Algerian Women; A Statistical empirical Study on a Sample of Algerian Women.

Sosyal Medya Fenomenlerini Takip Etmenin Cezayirli Kadınlarda Evlilik Doyumuna Etkisi: Cezayirli Kadınlardan Oluşan Bir Örneklem Üzerinde İstatistiksel Ampirik Bir Araştırma

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Abstract

The purpose of this study is to measure the effect of following social media influencers on marital satisfaction among Algerian women, based on a study sample of 541 participants. Inferential data analysis was done using the statistical software SPSS at 0.05 significance level. Results show a very weak effect of following influencers on marital satisfaction among Algerian women as evidenced by a coefficient of determination estimated at 0.1%. However, the regression coefficient (slope) estimated at -0.029 is weak but negative, indicating that for each one unit increase in following influencers, marital satisfaction decreases by 2.9%. This inverse relationship allows for the prediction of the phenomenon. This indicates that any future increase in following influencers is likely to reduce marital satisfaction among Algerian women. The study also shows the presence of a very strong correlation between the educational level of Algerian women and their following of influencers according to Spearman's correlation coefficient estimated at -0.222 . The regression coefficient (slope) was estimated at -0.209 , indicating that a one-unit increase in the educational level is associated with a 20.9% decrease in following

Özet

Bu araştırmanın amacı, sosyal medya fenomenlerini takip etmenin Cezayirli kadınların evlilik doyumu üzerindeki etkisini incelemektir. Araştırma, 541 Cezayirli kadından oluşan bir örneklem üzerinde yürütülmüştür. Veriler, %5 anlamlılık düzeyinde SPSS istatistik paket programı kullanılarak çıkarımsal istatistik yöntemleriyle analiz edilmiştir. Araştırma bulguları, sosyal medya fenomenlerini takip etmenin Cezayirli kadınların evlilik doyumu üzerinde oldukça zayıf bir etkiye sahip olduğunu göstermektedir. Bu durum, belirleme katsayısının (R^2) yalnızca %0,1 olarak hesaplanmasıyla ortaya konmuştur. Bununla birlikte, regresyon katsayısı ($\beta = -0,029$) zayıf fakat negatif yönlüdür. Bu sonuç, sosyal medya fenomenlerini takip düzeyindeki her bir birimlik artışın evlilik doyumunda yaklaşık %2,9 oranında azalmaya karşılık geldiğini göstermektedir. Dolayısıyla iki değişken arasında ters yönlü bir ilişki bulunmaktadır ve fenomenleri takip etme düzeyindeki olası artışların gelecekte evlilik doyumunun azalmasını öngörebileceği söylenebilir. Araştırma ayrıca, Cezayirli kadınların eğitim düzeyi ile sosyal medya fenomenlerini takip etme eğilimleri arasında anlamlı ve ters yönlü

influencers and being influenced by them. Furthermore, the results show that the Algerian women in the sample studied tend to follow and are influenced by influencers who present the model of the successful woman, followed by influencers who give advice and guidance, while influencers whose content is centered around daily life and cooking come last.

Keywords: social media influencers, marital satisfaction, Algerian women.

bir ilişki olduğunu ortaya koymuştur. Spearman sıra korelasyon katsayısı $-0,222$ olarak hesaplanmıştır. Regresyon katsayısı ise $-0,209$ olup, eğitim düzeyindeki her bir birimlik artışın sosyal medya fenomenlerini takip etme ve onlardan etkilenme düzeyinde yaklaşık %20,9 oranında azalmaya karşılık geldiğini göstermektedir. Bunun yanı sıra, elde edilen bulgular araştırmaya katılan Cezayirli kadınların en çok başarılı kadın modelini temsil eden sosyal medya fenomenlerini takip ettiklerini ve bu kişilerden etkilendiklerini göstermektedir. Bunu tavsiye ve rehberlik içerikleri sunan fenomenler izlemektedir. Günlük yaşam ve yemek içerikleri üreten fenomenler ise katılımcılar tarafından en az takip edilen ve en düşük etkiye sahip grup olarak belirlenmiştir.

Anahtar Kelimeler: sosyal medya fenomenleri; evlilik doyumu; Cezayirli kadınlar

1.Introduction

1.1 Research Problem

The fifth revolution in human communication, the Information and Communication Technology (ICT) revolution, has brought about profound changes in the structure and characteristics of societies. This revolution is intimately related to the invention of the computer and the Internet, which has turned the world into a “global village,” as Marshall McLuhan put it, developing a theory of technological determinism to explain social, cultural, and economic change as technologically and media driven.

The first human revolution had to do with the use of stone tools for lighting fire and other purposes and was thus called the Stone Age. This was followed by the Agricultural Age after the discovery of agriculture, and then the Historical Age with the discovery of writing and printing and the ability to record history. Then, in the eighteenth century, came the Industrial Revolution and the age of the masses, which gave birth to the classical mass communication media such as the telephone, phonograph, radio, cinema, and television. Then came the information society and the post-modern era, with the sixth revolution: the revolution of Artificial Intelligence, with its extremely complex changes and challenges.

The fifth revolution of the Internet, computers, smartphones and especially social media platforms has been termed the revolution of the Internet, computers, smartphones and especially social media platforms. Even though we have now entered the sixth revolution in human communication as Norbert Wiener describes, dominated by cybernetics and the supremacy of the machine through the duality of command and control, one could argue that we are still living within the outputs and challenges of the fifth revolution. It is safe to say that the practices and trajectories of individual, institutional and societal daily life have been transferred to these networked platforms, from digital economic practices to online political activities to virtual social relations, which are increasingly adding to the isolation of individuals attached to their smart phones.

The statistics of DataReportal in 2022 show that the number of Internet users in Algeria was 32.09 million with an Internet penetration rate of 70.9%. There were 23.95 million social media users in January 2022, which is 52.09% of the total population. 48.35 million smartphones were connected with Internet. In early 2022, Facebook had 20.80 million users, YouTube 22.70 million users, Instagram 8.40 million users, LinkedIn 3.20 million users, Snapchat 3.95 million users, and Twitter 1.15 million users (www.datareportal.com).

Today people live their daily lives on these platforms, opening their cameras to show their clothes, food, drinks, travels, problems, pictures and anything else you can imagine. This is the era of live streaming, short videos (Reels), stories, posts, endless millions of interactions and comments. Perhaps what most defines this era are social media influencers — or celebrities of the digital age — who boast hundreds of thousands or even millions of followers, and with it, immeasurable effects on them.

Thus, in recent times, communication research has started to look into these effects. According to international digital research databases, the most popular line of inquiry is the impact of influencer marketing on followers’ purchase intention in which it is ranked first in terms of volume and frequency of studies. This is followed by a range of other research topics, including influencers and tourism promotion, psychological studies looking at the effects of influencers on body dissatisfaction and increased levels of depression and anxiety among followers, as well as studies on influencers and eating habits, physical activity and the influence of religious content.

However, one of the most striking aspects is the absence of studies that have examined the effect of influencers on marital satisfaction or marital adjustment, although there are studies that have examined the effect of social media in general on marital satisfaction without focusing on influencers specifically. With the large increase in the number of female influencers in Algeria (in terms of followers), they have been increasingly involved in discussions and debates related to marital relationships. Advice and consultations given to wives by influencers (who may not have any academic degree or professional specialization in family or marital counseling) are often marked by extremism, superficiality and ignorance. This is worsened by the display of rich lifestyles including travel, clothes, cosmetics from the newest brands and other signs of wealth, as well as depicting idealised marital relationships characterised by extreme romance, harmony and happiness.

Such content exposes female followers to a permanent social comparison between their own marital realities and the digital illusions they see on their smartphone screens, where influencers stage their lives as performances behind the camera.

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In light of the above-mentioned discussion, and based on the general interactions of Algerian women with these influencers regarding their marital life, it becomes an urgent necessity to address the issue of the impact of following female social media influencers on the marital satisfaction of Algerian women. In order to answer the research problem, it is broken down into the following research questions:

1. What is the influence of social media influencers on Algerian women? How much do Algerian women follow social media influencers in Algeria?
2. Who are the Algerian female influencers most followed by Algerian women?
3. To what extent do Algerian women achieve marital satisfaction?
4. What is the relationship between education level and marital satisfaction among Algerian women?
5. Is there a correlation between the educational level of Algerian women and their interest in influencers?
6. Are there statistically significant differences in the degree of influence of the influencers based on the type of influencer followed by the Algerian women in the sample studied?

In response to these questions the following hypotheses are proposed:

1. Algerian women are heavily influenced by social media influencers and are following them highly.
2. Algerian women are not satisfied nor well-adjusted in their marital relations.
3. Algerian women show a statistically significant correlation between marital satisfaction and educational level.
4. There is a statistically significant correlation between Algerian women's educational level and their following of influencers.

The level of influence exerted by influencers is statistically significant.

Based on what has been discussed above, it becomes an urgent need to be studied; the matter of the influence of following female social media influencers on the marital satisfaction of Algerian women, considering the totality of the interactions of Algerian women with these influencers in relation to married life. In order to address this research problem, it is broken down into the following research questions:

2.1 Research Concepts and Terminology

2.1.1. Influencers: Influencers leverage their large online followings, distinctive brand personas, and established relationships with commercial sponsors to earn money by endorsing branded products and services to their communities of followers. Information, advice and inspiration are examples of such promotional communications. Influencers' brand endorsement is woven into their existing visual, textual, or narrative material, and their persuasive communication is broadly thought of as more "authentic" or "organic" than traditional paid advertising. In this context it is no wonder that influencer marketing has seen a staggering growth in the last few years. Although the term "influencer" is highly contested, its explicit emphasis on marketing means that it is primarily associated with the influence that influencers exert on consumer decision-making (Abidin, 2016).

According to a survey by Influencer Marketing Hub in early 2024 of 3,000 marketing agencies, brands, and companies, the market value of influencer marketing is expected to reach USD 24 billion by the end of 2024. The majority of survey respondents believe influencer marketing to be very effective. Also, 85% of the respondents plan to dedicate a budget for influencer marketing in 2024 with almost 60% planning to increase their expenditure on influencer marketing in the same year, while 26% plan to dedicate more than 40% of their total marketing budget to influencer marketing (www.influencermarketinghub.com).

For instance, in Forbes magazine's 2017 ranking of top influencers, taste leaders were recognized in subcategories and specializations in which influencers have been the first to achieve success, such as fashion, beauty, fitness, motherhood, travel, pet care, entertainment, technology, business, home, food, children, and gaming (www.forbes.com). While women make up the majority of content creators in fashion, beauty, and motherhood, categories like comedy, technology, and gaming are predominantly male-created. The distinct boundaries illustrate the continued presence of stereotypical gender roles from traditional media such as women's magazines and comedic entertainment (Bishop, 2017).

Social media metrics have enabled influencers to fuel the growth of what is now known as the attention economy, monetising their followers by demonstrating a real capacity for influence supported by measurable, verifiable data, such as follower interactions, and more symbolic markers of "engagement" or impact. They have also developed a new professional language to classify social media personalities: micro-influencers (with less than 500,000 followers), medium influencers (more than 500,000 followers) and mega-influencers (those with more than 1 million followers) (Duffy, 2017).

Based on the above definitions and data and after reviewing many books and studies, the concept of the influencer is mainly related to marketing and the ability to influence consumers. Importantly, none of the definitions in the reviewed foreign literature addressed the psychological, social or political effects of influencers. In our view this is a result of the nature and the social design of the medium itself. These technologies were born in a western capitalist milieu and built with a sole economic focus, the fundamental logic of capitalism being profit making. This is further evidenced by the transformation of social media platforms into major digital marketplaces, such as Facebook Marketplace, whose algorithms are constantly promoting online stores and products of all kinds.

The influencer has thus become a seller with considerable and specific persuasive powers. Content creators, regardless of the quality of their content, always look to monetize these platforms, whether through advertising for companies or through platform-generated revenues based on view counts, as exemplified by YouTube, which pioneered this feature, followed later by Meta and TikTok. As a result, influence is no longer measured by ethics or quality of content, but by the financial gains generated by influencers, following the logic of Adam Smith's economic principle: "laissez-faire, let it pass".

For this study, "influencers" refer to Algerian female influencers who showcase their lives on social media channels including the display of consumerist material affluence, the presentation of idealized marital lives or offering advice and guidance regarding marital relationships.

2.1.2. Marital satisfaction: The nature of marital relationship has been explored and described through many attempts in terms of different concepts that mostly mean the same thing like marital adjustment, marital success, marital adaptation, marital integration, marital happiness, marital satisfaction, marital stability and marital cohesion.

Burgess and others (1971) suggested a list of predictive indicators of marital adjustment/satisfaction, including:

1. Children: desire to have children.
2. Conflict: no conflicts over activities.
3. Economic level: having their own private house.
4. Employment: husband's job stable and well organized.
5. wife's work – the wife working on the husband's consent.
6. Spouse equality: no spouse is better or worse than the other.
7. Partner's perception of equal intellectual ability
8. Personality traits: acceptance, the absence of psychological and neurological disorders.
9. Sexual relations: mutual desire and satisfaction for both partners.

Hicks and others have reported that there has been near consensus since 1960 that indicators of marital satisfaction include such factors as occupational and financial status, income, levels of education, similarity between husband and wife in socio-economic status, age, religion, emotional rewards, sexual satisfaction and companionship (Hicks & others, 1970).

Zeineb Tavokal et al. conducted a review of the scientific literature related to marital adjustment in which they analyzed 10 scientific papers published between 2000 and 2015 from several international academic digital databases (PubMed, Cochrane Library, Wiley Online Library, Scopus, MEDLINE, ScienceDirect, Google Scholar). These studies identified the factors that have a significant impact on marital satisfaction as follows: demographic characteristics, personality traits, attachment style, relationship quality, communication and intimacy, families of the spouses, tolerance and sacrifice, religion, emotional intelligence, physical and mental health, and sexual relationships (Zeineb Tavokal et al., 2017).

3.1 Research limits: The study is limited to married Algerian women who are users of the Internet and social media platforms and are exposed to the content of Algerian female social media influencers.

4. Methodology:

4.1. Methodology and research instruments:

This study is based on quantitative methodology and the descriptive-analytical survey method, which is based on the accurate identification, description and inference of the present state of what a group of people believes, feels and does, through the gathering and analysis of the relevant data (Kothari, 2004). The selection of this methodology was based on its suitability to describe and analyze the effect of following social media influencers on the marital satisfaction of Algerian women.

Questionnaire was used as the instrument for data collection. In addition to questions on respondents' demographic features, two scales were developed in order to measure the study variables; the independent variable (following social media influencers) and the dependent variable (marital satisfaction).

4.2. Population and Sample of the Study: The study population includes married women in Algeria. A total of 145 respondents were surveyed using a combination of convenience and snowball sampling, a common method when using online questionnaires. Data was collected through Google Forms.

4.3. Statistical analysis

Data were processed and analysed using the SPSS software package (Version 22). The statistical procedures employed were as follows:

1. Descriptive statistics to describe characteristics of the study sample in terms of frequencies and percentages.
2. Calculation of means of the items of the independent and dependent variables to identify tendencies of the sample and to use these in subsequent inferential statistical analyses.
3. Cronbach Alpha coefficient calculation to evaluate the questionnaire reliability.
4. Calculation of regression coefficients for measuring the effect of independent variable on dependent variable.
5. Normality of data distribution for the study variables was assessed by Shapiro–Wilk and Kolmogorov–Smirnov tests.
6. The hypotheses of the study concerning the differences and correlational relationships were tested using t-test and one-way analysis of variance (ANOVA) to identify differences in the answers of respondents regarding demographic variables, and Pearson's correlation coefficient to examine relationships among the study variables.

2.4 Validity and internal consistency of the questionnaire:

A: Reliability and Validity of Research Instrument Using Cronbach's Alpha Coefficient:

Table No. 01: Cronbach's alpha coefficient of reliability measurement of the study instrument

<i>Dimensions / Variables</i>	<i>Number of Items</i>	<i>Cronbach's Alpha Coefficient</i>
Independent Variable: Following Social Media Influencers	16	0.914

Dependent Variable: Marital Satisfaction	20	0.944
Overall Reliability of the Questionnaire	36	0.905

Source: Collation by the researcher based on the outputs of SPSS (Version 22).

The table shows that the overall reliability coefficient of the questionnaire is very high, reaching 0.905 for the total number of questionnaire items (36 items). The reliability coefficient of the first dimension / independent variable of 16 items was 0.914. The reliability coefficient of the second dimension / dependent variable of 20 items was 0.944.

All these values are higher than the commonly accepted level of 0.70, implying that the questionnaire possesses a high degree of reliability and can be utilized with high confidence for the execution of the remaining statistical analyses of the field study.

B: Internal consistency of items with dimensions:

Table 2. Pearson Correlation Coefficients Between Each Item Score and Total Score of Dimension (First Dimension / Independent Variable)

<i>Items / Dimension</i>	<i>Pearson Correlation Coefficient</i>	<i>Significance Value</i>
First Dimension / Independent Variable	**0.692	0.000
Second Dimension / Dependent Variable	**0.700	0.000

Source: Prepared by the researcher based on SPSS outputs (version 22).

The above table presents the correlation coefficients between the 36 items and the mean score of their respective dimensions. The coefficients were moderate for the first dimension with Pearson's correlation coefficient estimated at 0.692, whereas they were high/strong for the second dimension with Pearson's correlation coefficient estimated at 0.700. All correlations were significant at the 0.05 level of significance indicating a high degree of internal consistency between items and their respective variables.

Therefore, all items of both variables are internally consistent with the dimensions to which they belong, which proves that they are construct valid and appropriate for measuring what they were originally designed to measure.

5.Results:**5.1. Sample Characteristics:**

The distribution of the study sample based on the variables of wilaya (province), employment status, educational level, the most used social media platform, and whether the respondents follow social media influencers or not is presented in

Table 3. Variables and Percentages

<i>variables</i>	<i>variable</i>	<i>Frequency</i>	<i>Percentage</i>
<i>province</i>	<i>Adrar</i>	1	00,60%
	<i>Oum el bouaghi</i>	3	02,26
	<i>Bama</i>	74	51,03%
	<i>Béjaia</i>	1	00,69%
	<i>Biskra</i>	8	05,52%
	<i>Blida</i>	1	00,69%
	<i>Tebessa</i>	2	01,38%
	<i>Tiarret</i>	1	00,69%
	<i>Alger</i>	8	05,52%
	<i>Skikda</i>	2	01,38%
	<i>Sidi belabess</i>	2	01,38%
	<i>Annaba</i>	2	01,38%
	<i>Guelma</i>	1	00,69%
	<i>Constantine</i>	1	00,69%
	<i>Msila</i>	2	01,38%
	<i>Oran</i>	6	06,14%
	<i>Tisemsilet</i>	1	00,69%
	<i>El ouadi</i>	1	00,69%
	<i>Khanchla</i>	4	04,14%
	<i>Tipaza</i>	1	00,69%
	<i>Ain defla</i>	1	00,69%
	<i>Ghardaia</i>	21	14,48%
	<i>Ghizzen</i>	1	00,69%
<i>Employed / Unemployed</i>	<i>Employed</i>	86	59,31%
	<i>Unemployed</i>	59	40,69%
<i>Educational Level</i>	<i>Below Secondary Education</i>	06	04,14%
	<i>Secondary Education</i>	13	08,97%

Most Used Social Media Platform	University	59	40,69%
	Postgraduate Studies	67	46,21%
	Facebook	94	64,83%
	Instagram	29	20,00%
	Tiktok	08	05,52%
	Youtube	14	09,66%
Following Social Media Influencers	Yes	106	73,10%
	No	43	26,90%
TOTAL		145	100%

Source: Prepared by researcher according to the outputs of SPSS (Version 22).

From the above table, in relation to the variable of province (wilaya) of affiliation of the women who responded to the questionnaire, Batna Province ranked first with a frequency of 74 respondents or 51.03% of the sample. Ghardaïa Province came next with 21 respondents (14.48%). Then Algiers and Biskra with one respondent (1.12%) and Oran Province with 6 respondents (4.14%). The other provinces participated with a limited number of respondents (one to two per province).

Regarding the variable of women's employment status, the employed women were ranked first with a frequency of 86 respondents, making up 59.31% of the sample, while the housewives were 59 respondents, representing 40.69%.

Regarding the education level of the sample, women with postgraduate education ranked first (67 respondents; 46.21%), followed by women with a university level education (59 respondents; 40.69%). The lowest proportion was observed in women with below-secondary education (6 respondents, 4.14%) and women with secondary education (13 respondents, 8.97%).

As for social media platform usage preferences among the studied sample, Facebook ranked first with 94 respondents (64.83%), followed by Instagram with 29 respondents (20%), then YouTube with 14 respondents (9.66%). 8 respondents (5.52%) said TikTok was the last place. None of the respondents in the sample studied chose the platforms X (formerly Twitter) and Snapchat.

Finally, on the question of whether the respondents follow social media influencers, 106 respondents (73.10%) said they do follow influencers, whereas 43 respondents (26.90%) said they do not.

5.2 Algerian married women who follow influencers in Algeria

Table 4. Presents the distribution of the study sample based on the variable of names of the female influencers followed.

<i>female influencers</i>	<i>Frequency</i>	<i>Percentage</i>
Sara Redjil	21	05,66%
Nawal uk	27	25,47%
Ribica	6	05,66%
Cuisin dadah youtube	1	00,94%
Nour bouhalisa	2	01,88%
Sami ch	12	11,32%
Amira ria	12	11,32%
Noral	1	00,94%
Oum walid	2	01,88%
Zaineb el jijlia	1	%00,94%
Ahlem moustaghanimi	1	00,94%
Chiraz el anabia	2	01,88%
Silia limam	1	00,94%
Caroline	4	03,77%
Rofia	1	00,94%
Prof sonia wafk	1	00,94%
Lina clasi	1	00,94%
Oum loudjaine	1	00,94%
the family dz youtube	2	01,88%
lina makup	1	00,94%
Total	106	100%

Source: Researcher's own preparation based on the output of SPSS (Version 22).

From the table above, Nawal UK ranked first with a frequency of 27 items which represented 25.47% and followed by Sarah Rjeil in second place with a frequency of 21 items 19.81%. Amira Ria and Samia Al-Shawiya were in third place with a frequency of 12 items 11.32% for each. Rebecca followed with 6 items 5.66%. The other influencers were not selected much, because normally their frequencies were not more than one or two selections at most, as shown in the table above.

5.3. How much does the use of social media create problems for married Algerian women:

Table 5. The extent of the problem due to the use of social media for married Algerian women.

<i>Has your use of social media caused marital problems?</i>		
<i>Variable</i>	<i>Frequency</i>	<i>Percentage</i>
<i>Yes</i>	22	15,20%
<i>No</i>	123	84,80%
<i>Total</i>	145	100%

Source: Prepared by the researcher based on the outputs of SPSS (Version 22).

Table 3 shows that social media has not been the cause of marital problems for the Algerian women in the sample studied by 123 respondents, which is equivalent to 84.80%. The remaining 22 respondents answered "yes" and demonstrated that social media use did create problems in marriage, which constitutes 15.20% of the sample.

The latter percentage is smaller than the former, but it is not to be overlooked. In the open-ended comments section at the end of the questionnaire, among the observations and personal opinions of the respondents, some wrote the following:

1. "My husband follows influencers. It's ruining our relationship because he wants me to look like them and have cosmetic procedures like most of them."

2. "I benefit from YouTube and Google on content related to child rearing and healthy nutrition and my husband is addicted to TikTok and multiplayer electronic games and does not care about his children, for him gaming is more important than all of us."

3. "Please do a survey for husbands as well because mobile phones have created many problems."

5.4. Results of Descriptive Analysis of Study Variables (Independent and Dependent)

Table 6. Sample's orientations/attitudes towards the independent and dependent variables of the study.

<i>Variable</i>	<i>Arithmetic Mean</i>	<i>Standard Deviation</i>	<i>Direction</i>
Independent variable: Influence of influencers	02,09	0,65	<i>Disagree / Low</i>
Dependent variable: Marital satisfaction	03,89	0,73	<i>Agree / High</i>

Source: Prepared by the researcher based on the outputs of SPSS (Version 22).

As per the above table, the arithmetic mean of independent variable, influence of influencers, was estimated to be 2.09 in the range [1.80–2.59]. This shows that the sample respondents have a low tendency to be influenced by influencers, which means that the targeted sample does not collectively agree that they are influenced by influencers. The standard deviation for this variable was estimated at 0.65, which points to a moderate level of dispersion and variance in the respondents' answers regarding the influencer-following scale. This indicates a moderate level of convergence and similarity of the answers of the respondents, as they group around the arithmetic mean.

As for the dependent variable of marital satisfaction, the arithmetic mean was 3.89 within the range [3.40–4.19]. This indicates that the tendency of the sample respondents towards marital satisfaction is oriented towards agreement and approval, meaning that the targeted sample of Algerian women shows a high level of marital satisfaction. The standard deviation for this variable was estimated to be 0.73, which is relatively close to 0.80 and thus to 1. Thus, it can be said that the answers of the respondents on the scale of marital satisfaction are quite dispersed and vary to a considerable extent. This indicates that the Algerian women of the studied sample do not agree on the criteria, conditions and components of marital satisfaction in a complete way, that is, there is a clear divergence in their orientations towards the scale items.

It is also worth mentioning, the presence of notably high neutrality rates in the respondents' answers in the marital satisfaction scale. In many cases, respondents did not want to express their opinion on particular scale items and chose the "neutral" option. This is due to the sensitivity of the subject as it relates to the personal lives of the respondents and the inclusion of some items that are considered social taboos in Algerian society such as satisfaction with sexual life and similar issues.

5.5. Testing Correlational Hypotheses

5.5.1. First Hypothesis: There is a correlational relationship between the variable of educational level and marital satisfaction among Algerian women.

Table 7. The degree of correlational relationship between the variable of the educational level and marital satisfaction.

<i>Variable</i>	<i>Pearson Correlation Coefficient</i>	<i>Significance</i>	<i>Result</i>
<i>Educational Level</i> <i>Marital Satisfaction</i>	0,03	0,72	<i>No Correlation</i>

Source: Prepared by the researcher based on the outputs of SPSS (Version 22).

The Pearson's correlation coefficient value between educational level and marital satisfaction variables was calculated as 0.03 with a statistical significance level of 0.72 which is greater than the significance level of 0.05 as shown in the above table. Therefore the alternative hypothesis is rejected and null hypothesis is accepted which states that there is no correlational relationship between the two variables. Thus, the educational level is not a determinant of marital satisfaction among the Algerian women in the studied sample.

5.5.2. Second Hypothesis: There is no relationship between the variable of employment and marital satisfaction among Algerian women.

Table 8. Showing the degree of correlation of relationship between variable of employment & marital satisfaction.

<i>Variable</i>	<i>Pearson Correlation Coefficient</i>	<i>Significance</i>	<i>Result</i>
<i>Educational Level</i> <i>Marital Satisfaction</i>	-0.002	0,98	<i>No Correlation</i>

Source: Prepared by the researcher based on the outputs of SPSS (Version 22)

As shown in the table above, it is clear that the value of Pearson's correlation coefficient between the variable of Algerian women's employment status and marital satisfaction was calculated to be -0.002 with a level of statistical significance of 0.98, which is higher than the level of significance of 0.05. Therefore, null hypothesis is accepted which states that there is no correlational relationship between the two variables at all. Thus, employment status is not a determinant of marital satisfaction among the Algerian women of the studied sample.

5.5.3. Third hypothesis: There is a correlation between the level of education of Algerian women and their interest in influencers.

Table 9. Represents the extent of the correlational relationship between the variables of the educational level of Algerian women and their following of influencers.

<i>Variable</i>	<i>Pearson Correlation Coefficient</i>	<i>Significance</i>	<i>Result</i>
<i>Educational Level</i> <i>following influencers</i>	**0.222	0,007	<i>A very high correlation</i>

Source: Compiled by the researcher based on SPSS (Version 22) outputs.

As shown in the table above, the value of Spearman's correlation coefficient between the variables of educational level and following the influencers is estimated at 0.222, with a statistical significance level of 0.007, which is lower than the significance level of 0.01. Thus, the alternative hypothesis is accepted, which states that there is a correlation relationship between the two variables. This correlation is statistically highly significant. Therefore, the level of education is a determining factor in the adherence or not of the Algerian women of the studied sample to the influencers.

5.6. Testing the Effect Hypotheses: Regression Analysis (Impact and Prediction)

5.6.1. First Hypothesis: The main hypothesis is that there is a statistically significant effect of following influencers on marital satisfaction among Algerian women at a significance level of ≤ 0.05 . To test this hypothesis, the simple linear regression was used and it is accepted if the significance level is less than or equal to 0.05.

Table 10: Tests the regression coefficient to measure the effect of following social media influencers on marital satisfaction among Algerian women.

<i>Marital Satisfaction</i>	<i>Following Influencers</i>				
	<i>Correlation Coefficient (R)</i>	<i>Coefficient of Determination (R^2)</i>	<i>Regression Coefficient</i>	<i>F Value</i>	<i>Sig. Value</i>
	0,026	0,001	-0.029	0,097	0,756

Source: Author's compilation from the outputs of SPSS (Version 22).

From the table above, it is seen that the correlation coefficient (R) was estimated at 0.026, meaning there is an extremely weak correlation between the variable of following influencers and marital satisfaction among Algerian women. The coefficient of determination (R^2) was 0.001, which means that only 0.1% of the variation in marital satisfaction can be explained by the influence of following influencers, which is a very low percentage.

But the estimated regression coefficient (slope), -0.029 , although small in magnitude, provides an important interpretative insight. The negative sign indicates that with one unit increase in following influencers, marital satisfaction decreases by approximately 2.9%. This reflects the inverse effect. This regression coefficient, which provides predictability, leads to the conclusion that an increase in the following influencers in the future, might lead to a decrease in the marital satisfaction of Algerian women.

Furthermore, the computed F value (0.097) at the significance level of 0.756 is greater than the significance level of 0.05. Therefore, the alternative hypothesis "there is a statistically significant effect of following influencers on marital satisfaction among Algerian women" is rejected and null hypothesis is adopted which confirms that there is no statistically significant effect of following influencers on marital satisfaction among Algerian women. It should be noted the negative regression coefficient and the interpretative reading presented above.

5.6.2. Second hypothesis. There is a statistically significant effect of the educational level on following influencers among Algerian women at the significance level of ≤ 0.05 . This hypothesis was tested by simple linear regression and accepted if the significance level was equal to or less than 0.05.

Table 11. Testing the regression coefficient to determine the effect of the level of education on following influencers among Algerian women.

<i>Marital Satisfaction</i>	<i>Following Influencers</i>				
	<i>Correlation Coefficient (R)</i>	<i>Coefficient of Determination (R^2)</i>	<i>Regression Coefficient</i>	<i>F Value</i>	<i>Sig. Value</i>

	**0.222	0,049	-0.209	4,366	0,039
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Source: Prepared by the researcher from the outputs of SPSS (Version 22).

Referring to the previous table, the correlation coefficient (R) was determined to be 0.222, indicating that the two variables are correlated strongly as mentioned previously. The coefficient of determination (R^2) was estimated at 0.049, which indicates that 4.9% of the variance in the influence of following influencers is explained by educational level.

The estimated regression coefficient (slope) was -0.209. The negative value indicates that for every one unit increase in education level, there is a corresponding 20.9% decrease in the effect of following influencers.

Also, the calculated F value is estimated at 4.366 with a significance level of 0.039 which is lower than the significance threshold of 0.05. Thus, the alternative hypothesis is accepted, which indicates that there is a statistically significant effect of the educational level on the influence of following influencers among women in Algeria.

5.7. Testing the Difference Hypotheses

5.7.1. First Hypothesis: There are no statistically significant differences in the influence of following influencers between stay-at-home women and working women.

First, the normality of distribution of the independent variable (after influencers) and the variable of women's employment status was tested to determine the appropriate type of difference test to be applied. The Kolmogorov-Smirnov test and the Shapiro-Wilk test values were computed, which are shown in the table below:

Table No. 12: Normality test of the following influencers variable in respect of employment status.

<i>Variables</i>		<i>Kolmogorov-Smirnov^a</i>			<i>Shapiro-Wilk</i>		
<i>Following Influencers</i>	<i>Unemployed</i>	<i>Test Statistic</i>	<i>Degree of Freedom</i>	<i>Sig</i>	<i>Test Statistic</i>	<i>Degree of Freedom</i>	<i>Sig</i>
	<i>Unemployed</i>	0,094	5	0,058	0,954	5	0,004
		0,098	5	0,200	0,974	5	0,225

Source: Prepared by the researcher based on the outputs of SPSS (Version 22).

From the above table, it is clear that the Kolmogorov-Smirnov value for the distribution of following influencers among the working women was 0.094 and the statistical significance level was 0.058 which is greater than the significance level of 0.05. The value of the distribution of the following influencers in the non-working women was estimated at 0.098 at a significance level of 0.200 which is also more than 0.05.

The same occurred for the distribution of following influencers among women who do not work, which the value of Shapiro-Wilk was 0.974 and the value of statistical significance was 0.225, greater than the significance level of 0.05. So, the null hypothesis is rejected. It can be said that the data for the following influencers variable and women's employment status variable are distributed normally.

To test the above-mentioned difference hypothesis, the parametric independent-samples t-test was used and its results are presented in the following table.

In order to test the above stated hypothesis of difference, the parametric independent-samples t-test was applied accordingly. The results of this test can be seen in the table below:

Table 13. Shows the t-test results for the differences between women who are at home and women who work about the effect of following influencers.

<i>Variables</i>		<i>Levene's Test for Homogeneity of Variance</i>		<i>T-Test for Equality of Means</i>				
<i>Following Influencers</i>	<i>Hypothesis of Homogeneity</i>	<i>F -value</i>	<i>sig</i>	<i>T-value</i>	<i>Degree of Freedom</i>	<i>Sig</i>	<i>Mean</i>	
							<i>Unemployed</i>	<i>Unemployed</i>
		1,223	0,271	3,015	143	0,003	1,96	2,28

Source: Prepared by the researcher from the output of SPSS (Version 22).

From the table above, the results of Levene's test for homogeneity of variance for the variable of following influencers support the assumption of homogeneity since the significance level reached 0.271 which is greater than the significance level of 0.05. The t-test for equality of means was used accordingly to the homogeneity assumption. The calculated t value is 3.015 which is greater than the tabulated t value of 1.962. The significance level is 0.003 which is less than the significance level of 0.05.

Therefore, the null hypothesis stated above is rejected and an alternative hypothesis is accepted. This indicates that there are statistically significant differences between stay-at-home women and working women in terms of following influencers, in favor of stay-at-home women who have higher mean scores and are more influenced by following influencers.

7.5.2. Second Hypothesis: Significant statistical differences exist in the impact of following influencers based on province of residence.

First, normality of the distribution of the independent variable (following influencers) and the variable of province of residence was tested to determine the appropriate type of difference test to be applied. So the values of the Kolmogorov–Smirnov test and the Shapiro–Wilk test were computed as shown in the table below.

Table 14. Test of normality of the variable of the following influencers according to the variable of employment status:

<i>Vriables</i>		<i>Kolmogorov-Smirnov^a</i>			<i>Shapiro-Wilk</i>		
<i>Following Influencers</i>	<i>Province</i>	<i>Test Statistic</i>	<i>Degree of Freedom</i>	<i>Sig</i>	<i>Test Statistic</i>	<i>Degree of Freedom</i>	<i>Sig</i>
	Batna	0,109	5	0,030	0,961	5	0,021
	Biskra	0,208	5	0,200	0,849	5	0,093
	Algiers	0,224	5	0,200	0,921	5	0,434
	Oran	0,201	5	0,200	0,936	5	0,434
	Ghardaia	0,165	5	0,139	0,929	5	0,133
	Oum el bouaghi	0,0273	5	0,04	0,945	5	0,549

Source: Prepared by the researcher based on the outputs of SPSS (Version 22).

A very high level of statistical significance shows a normal distribution.

As can be seen in the table above, the SPSS program, in accordance with the note given by the program at the bottom of the table, chose the provinces with the highest frequencies and response rates to the questionnaire for the normality test. The significance values of the Kolmogorov–Smirnov test and the Shapiro–Wilk test are greater than the significance level of 0.05, so the data of the variables of following influencers and province of residence can be considered as a highly normal distribution.

Therefore, the one-way analysis of variance (One-Way ANOVA) can be used to test the above difference hypothesis. The results of this analysis are shown in the following table:

Table 15. Results of the one-way ANOVA test for testing the differences in the impact of following influencers according to the province of residence.

<i>F</i>	<i>Sig</i>
1,37	1,136

Source: Prepared by the researcher based on the outputs of SPSS (Version 22)

From the table above, it can be observed that the calculated F value was estimated at 1.377 which is less than the tabulated F value of 1.85 with statistical significance level of 0.136 which is greater than the significance level of 0.05. Therefore, the alternative hypothesis that “there are statistically significant differences with regard to the influence of following influencers according to province of residence” is rejected and the null hypothesis is accepted. This means that there are no statistically significant differences regarding the influence of following influencers in relation to the province of residence among Algerian women in the sample studied.

Thus, Algerian women in different provinces are characterized by a high level of homogeneity and statistically significant similarity in terms of following influencers.

7.5.3. Third Hypothesis: There are statistically significant differences in the degree of influence of the influencers and the type of influencer followed by Algerian women in the sample studied.

To determine the appropriate type of difference test to be applied, the normality of distribution of the independent variable (influence of influencers) and the variable of type of influencer followed by Algerian women was tested first. Hence, the values of Kolmogorov–Smirnov test and Shapiro–Wilk test were calculated and are shown in the following table.

Table 16. Test of normality of the variable of marital satisfaction in relation to the type of the influencer variable:

<i>Vriables</i>		<i>Kolmogorov-Smirnov^a</i>			<i>Shapiro-Wilk</i>		
<i>Following Influencers</i>	<i>Influencers</i>	<i>Test Statistic</i>	<i>Degree of Freedom</i>	<i>Sig</i>	<i>Test Statistic</i>	<i>Degree of Freedom</i>	<i>Sig</i>
	Sara redjil	0,189	5	0,049	0,922	5	0,096
	Nawal uk	0,157	5	0,098	0,907	5	0,023
	Rebeca	0,181	5	0,200	0,966	5	0,865
	Amira ria	0,327	5	0,001	0,859	5	0,047
	Samia ch	0,143	5	0,200	0,970	5	0,912

The level of statistical significance is very high and shows a normal distribution.

Source: Prepared by the researcher based on the outputs of SPSS version 22.

From the above table we see that the SPSS program identified the most often followed and repeated influencers for testing the distribution exactly as specified in the note provided by the program at the bottom of the table. As the statistical significance for the Kolmogorov–Smirnov and Shapiro–Wilk tests is above the significance level of 0.05, it can be said that the data of the marital satisfaction variable and the type of followed influencer have a high degree of normal distribution. Therefore, the One-

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Way Analysis of Variance (One-Way ANOVA) test can be used to test the above differential hypothesis, the results of which are shown in the table below.

Table No. 17: Results of the One-Way Analysis of Variance test to investigate differences in the extent of influence of influencers and the type of influencer followed by Algerian women:

<i>F</i>	<i>Sig</i>
1,872	0,017

Source: Designed by the researcher based on the results of SPSS version 22

In the table above, the calculated F value is estimated at 1.872, which is greater than the tabulated F value of 1.76 with a statistical significance level of 0.017, which is lower than the significance threshold of 0.05. Thus, the null hypothesis is rejected and the alternative hypothesis is accepted, which indicates that there are statistically significant differences concerning the degree of influence of influencers and the type of influencer followed by Algerian women in the studied sample.

To identify the differences between the groups (types of influencers) we refer to the mean values in the table below:

Table 18. Arithmetic means of the degree of influence of the influencers by type of influencer followed by Algerian women:

<i>Name of the Influencer</i>	<i>Frequency</i>	<i>Mean Influence Score</i>	<i>Order</i>
<i>Amira ria</i>	12	02,3906	1
<i>Rebeca</i>	06	02,2917	2
<i>Sara redjil</i>	21	02,2915	3
<i>Nawel uk</i>	27	02,1442	4
<i>Samia ch</i>	12	02,1406	5
<i>Name of the Influencer</i>	<i>Frequency</i>	<i>Mean Influence Score</i>	<i>Order</i>
<i>Amira ria</i>	12	02,3906	1
<i>Rebeca</i>	06	02,2917	2
<i>Sara redjil</i>	21	02,2915	3
<i>Nawel uk</i>	27	02,1442	4
<i>Samia ch</i>	12	02,1406	5
<i>Name of the Influencer</i>	<i>Frequency</i>	<i>Mean Influence Score</i>	<i>Order</i>
<i>Amira ria</i>	12	02,3906	1

<i>Rebeca</i>	06	02,2917	2
<i>Sara redjil</i>	21	02,2915	3
<i>Nawel uk</i>	27	02,1442	4
<i>Samia ch</i>	12	02,1406	5

Source: Prepared by the researcher based on the outputs of SPSS version 22.

Previously, it was proven that the tendency of the sample respondents to follow influencers and the extent of their influence is low, meaning that the target sample does not collectively agree on being influenced by influencers, as

indicated by the arithmetic mean of the independent variable (following influencers) which was estimated at 2.09 and falls within the range [1.80–2.59]. The result of the final hypothesis that was statistically confirmed which states that there are statistically significant differences with respect to the degree of influence of influencers and the type of influencer followed by Algerian women in the studied sample leads us to question in whose favor these differences occur.

This is explained in the table above where the influencer Amira Ria is ranked first with an arithmetic mean of 2.3906, followed by Rebecca with a mean of 2.2917, followed by Sara Rjail whose mean is very close to Rebecca's at 2.2915. Next is Nawal Britannia with a mean of 2.1442 and then Samia Al-Chaouia whose mean is very close to that of Nawal Britannia (2.1406). All these values are very similar and all of them are around the value of 2 which indicates low levels of influence.

But here is the interpretation that can be offered: Amira Ria, who is the model of a successful and moral woman, came in first, and then Rebecca and Sara Rjail, who are known for giving advice to women, even though Sara Rjail is the model of a moral woman and Rebecca is the model of moral laxity and ethical decay. Finally, we have Nawal Britannia and Samia Al-Chaouia who post about daily life and home cooking. Thus, in spite of the low level of influence of influencers in general, Algerian women in the studied sample prefer to follow successful women and morally committed women, then influencers who give advice and orientation, and finally influencers who provide daily life and cooking content.

8. Overall Findings:

1. The results showed that the most followed influencer by Algerian women was Nawal Britainia with a percentage of 25.47%, followed by Sara Rjail in second place with 19.81%. Amira Ria and Samia Al-Chaouia finished joint third with 11.32% each and Rebecca was fourth with 5.66%.

2. As shown in the table above, the arithmetic mean of the independent variable, the influence of social media influencers, was estimated at 2.09, which lies within the interval [1.80–2.59]. This implies that sample respondents' tendency to be influenced by influencers is low, meaning that the targeted sample does not collectively agree that they are influenced by social media influencers.

3. Regarding the dependent variable, marital satisfaction, the arithmetic mean was 3.89, which falls within the interval [3.40–4.19]. This reflects a general tendency towards agreement and approval, which indicates that the Algerian women in the sample enjoy a high level of marital satisfaction. It is interesting to note that the proportion of neutral answers on the scale of marital satisfaction was significantly high. Respondents often chose not to state an opinion on some items, and selected the "neutral" option. This can be explained by the sensitivity of the subject, as it deals with the private life of the respondents and includes statements considered social taboos in Algerian society, such as satisfaction of sexual life and similar issues.

4. The results also indicate that there is a very strong statistically significant correlational relationship between the two variables. Therefore, the educational level is a determining factor in Algerian women in the studied sample to follow or not follow the influencers.

5. Furthermore, the study did not find a statistically significant effect of following influencers on marital satisfaction among Algerian women with an important emphasis on the negative regression coefficient and the interpretation provided for this result.

6. In contrast, educational level significantly affects the degree to which Algerian women are impacted by the social media influencers they follow.

7. The study also found statistically significant differences between housewives and working women regarding the following of influencers, with housewives scoring higher on the mean score and hence being more influenced by influencer followership.

8. Results also showed that there are no statistically significant differences in the influence of following influencers and province of residence among of Algerian women of the studied sample. This implies a high degree of homogeneity and statistically significant similarity in the follower base of influencers among women from different provinces of Algeria.

9. Finally, statistically significant differences were found between Algerian women regarding the degree of influence of the influencer and the type of influencer followed. Amira Ria ranked first with an arithmetic mean of 2.3906, followed by Rebecca with a mean of 2.2917, then Sara Rjail whose mean (2.2915) was very close to that of Rebecca. Close behind was Nawal Britainia with a mean of 2.1442 and Samia Al-Chaouia with a mean of 2.1406

9. Discussion & Recommendations

9.1. Discussion of the results of the study in comparison with previous studies

As mentioned at the beginning of this article, we did not find studies that directly measure the effect of social media influencer use on marital satisfaction in women, or men for that matter. However, we did find literature that considered the overall effect of social media use on marital satisfaction and adjustment. One of the first studies of this type was conducted in Turkey, where the research aimed to investigate the effect of spouses' levels of social media use on their relationship happiness.

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The analysis took into consideration demographic variables such as gender, age, duration of marriage, number of children, educational level and husband's occupation. The study sample comprised 344 individuals (188 females and 156 males) randomly selected from married individuals over 18 years of age who were living in Samsun Province, Turkey. Social Media Addiction Scale – Adult Form was used to measure social media use levels of participants and Relationship Happiness Scale was used to measure happiness in relationships. All the statistical analyses were performed using SPSS version 22.0 and the Pearson's correlation coefficient was used to assess the relation between the scores of the relationship happiness and total social media addiction. The results showed that there was a statistically significant but low level of negative relationship between spouses' happiness and levels of social media addiction (Ercüment Konyar Ersanlı & Mehtap, 2022).

This finding is consistent with the finding of the current study that revealed a very weak correlation between following social media influencers and marital satisfaction among Algerian women in the studied sample, estimated at only 0.1%. Likewise, a study in Kuwait on the effect of social media on trust between spouses found that the use of social networking sites did not have a significant impact on individuals' trust in their life partners (Alnkhailan, 2023; Khaled, S. M. S. A.). This result is also consistent with our findings. Thus, the results of our study in Algeria are in line with the ones reported in Turkey and Kuwait.

On the other hand, a study in Jordan on the impact of social media on marital relationships revealed that time-wasting of spouses on social media represented a relatively high mean score (2.57), while social media use leading to violence between spouses recorded the lowest mean score (1.99). In that study, researchers believe that the use of social media and its various applications by spouses has an effect on their relationship in one way or another. The study also proved that social media has a direct negative impact through wasting time, increasing the divorce rate, exposure to adult content and increasing marital infidelity (Faisal Almatalka & others, 2022).

The results of the present study are in line with our findings in which social media use led to marital problems among Algerian women at a rate of 15.20% of the total study sample. Similar results were found in a Bangladesh study where around 17% of spouses reported that they had seen their partners talking inappropriately with others on social networking sites at some point during their marriage, and around 20% had doubts that their partners were having extramarital affairs. Also, about 21% of respondents indicated that they argued with their partners about social media use. Those who reported such conflicts said they did not receive enough attention from their partners. This means that as people spent more time on social media their partners feel neglected and lonely which creates suspicion and jealousy and, consequently, leads to conflicts. Such conflicts may create resentment between partners and may eventually lead to the breakdown of the marriage. Nevertheless, 42% of the spouses reported that they did not have any problems due to the use of social media, but this finding should be considered with caution, as some spouses may have been ashamed to disclose the details of their personal lives (Abu Zihad & others, 2021).

9.2. Suggestions

1. This study was carried out on a sample of 145 married women in Algeria and measured marital satisfaction in the context of the impact of following social media influencers. Thus, we recommend conducting a similar study to investigate the effect of influencers on marital satisfaction among men in Algeria.

2. The present study revealed that following social media influencers has a very weak and almost negligible impact on marital satisfaction among Algerian women. Therefore, we suggest the use of alternative research approaches to confirm or refute this result and to understand the phenomenon in greater depth, such as the ethnographic approach, especially considering the difficulty we had in accessing a large sample of women with lower educational levels, who were unable to complete the questionnaire for the reasons mentioned. This limitation was compounded by the use of an electronic questionnaire that was biased towards the researcher's environment, with university-educated women and women with postgraduate degrees constituting the largest proportion of the sample.

3. Given that our study and related research have shown that social media use causes marital problems, we recommend that extensive and continuous public awareness communication campaigns be implemented to highlight the dangers associated with excessive and immersive use of these platforms.

4. It is important for the relevant public institutions to provide extensive marital counseling services to help couples overcome the risks associated with the use of social media and possibly to establish specialized centers for the treatment of addiction to these platforms and their consequences.

5. We advise that the cultural security of Algerian society be preserved by strict legislation and penalties against influencers who disseminate immoral content that threatens the social fabric of Algerian society.

6. Finally, it is necessary to introduce media literacy education into primary, secondary and university curricula in order to train and educate social media users on rational and responsible use, how to derive the most benefits and how to avoid the dangers hidden in these platforms, especially the threats they pose to the Algerian family, spouses and children.

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Giriş

Sosyal medya platformlarının hızla yaygınlaşması, bireylerin günlük yaşam alışkanlıklarını, iletişim biçimlerini ve aile ilişkilerini önemli ölçüde değiştirmiştir. Özellikle Instagram, Facebook, TikTok ve YouTube gibi platformlarda faaliyet gösteren sosyal medya fenomenleri (influencerlar), milyonlarca takipçiye ulaşarak yalnızca tüketim alışkanlıklarını değil, aynı zamanda yaşam tarzı, aile yaşamı ve evlilik ilişkilerine ilişkin algıları da etkilemektedir. Son yıllarda yapılan çalışmalar, fenomenlerin pazarlama, tüketici davranışları ve psikolojik iyi oluş üzerindeki etkilerine odaklanmış olsa da, evlilik doyumu üzerindeki etkileri yeterince araştırılmamıştır.

Cezayir'de internet ve sosyal medya kullanım oranlarının hızla artması, kadınların sosyal medya fenomenleriyle daha yoğun etkileşim kurmasına neden olmuştur. Fenomenler tarafından sunulan idealize edilmiş evlilik yaşamları, lüks yaşam tarzları ve aile ilişkilerine yönelik tavsiyeler, kadınların kendi evliliklerini bu dijital temsillerle karşılaştırmalarına yol açabilmektedir. Bu durum, sosyal karşılaştırma kuramı çerçevesinde evlilik doyumunu etkileyebilecek önemli bir unsur olarak değerlendirilmektedir.

Bu araştırmanın temel amacı, Cezayirli kadınların sosyal medya fenomenlerini takip etme düzeyleri ile evlilik doyumu arasındaki ilişkiyi incelemek, ayrıca eğitim düzeyi, çalışma durumu ve takip edilen fenomen türünün bu ilişki üzerindeki rolünü belirlemektir. Çalışma, sosyal medya kullanımının aile yaşamı üzerindeki etkilerine ilişkin literatüre katkı sağlamayı ve özellikle Arap toplumlarında giderek önem kazanan dijital sosyal etkileşimlerin evlilik kurumuna olası yansımalarını ortaya koymayı hedeflemektedir.

Yöntem

Bu çalışmada nicel araştırma yaklaşımı benimsenmiş ve betimsel-analitik tarama modeli kullanılmıştır. Araştırmanın evrenini Cezayir'de yaşayan evli kadınlar oluşturmaktadır. Veriler, Google Forms aracılığıyla çevrim içi olarak uygulanmış anket yöntemiyle toplanmıştır. Örneklem sürecinde kolayda örneklem ve kartopu örneklem tekniklerinden yararlanılmış ve toplam 145 evli kadından geçerli veri elde edilmiştir.

Veri toplama aracı üç bölümden oluşmaktadır. İlk bölümde katılımcıların demografik özellikleri (yaş, eğitim düzeyi, çalışma durumu, yaşanan il ve en çok kullanılan sosyal medya platformu) yer almaktadır. İkinci bölüm, sosyal medya fenomenlerini takip etme düzeyini ölçen 16 maddelik ölçekten, üçüncü bölüm ise evlilik doyumunu ölçen 20 maddelik ölçekten oluşmaktadır. Ölçeklerin güvenilirliği Cronbach Alfa katsayısı ile test edilmiş olup, fenomenleri takip ölçeği için $\alpha=0.914$, evlilik doyumu ölçeği için $\alpha=0.944$ ve tüm ölçek için $\alpha=0.905$ bulunmuştur. Bu değerler ölçme aracının yüksek güvenilirliğe sahip olduğunu göstermektedir.

Verilerin analizinde SPSS 22 paket programı kullanılmıştır. Frekans, yüzde, ortalama ve standart sapma gibi betimsel istatistiklerin yanında Pearson ve Spearman korelasyon analizleri, basit doğrusal regresyon analizi, bağımsız örneklem t-testi, tek yönlü varyans analizi (ANOVA), Kolmogorov-Smirnov ve Shapiro-Wilk normallik testleri uygulanmıştır. Tüm istatistiksel analizlerde anlamlılık düzeyi $p<0.05$ olarak kabul edilmiştir.

Bulgular

Araştırma bulgularına göre katılımcıların %73,10'u sosyal medya fenomenlerini takip ettiğini belirtmiştir. En fazla kullanılan sosyal medya platformu Facebook (%64,83) olurken, bunu Instagram (%20), YouTube (%9,66) ve TikTok (%5,52) izlemiştir. Takip edilen fenomenler arasında ilk sırada Nawal UK yer alırken, onu Sara Redjil, Amira Ria ve Samia El-Şaviye takip etmektedir.

Katılımcıların sosyal medya fenomenlerinden etkilenme düzeylerinin düşük olduğu belirlenmiştir (Ort.=2,09). Buna karşılık evlilik doyumu ortalaması oldukça yüksek bulunmuştur (Ort.=3,89). Regresyon analizi sonuçlarına göre sosyal medya fenomenlerini takip etmenin evlilik doyumu üzerindeki etkisi istatistiksel olarak anlamlı değildir ($R^2=0.001$; $p=0.756$). Bununla birlikte regresyon katsayısının negatif olması ($\beta=-0.029$), fenomenleri takip düzeyi arttıkça evlilik doyumunun hafif düzeyde azalma eğiliminde olduğunu göstermektedir.

Araştırma ayrıca eğitim düzeyi ile fenomenleri takip etme arasında anlamlı bir ilişki olduğunu ortaya koymuştur. Eğitim seviyesi yükseldikçe fenomenlerden etkilenme düzeyinin azaldığı belirlenmiştir ($\beta=-0.209$; $p=0.039$). Ev kadınlarının çalışan kadınlara göre fenomenlerden daha fazla etkilendiği tespit edilirken, yaşanan ilin bu etki üzerinde anlamlı bir farklılık oluşturmadığı görülmüştür. Buna karşılık takip edilen fenomen türüne göre etkilenme düzeyinde anlamlı farklılıklar bulunmuştur. Başarılı kadın modeli sunan fenomenlerin diğer fenomen türlerine göre daha yüksek etki oluşturduğu belirlenmiştir.

Sonuç

Bu araştırma, sosyal medya fenomenlerini takip etmenin Cezayirli kadınların evlilik doyumu üzerindeki etkisinin oldukça sınırlı olduğunu ortaya koymuştur. İstatistiksel analizler, fenomen takibinin evlilik doyumunu anlamlı düzeyde açıklamadığını göstermesine rağmen, negatif regresyon katsayısı bu ilişkinin gelecekte daha belirgin hâle gelebileceğine işaret etmektedir. Dolayısıyla sosyal medya fenomenlerinin evlilik ilişkileri üzerindeki etkisinin tamamen göz ardı edilmesi doğru olmayacaktır.

Araştırmanın önemli bulgularından biri, eğitim düzeyinin sosyal medya fenomenlerinden etkilenme üzerinde belirleyici bir rol oynamasıdır. Eğitim seviyesi arttıkça bireylerin dijital içerikleri daha eleştirel değerlendirdikleri ve fenomenlerden daha az etkilendikleri görülmektedir. Ayrıca ev kadınlarının çalışan kadınlara kıyasla sosyal medya fenomenlerinden daha fazla etkilendiği belirlenmiştir. Bu sonuçlar, medya okuryazarlığı ve dijital farkındalık eğitimlerinin özellikle kadınlara yönelik olarak yaygınlaştırılmasının önemini göstermektedir.

Araştırma sonunda, aile kurumunun dijital medya ortamında karşı karşıya olduğu risklerin azaltılması amacıyla medya okuryazarlığı eğitimlerinin geliştirilmesi, sosyal medya kullanımına ilişkin bilinçlendirme kampanyalarının düzenlenmesi ve aile danışmanlığı hizmetlerinin güçlendirilmesi önerilmektedir. Ayrıca farklı yaş grupları, erkekler ve farklı kültürel yapılarda gerçekleştirilecek yeni araştırmaların, sosyal medya fenomenlerinin aile yaşamı üzerindeki uzun dönemli etkilerini daha kapsamlı biçimde ortaya koyacağı değerlendirilmektedir.