

# The effectiveness of self-presentation skills for You Tubers on YouTube and its relationship to the quality of the media message

"An analytical study"

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## مجلة البحوث في مجالات التربية النوعية

معرف البحث الرقمي DOI: 10.21608/JEDU.2023.229350.1920

المجلد التاسع العدد 47 . يوليو 2023

التقييم الدولي

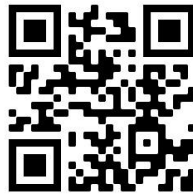
P-ISSN: 1687-3424

E- ISSN: 2735-3346

موقع المجلة عبر بنك المعرفة المصري <https://jedu.journals.ekb.eg/>

موقع المجلة <http://jrfse.minia.edu.eg/Hom>

العنوان: كلية التربية النوعية . جامعة المنيا . جمهورية مصر العربية





## **The effectiveness of self-presentation skills for You Tubers on YouTube and its relationship to the quality of the media message**

**"An analytical study"**

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### **Abstract**

YouTube has changed media consumption with this huge amount of content and easy access to different contents of videos. It also enabled individuals to express themselves creatively to create and become social influencers due to its dominance and the abundant function it grants to the users. The current study examined how YouTube content creators or the so-called «You Tubers» present themselves through the audiovisual content they produce in their videos. Moreover, it discussed the methods and strategies applied in the content related to their self-presentation according to Self-Presentation Theory and Participatory Culture Theory. The researcher qualitatively analyzed a group of YouTubers, such as (Al-Daheh, Egykology, Al-Astaliyah, Joe Hattab, Amir Mounir, Abdullah Al-Sharif), and the number of episodes reached 132 episodes during a three-month YouTube episode. From February 30 to May 30, 2023.

The study concluded that the content provided by the You Tubers under study has a role in raising awareness about specific issues, acquiring knowledge and information about thorny issues, and accessing more of that knowledge through

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the sources that You Tubers place on the content provided, and this led to the participation of followers in the programs. Provided by You Tubers, and self-submission management is an integral part of the private and professional life of You Tubers; People reveal details of their lives, provide a rich portrait of their personality, and tell stories about their interests, experiences, or professional activities.

You Tubers tend to present and show them in a positive and idealistic manner. They act on purpose to convey a positive and ideal image to others, ; thus, self-presenters react differently to different situations and events.

**Key words:** Self-presentation, YouTube, Media message

## فاعلية مهارات التقديم الذاتي لليوتيوبز على موقع يوتيوب وعلاقتها بجودة الرسالة الإعلامية "دراسة تحليلية"

### مستخلص البحث:

غيّر موقع يوتيوب استهلاك الوسائط مع هذا الكم الهائل من المحتوى والوصول السهل لمحتوى الفيديوهات المختلفة؛ حيث مكّن الأفراد من التعبير عن أنفسهم بطرق إبداعية، ومكّنهم من أن يصبحوا مؤثرين اجتماعياً نظراً لهيئته وللوظائف الكثيرة التي يقدمها لمستخدميه.

بحثت هذه الدراسة في كيفية تقديم منشئي محتوى موقع يوتيوب، أو ما يطلق عليهم اسم «اليوتيوبز» ذاتهم من خلال المحتوى السمعي والبصري الذي ينتجونه في فيديوهاتهم، ومعرفة الأساليب والإستراتيجيات المستخدمة في المحتوى المقدم للعرض الذاتي، وفقاً لنظرية التقديم الذاتي وباستخدام تحليل المضمون للفيديوهات المعروضة من قبل اليوتيوبز «إيچيكولوجي» ، و «الدحيح» ، «الإسبالية» ، «و جو خطاب» ، «أمير منير» ، «عبد الله الشريف» بواقع 132 حلقة لليوتيوبز خلال ثلاثة أشهر من 30 فبراير إلى 30 مايو من العام 2023 .

وتوصلت الدراسة إلى أن المحتوى المُقدم من قبل اليوتيوبز محل الدراسة له دور في زيادة الوعي حول قضايا معينة، واكتساب المعرفة والمعلومات عن قضايا شائكة، والاطلاع على المزيد من تلك المعرفة من خلال المصادر التي يضعها اليوتيوبز على المحتوى المقدم، وذلك أدى إلى مشاركة المتابعين في البرامج التي يقدمها اليوتيوبز، كما أن إدارة التقديم الذاتي جزء لا يتجزأ من الحياة الخاصة والمهنية لليوتيوبز؛ حيث يكشف الأشخاص عن تفاصيل حياتهم، ويقدمون صورة ثرية لشخصيتهم، ويروون قصصاً حول اهتماماتهم أو خبراتهم أو أنشطتهم المهنية.

ويميل «اليوتيوبز» إلى تقديم الذات وإظهارها بصورة إيجابية ومثالية؛ فهم يتصرفون عن قصد من أجل نقل الصورة الإيجابية والمثالية أمام الآخرين، وبالتالي يتفاعل مقدمو العروض الذاتية بشكل مختلف باختلاف المواقف والأحداث.

**الكلمات الدالة:** التقديم الذاتي، موقع يوتيوب، الرسالة الإعلامية.

## Introduction

Today, YouTube is one of the world's largest online video hosting services and is used by more than two billion users. It has become synonymous with entertainment, education and knowledge on the Internet in general. The term "YouTube" has become a staple in many of the daily languages of Internet users; YouTube occupies the second largest search engine in the world after the Google search engine, according to the global (Alexa) ranking in 2020, so the viewership on YouTube reaches more than 1.9 billion monthly users, with an average of 149 million daily active users, with an average of 40 minutes per day watching.

In general, it can be said, that YouTube become a part of many people's lives to varying degrees. It has undoubtedly become a source of recreation, a source of information, and especially important for this study, it has become a place where people form identities, typically referred to by the overall term of so-called You Tubers. These individuals, parallel to how they shape their own selves on the website, are also collectively shaping the identity of the website as well, through their practice of video content creating. However, to echo myself, I dare say there has been very little understanding of what this process entails. For instance, what is it exactly that You Tubers do when they are engaging in this practice? And what are their experiences doing it?

Content creators on YouTube, or what is called "You Tubers", are people who have channels on YouTube that they use to publish videos to generate as many views as possible and secure potential revenue by monetizing the views and participation of their audience, and some content creators have become Audiovisuals are icons in the world of youth entertainment, which represents an alternative to the traditional

audiovisual industry, and they serve as media personalities whose identities are built through the content they broadcast, according to Fraticelli and Yasmin Scolari (2020, p. 12). Another feature of YouTubers is their uniqueness. Views and resources provided, such as the number of visitors, the number of subscribers or likes and dislikes, and the spaces available for users to share their comments (Tur-Viñes, V., & Castelló-2019, , vol8, No(10) ).

### **The Cognitive frame work of the study:**

#### **Sections one: Theory Self- Presentation:**

Sociologist Goffman (1959) was the first to acknowledge that individuals need to present themselves to others as an "acceptable person", describing how self-presentation is a performance that has a motivational core in individuals, and how individuals can be strategic in managing the impression they make of them. People wear masks, play roles, present themselves in the ways they see themselves or the ways they would like others to see them; in the desired impression through the performance of coherent and continually complementary behaviors. (Huang..2014,, p120) ,

Self-presentation is a way to organize social actions, facts, and social interaction, through which the ways in which individuals interact and establish relationships in everyday life are described, classified, and organized. Where the characters play their social role, and following this assumption, every interaction between people is dramatic or representation through which the author plays different roles, and these roles develop according to the nature of the interaction and the surrounding circumstances, and therefore the activity of

individuals in their daily lives is a form of "theatre" that includes The audience and the actors who are in direct interaction, and indeed every human interaction is a drama in which each individual is an actor in the theatrical sense of the term who acts consciously or unconsciously and presents one or several roles expressed by appearances, seltzers, or words. (Salim, F., Rahardjo, 2017.).

Self-presentation is the behavior through which individuals try to convey some information about themselves through verbal and non-verbal expressions or some self-image to others. Self-presentation refers to a category of motives in human behavior. (Lupinetti, V. M., 2015), and two types of motives for self-presentation can be distinguished, the first is: pleasing the audience, which is the conformity of self-submission to the audience's expectations and preferences, and the expression of the motive for pleasing the audience differs across situations, especially since different audiences have different preferences (Mullen, B, & Goethals, 2012); And the motives that satisfy the audience can produce inconsistent or contradictory personal representations with different audiences, and the second is self-construction, which is the matching of self-presentation with the ideal self, and the self-presentation motives for the audience that satisfy the audience differ as an indication of the strength and importance of the audience, especially with regard to the extent of adoption Presenting yourself to the public.( DeVito M.A, Birnholtz,2018)

**The researcher believes that:** Goffman's idea is about the self-presentation of You Tubers or new influencers, how to create content for their videos, and an understanding of their practice in creating video content and the implications of these practices, through analyzing a number of videos of famous You Tubers such as Al-Duhaih by Ahmed Al-Ghandour, and Al-

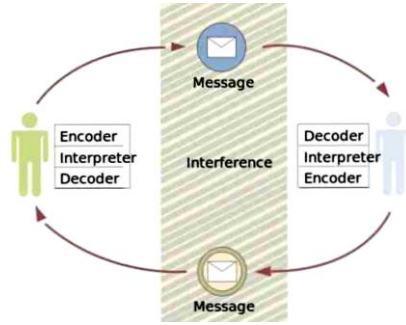


Spataliya by Iman Al-Imam , and Iggycology by Ahmed Samir and others..., the researcher found that creating content on YouTube is a specific performance that new influencers adhere to, which is considered an extension of the self; This performance is the final product of this practice, and the role of You Tubers is constantly developed and improved through videos that depict "behind the scenes" as creating content and preparing all its parts is linked to improving performance. In return, the new influencers gave these followers more videos to watch.

## **Sections Two: Media message:**

### **Media message:**

By the media message, we mean the content of the media material that is presented or carried by the media and communication, regardless of the different forms of media materials within which the media message is formulated, and the different types of media that carry these forms and templates (audio, audiovisual, visual or electronic). Where the theories and research focused on studying the media message and answering the question "What was said?" Through different approaches and tools, as well as interest in building the media message, its meanings, and the factors influencing the formulation of the idea and receiving the meaning through the models formulated by Charles Esjodo and Wilber Schram and other experts and researchers, as well as the model presented by Shannon and Weaver at the end of the forties of the last century, and presented many concepts Which has become a common denominator when dealing with the concept of the message, whether from the point of view of the recipient or the audience of the media.



Factors related to the media message: The formulation of the media message is another factor that contributes to the impact of the media message on the audience. The formulation of the media message addresses the mind, thought, and imagination, and it is different from the smart method of using colors, lights, sounds, and the rest of the external influences. And events, and the media message may be presented in attractive and influential ways, even if its formulation is poor, this weakens its impact according to Bohouts.

#### **Elements of the media message:**

The media message has several elements, namely:

- **Readability:** It means that the message can pass to the receiver quickly and easily, with the ability to remember its content.
- **Fluidity:** that is, the association of ideas and their arrangement on the message in a natural flow without a gap in its parts or incoherence in ideas.
- **Agility:** It is to address the subject directly and specifically and to reach the point in the most efficient ways.
- **Clarity:** In order to achieve clarity, clear and specific words should be used that emphasize the meaning in other words, providing examples that clarify the meaning, and using comparison that helps clarity.
- Coloring and not walking at one pace so as not to get bored.

**The researcher also believes** that one of the elements of the success of the media message is also: **Accuracy**: the more the message is accurate in content and meaning, it reaches the target audience in the shortest possible way, and is completely absorbed and entrenched in the mind and affects the recipient, and **objectivity**: it means that the message carries a specific topic for an idea or idea. A case that contains scientific information, real facts and figures, and **gravity**: by which we mean the element of attraction and suspense in the method of delivering information and taking into account the means through which it is transmitted.

### **Literature review:**

The scientific effort made by the researcher in surveying Arab and foreign studies and research related to the subject of the study as follows:

Some studies as (Abdel Mohsen.Okela.2023), (Hany Abdel Maqsood. 2023), (Bilal Obaid. 2022) on digital media content makers (the influencer ) within the new media environment . Okela used the electronic questionnaire tool for a deliberate sample of (441) adolescents who follow influencer accounts. The study concluded that there is a negative correlation between adolescents' attachment to influencers on social media and their level of academic procrastination. Abdel Maqsood used a descriptive study using the media and comparative survey method on a sample of (37) experts in the media field, and the questionnaire tool,it consists of (520) members of the Egyptian public, and the study concluded that it is necessary to have a number of professional competencies for content creators via social networks to achieve credibility with the public. Obaid used the content analysis tool in his study by selecting episodes from the "After Yesterday" program. The study showed that those in charge of directing the program

focused on using podcast images at the beginning of the episodes in harmony with the topics and contents of the episodes and to attract.

some studies as (**Jasmine Mohamed, 2020**), (**N, Hamededdin, 2017**), (**M, Ramos, et al., 2016**) have focused on the phenomenon of new influencers or You Tubers through a case study of a number of You Tubers, and the results indicated that self-presentation management is part of Integral to the private and professional lives of You Tubers in Jasmine's study, as the results of Ramos 2016 in the Study of the Case of the American Child showed, the increase in the number of followers of the American Child channel, and that the topics of the videos are more diverse and that the content presented on his channel matches the interests, hobbies and tastes of his followers, which are not It is found in traditional media (such as television), and by analyzing the qualitative content of 218 videos of three You Tubers, the results showed that young influencers are very concerned about various aspects related to Saudi society including social issues, violence and media in the study of Hamededdin 2017.

(**Merunkova, et al., 2019**), (**Olsson, Robin, 2019**) used the theory of self-presentation through the use of a number of interviews, and Olsson's results indicated a number of new influencers, in addition to analyzing a number of videos of new influencers In several geographic regions (America, Sweden, Canada, Italy, New Zealand, and South Africa) that creating content on YouTube is a specific performance building that new influencers adhere to, which is considered an extension of the self; This performance is the end product of this practice, and Merunkova findings using in-depth interviews and qualitative analysis of the posts of 50 Facebook users confirm conscious efforts to create a desirable impression and demonstrate that Goffman's theory of self-presentation is

relevant in the context of online social networking, and that the skills that It is needed by individuals in the online space to properly interpret situations, to create an acceptable online identity, and to be able to control the impression their behavior makes different from those they need to achieve the same goals in the real world.

A studies of (Huang.H 2012), (Schwämmlein,2012), discussed the self-presentation using a survey method in discussing self-presentation tactics, and how self-presentation in different online communities affects different interactive attitudes, and their results agreed that members of the online community Teens and others use self-presentation techniques; they present themselves in an individualized manner and actively manage their self-presentation according to personal goals such as self-promotion, defamation, manipulation, and damage control . It can therefore be said that managing self-presentation in online communities is an integral part of private and professional life, and that differences in self-presentation between communities are not merely an artificial effect of different opportunities for self-presentation through predefined domains of identification; People actively choose that information that helps them achieve their goals.

### **Commentary on the scientific heritage:**

Academic endeavors into YouTube as a topic of study, especially anthropological endeavors, can be considered to be surprisingly scarce. According to Jean Burgess and Joshua Green (2018): “[...] there have been few ... serious academic works of YouTube’s cultural meanings and uses ...” (Burgess & Green 2018:13). In their work “YouTube: Online Video and Participatory Culture”, they specifically mention that, since 2009, these “serious academic works” only amount to four (their own work included). Now, obviously, the existence of “only” four works can be considered to be debatable. However,

I would argue that this claim does to an extent bear some merit. For instance, speaking from experience during the preliminary stages of this study, it was exceedingly complicated, as well as excessively time-consuming, to locate and gather satisfactory and useful information about YouTube amongst academic writings. The notable exceptions to this can be said to have been Burgess and Green, as well as the work “Videocracy” by Kevin Allocca (2018), YouTube’s Head of Culture and Trends. This, in combination with the claims made by Burgess and Green, suggests that, as an academic topic of study, YouTube is largely an unexplored territory. Now, why one of the biggest Internet hosting services have seemingly been able to elude broad academic attention in this way can be said to be rather unclear.

However, at the same time this supposed scarcity also creates the very relevance for why further academic and anthropological studies into YouTube are to be desired. Not only because of the supposed scarcity per se, but more importantly because with “over one billion users,” whom are spread throughout the planet, YouTube has solidified itself as a serious and arguably one of the dominating presences in our ever-increasing digitized society. This also makes it a major contributor and shaper of Internet culture, and that fact alone should be a strong incentive for broader academic and anthropological attention.

### **Problem of the Study:**

Today, YouTube is one of the world's largest online video hosting services and is used by more than a billion users, It can be said that it has become synonymous with entertainment, education and knowledge on the Internet in general. The, term you Tuber has become a staple in many daily languages of Internet users, and thus This study examines how YouTube

content creators, or the so-called "you tubers", present themselves through the audiovisual content they produce in their videos, and know the methods and strategies used in the content provided. the most important topics and issues they raise, the methods of presenting and addressing those topics and issues, and how they present themselves on YouTube through their practice of creating video content; YouTube is more than just an online platform for sharing and broadcasting content, its unique technical and social characteristics support the formation of a participatory culture among the members of its community. After the researcher reviewed the literature and previous studies, she found that the results of most studies confirmed the impact of YouTube on its followers in providing content, and that most You Tubers increase the number of their followers through diversity in the content provided in accordance with the interests and tastes of followers. **The problem of the study can be formulated in the following main question:** What is the degree of evaluation of the self-presentation skills of You Tubers on YouTube by the media elite and its relationship to their attitudes towards the quality standards of the media message?

### **Aims of the study:**

#### **The current study aims to:**

- 1- Highlighting the most popular YouTubers, and achieving a better understanding of YouTubers on YouTube.
- 2- Identify the impact of using YouTubers on forms of communication and social contexts between creators of creative content and their follower.
- 3- Evaluate how You Tubers address the topics and issues they raise in their videos.
- 4- Analyzing the You Tubers' production of the media message through their creative productions on YouTube

Learn how you Tubers address the topics and issues they raise in their videos.

### **Significant of the study:**

#### **The significance of the study is as follows:**

Research and study about YouTube continue to grow, It is one of the most popular video hosting services on the Internet, with more than two billion users worldwide. It is a very active site and a major platform for YouTubers. Content; Therefore, it is important to examine, understand and analyze the skills of you Tubers, by analyzing the content of a group of YouTube channels, And after reviewing the previous literature, the researcher found that Arabic studies and references dealt with the influence of YouTube without addressing the modern phenomenon in this day and they are "You Tubers"; The management of self-presentation by "You tubers" is an integral part of their private and professional life on YouTube.

The applied importance of research: Today, YouTube is one of the most popular digital platforms. It erases the geographical, cultural, social and educational borders, and the phenomenon of "YouTubers" is a good example of the formation of global virtual communities that share the same tastes, interests, opinions, visions and ideas that meet on YouTube; Which makes them increasingly popular and gaining the attention of followers all over the world; Because they are a source of entertainment, information and knowledge, which are skills worth evaluating to produce an informative message and meaningful content.

#### **Research terms:**

- **You Tubers:** They own channels on YouTube that they use to publish video clips to attract the largest possible number of followers and views on their virtual reality.



- **YouTube:** It is a platform or website allowing its users to upload, watch, share and comment on video clips (video recordings) for free.
- **The media message:** an important pillar and an essential step in media planning, as it is the link between the sender and the audience, and it translates ideas and opinions that - seek to influence and persuade the audience and make them interact with them

### **Search procedures:**

**Type of study:** This study is one of descriptive researches with a qualitative orientation to describe and analyze the self-submission of YouTubers on YouTube quantitatively and qualitatively, and analyze the methods and strategies used in self-submission, as the study relied on the content survey method within a period of not less than three months .

**Method:** The researcher used qualitative analysis of a group of YouTubers, such as (Al-Daheh, Egcology, Al-Asbtaliyah, Joe Hattab, Amir Mounir, Abdullah Al-Sharif), and the number of episodes reached 132 during a three-month YouTuber episode from 30 February to 30 May 2023.

### **Research Sample:**

- The data was collected from the official channel of the You Tuber "Ahmed Al-Ghandour" (known as Al-Dahih) on YouTube, which has 2.79M subscribers, and the number of videos viewed on his channel exceeds two billion views, with a rate of 2,010,458, as the videos were analyzed in the period from 30 February to May 30, 2023, with 35 videos; Where You Tuber Ahmed Al-Ghandour used to publish one or two episodes, and it may reach 3 episodes per week, in varying and irregular ways.
- The data was collected from the official You Tuber channel "Ahmed Samir" (known as Iggy ology) on YouTube, which has 1.17M subscribers, and more than 37,804,338 billion views. 6 videos, as an episode was published every two

weeks, but other episodes were published irregularly; therefore, there is a decrease in the number of episodes during the period in which I made the analysis.

- The data was also collected from the official channel of the You Tuber, “Eman Al-Imam” (known as Al-Ispetaliya) on the YouTube channel, which has 1.13M subscribers, and the number of views exceeds 33,000,731, as the videos were analyzed from February 30 to May 30, 2023. With 12 videos, as the videos were published irregularly and at different times, there is no fixed date for publishing the episode.
- On the You Tuber channel "Joe Hattab", the number of subscribers to the channel reached 11.6M million subscribers, and the number of views exceeded 1,322,419,266 views. The videos were analyzed from February 30 to May 30, 2023 with 27 videos, as the videos were published irregularly and at different times. There is a fixed date for the episode to be published.
- On the “Amir Mounir” channel (known as the 7 o’clock program), the number of subscribers to the channel reached 2M subscribers, and the number of views exceeded 104,650,011. His videos were analyzed from February 30 to May 30, 2023, with 27 videos, as most of his videos were published in two episodes of every week regularly, and a few irregular episodes.
- And also the “Abdullah Al-Sharif” channel, which has 4.48M subscribers, and the number of views exceeded 882,377,528 on his channel, and its episodes were analyzed 25 episodes during the previously mentioned analysis period.

**Tools of the study:** The researcher used a content analysis form (Prepared by the researcher) .

#### **Limits of the study:**

1. **Human limits:** a sample of videos on YouTube, the subject of the study, such as the program (Al-Dahih,

Igycology, Al-Istabilia, Amir Mounir, Joe Hattab, Abdullah Al Sharif ) .

2. **Temporal limits:** The video analysis was conducted within 3 months, starting from (January to March) of the year 2023.
3. **Objective boundaries:** Self-presentation skills of You Tubers on YouTube and its relationship to the quality of the media message.

## Results:

Table (1): First: The nature and form of the program in the (channels) of the study sample: Shows the number of loops:		
The channel	Freq.	%
Al-Dahih	35	26.52
Igycology	6	4.55
septalia	12	9.09
Joe Hattab	27	20,45
Amir Mounir	27	20.45
Abdullah Al-Sharif	25	18,94
<b>Total</b>	<b>132</b>	<b>100%</b>

It is clear from Table (1) that: The percentage of the episodes of the Al Dahih channel was 26.52%, while the percentage of the Egycology channel was 4.55%, the percentage of the Istabiliya channel was 9.09%, while the percentage of the Joe Hattab channel was 20.45%, while the percentage of the Amir Munir channel was 20.45%. while the percentage of the channel of Amir Mounir was 20.45%. The percentage of the Abdullah Al-Sharif channel reached 18.94%, and the YouTuber "Al-Dahih" got the highest percentage because it produces two or three episodes every week. While "Egycology" produces an episode every two weeks.

Table (2):  
Shows the periodicity of the show program:

The channel	There is no set date		once a week		once a month		twice a week		channel total	
	R	%	R	%	R	%	R	%		
Al-Dahih	6	17.14	-	-	-	-	29	82.86	35	100
Igycology	3	50.00	-	-	3	50.00	-	-	6	100
Septalia	10	83.33	-	-	2	16.67	-	-	12	100
Joe Hattab	27	100	-	-	-	-	-	-	27	100
Amir Mounir	4	14.81	-	-	-	-	23	85.19	27	100
Abdullah Al-Sharif	5	20.00	20	80.00	-	-	-	-	25	100
<b>Total</b>	<b>55</b>	<b>41.67%</b>	<b>20</b>	<b>15.15%</b>	<b>5</b>	<b>3.79%</b>	<b>52</b>	<b>39.39%</b>	<b>132</b>	<b>100%</b>

It is clear from Table No. (2) that in the first rank in terms of periodicity of the channel's presentation (there is no specific date) with a percentage of 41.67%, while it came in the second rank (twice a week) with a percentage of 39.39%, while it came in the third rank. (once a week) with a percentage of 15.15%, while it ranked fourth and last (once a month) with a percentage of 3.79%. . As the You Tuber (Al-Dahih) publishes two, three or more episodes per week irregularly, and I noticed that the YouTuber of the (Al-Sabataliya) program, during the analysis period, publishes its episodes irregularly, with an episode per week, and another week there is no episode published..., and also the YouTuber ( Joe Hattab) published his episodes irregularly; While the YouTubers (Amir Mounir and Abdullah Al-Sharif) used to publish their episodes regularly, at a rate of two episodes per week.

Table (3):

## presenting ways:

The channel	Direct		not directly		channel total	
	R	%	R	%	R	%
Al-Dahih	19	54.29	16	45.71	35	100
Igyology	3	50.00	3	50.00	6	100
Septalia	6	50.00	6	50.00	12	100
Joe Hattab	27	100	-	-	27	100
Amir Mounir	23	85.19	4	14.81	27	100
Abdullah Al-Sharif	9	36.00	16	64.00	25	100
<b>Total</b>	<b>87</b>	<b>65.91%</b>	<b>45</b>	<b>34.09%</b>	<b>132</b>	<b>100%</b>

Table (4):

## shooting location:

The channel	inside the studio		both together		outside the studio		channel total	
	R	%	R	%	%	ك	R	%
Al-Dahih	32	91.43	3	8.57	-	-	35	100
Igyology	6	100	-	-	-	-	6	100
Septalia	12	100	-	-	-	-	12	100
Joe Hattab	0	0	-	-	27	100	27	100
Amir Mounir	11	40.74	-	-	16	59.26	27	100
Abdullah Al-Sharif	15	60.00	10	40.00	-	-	25	100
<b>Total</b>	<b>76</b>	<b>57.58%</b>	<b>13</b>	<b>9.85%</b>	<b>43</b>	<b>32.58%</b>	<b>132</b>	<b>100%</b>

It is clear from Table (4) that: It came in the first rank in terms of shooting location (inside the studio) with a percentage of 57.58%, while it came in the second rank (outside the studio) with a percentage of 32.58%, while it came in the third rank (both together) with a percentage of 9.85%. Whereas most of the episodes of the YouTuber Al-Dahih, Igyology, Al-Isbtaliya, and Abdullah Al-Sharif were inside the channel's studio, while the YouTuber program (Joe Hattab, Amir Mounir) was outside the studio.

## Second: The nature and form of the program in the (channels) of the study sample:

Table (5):  
language level used in the program:

The channel	Classical		Includes some foreign terms		Combines classical and colloquial		vernacular		channel total	
	R	%	R	%	R	%	R	%	R	%
Al-Dahih	-	-	21	60.00	22	62.86	10	28.57	35	100
Igycology	-	-	5	83.33	2	33.33	4	66.67	6	100
Septalia	-	-	9	75.00	12	100%	-	-	12	100
Joe Hattab	-	-	20	74.07	27	100	-	-	27	100
Amir Mounir	-	-	-	-	27	100	-	-	27	100
Abdullah Al-Sharif	-	-	-	-	5	2.04	20	8.16	25	100
<b>Total</b>	<b>0</b>	<b>0</b>	<b>55</b>	<b>41.67%</b>	<b>95</b>	<b>71.97%</b>	<b>34</b>	<b>25.76%</b>	<b>132</b>	<b>100%</b>

It is clear from Table No. (5) that: The first rank in terms of the language level used in the program came (combines classical and colloquial) with a percentage of 71.97%, while the second rank came (includes some foreign terms) with a percentage of 41.67%. While it came in third place (colloquial) with a percentage of 25.76%, while Al-Fashi did not get any percentage. The results of this study also agreed with (Blal,2022) study, on the extent of followers' interaction and participation with the phenomenon of digital influencers within the new media environment.

**Table (6):  
The existence of sources:**

The channel	There		Nothing		channel total	
	R	%	R	%	R	%
Al-Dahih	94.29	33	2	5.71	35	100
Igyology	83.33	5	1	16.67	6	100
Septalia	100	12	-	-	12	100
Joe Hattab	-	-	27	100	27	100
Amir Mounir	100	27	-	-	27	100
Abdullah Al-Sharif	44.00	11	14	56.00	25	100
<b>Total</b>	<b>66.67%</b>	<b>88</b>	<b>44</b>	<b>33.33%</b>	<b>132</b>	<b>100%</b>

It is clear from Table No. (6) that there is a scientific source with a percentage of 66.67% that the audience can view and verify the correctness and truthfulness of the information and knowledge provided by the YouTubers under study in the presentations on YouTube. This is in order to achieve the credibility and reliability of the information that is presented, as the YouTubers Al-Dahih, Igyology, Al-Sibtaliya, and Amir Mounir used many sources, while the YouTubers Joe Hattab and most of the episodes of Abdullah Al-Sharif have no sources, which came in second place (no) with a percentage of 33.33%. The results of this study also **agreed with the study of (S.Pereira, 2018)** in using the content analysis approach, and its results differed in that the YouTubers in the study sample preferred sarcasm, repetition of colloquial language, and indifference, while the combination of classical and colloquial language for the YouTubers in the study sample was in first place. She also disagreed with Balal's 2022 study, in which the Arabic language dominated his studies on the "After Yesterday" program.

**Table (7):  
The category of the program presenter:**

		Al-Dahih	Igycology	Septalia	Joe Hattab	Amir Mounir	Abdullah Al-Sharif	Total
Man of religion	R	-	-	-	-	27	-	27
	%	-	-	-	-	100	-	20.45%
Thinker	R	-	-	-	-	-	-	-
	%	-	-	-	-	-	-	-
Lawyer	R	-	-	-	-	-	-	-
	%	-	-	-	-	-	-	-
Athlete	R	-	-	-	-	-	-	-
	%	-	-	-	-	-	-	-
Doctor	R	-	-	12	-	-	-	12
	%	-	-	100	-	-	-	9.09%
Actor	R	-	-	-	-	-	-	-
	%	-	-	-	-	-	-	-
Journalist	R	-	-	-	-	-	-	-
	%	-	-	-	-	-	-	-
University professor	R	-	-	-	-	-	-	6
	%	-	-	-	-	-	-	4.55%
Presenter	R	-	-	-	-	-	-	-
	%	-	-	-	-	-	-	-
Other	R	35	-	-	27	-	25	87
	%	100	-	-	100	-	100	65.91%
Channel total	R	35	6	12	27	27	25	132
	%	100	100	100	100	100	100	100%



Table No. (7) shows that he came in the first place in terms of the program presenter category (Other) with a percentage of (65.91%), since through the analysis of the programs of YouTubers Al-Dahih, Joe Hattab and Abdullah Al-Sharif, it is not possible to classify them within a specific framework for the diversity of the topics they cover. While in the second rank came a (religious man) with a percentage of (20.45%). The YouTuber program and the Islamic preacher Amir Mounir have a specific orientation in spreading the call, while the third rank came (doctor) with a percentage of (9.09%). The Hospital program, as it focuses in its program on medical and psychological information, while the fourth rank came (university professor) with a percentage of (4.55%) in the Egycology program. The results of the study also agreed with the results of the study (Jasmin, 2020) in the presence of scientific sources in the presentations in the first place, so that the audience can believe the truthfulness of the information.

**Table (8):  
The strategies used in submission**

The channel	compatible with the text		No pictures and materials		Not related to the text		add to the text		channel total	
	R	%	R	%	R	%	R	%	R	%
	Al-Dahih	35	100	-	-	-	-	25	71.43	35
Igycology	6	100	-	-	-	-	2	33.33	6	100
Septalia	12	100	-	-	-	-	5	41.76	12	100
Joe Hattab	27	100	-	-	-	-	12	44.44	27	100
Amir Mounir	12	44.44	13	48.15	-	-	-	-	27	100
Abdullah Al-Sharif	25	100	-	-	-	-	3	12.00	25	100
<b>Total</b>	<b>117</b>	<b>88.64</b>	<b>13</b>	<b>9.85</b>	<b>-</b>	<b>-</b>	<b>47</b>	<b>35.61</b>	<b>132</b>	<b>100%</b>
		<b>%</b>		<b>%</b>				<b>%</b>		

It is clear from the results of Table No. (8) that: The strategies used in the presentation came (compatible with the text) with a percentage of (88.64%) in the first place, followed by strategies that (add to the text) with a percentage of (35.61%), while (35.61%) came There are no pictures and materials) with a percentage of (9.85%), and finally, you did not get any percentage that has nothing to do with the text .The results of this study also **agreed with the study of (Sherien Kdwany, 2019)** regarding the use of strategies used in presentation, which are characteristic of YouTube channels, as the communicators succeeded in employing all publishing.

Fourth: Presentation influences and strategies

Table (9) :

channels		Al-Dahih	Igycology	Septalia	Joe Hattab	Amir Mounir	Abdullah Al-Sharif	Total
Video	R	22	3	10	27	0	24	86
	%	62.86	50	83.33	100	0	96	65.15%
Photo	R	35	6	12	27	9	25	114
	%	100	100	100	100	33.33	100	86.36%
Sound effect	R	22	6	6	27	-	25	86
	%	62.86	100	50	100	-	100	65.15%
Animation	R	11	3	3	5	-	25	47
	%	31.43	50	25	18.52	-	100	35.61%
White and black	R	15	2	2	2	7	7	35
	%	42.86	33.33	16.67	7.41	26	28	26.52%
Use of colors	R	27	3	6	21	0	21	78
	%	77.14	50	50	77.78	0	84	59.09%
Channel total	R	35	6	12	27	27	25	132
	%	100	100	100	100	100	100	100%

Table No. (9) shows the performance used by the YouTubers under study to display their various videos; Where they used

pictures with a percentage of 86.36% to support and clarify their presentations, followed by the use of video and sound effects with a percentage of (65.15%) to document events and achieve the attraction factor in their presentations, while it came to the use of colors with a percentage of (59.09%), then the use of graphics animation with a percentage of 35.61%, and finally the use of black and white with a percentage of (26.52) % . In their presentations, the You Tubers in the study used colors to illustrate images, videos, and content. They also used black and white in some episodes that dealt with historical or geographical topics to add realism to events. They also used pictures, animations, and videos to confirm and clarify the credibility of the information contained in their episodes. he results of my study **differed from the study (Jasmin, 2020)** in terms of the effects and performance used by the YouTubers under study. YouTubers used images, followed by video, and sound effects in their presentations, while the use of colors came followed by the use of black and white in Yasmine's study. The YouTubers under study also used color in their presentations to illustrate images, videos, and content. They also used black and white in some episodes that dealt with historical or geographical topics to add realism to the events. They used pictures, animation, and videos to confirm and clarify the credibility of the information contained in their episodes.

**Table (10)**  
**The strategies used in presentation:**

		Al-Dahih	Igycology	Septalia	Joe Hattab	Amir Mounir	Abdullah Al-Sharif	To
<b>Acting</b>	R	35	3	-	-	-	23	6
	%	100	50	-	-	-	92	46.2
<b>Criticism</b>	R	30	3	5	3	10	25	7
	%	85.71	50	41.67	11	37.04	100.00	58
<b>Self promotion</b>	R	5	-	-	20	-	-	2
	%	14.29	-	-	74.07	-	-	18.9
<b>Intimidation</b>	R	0	-	-	2	11	-	1
	%	0	-	-	7.41	40.74	-	9.8
<b>Supplication</b>	R	0	-	12	-	27	-	3
	%	0	-	100	-	100	-	29.5
<b>Affinity</b>	R	35	6	10	27	16	10	10
	%	100	100	83.33	100	59.26	40	78.7
<b>Channel total</b>	R	35	6	12	27	27	25	13
	%	100	100	100	100	100	100	100

The results of Table No. (10) refer to the strategies used in self-presentation by the You Tubers under study. The (attraction) strategy came with a percentage of 78.79%, then the (criticism) strategy with a percentage of 57.58%, followed by the (representation) strategy with a percentage of 46.21%, then the (supplication) strategy with a percentage of 29.55%, followed by the (self-promotion) strategy with a percentage of 18.94%. Finally, the (intimidation) strategy, with a rate of 9.85%. The You Tubers in the study used 6 strategies for self-presentation: the (attraction) strategy, which is to appear popular with the audience by using jokes, a sense of humor, and humility, and thus the You Tubers can overcome hatred, boredom, and exaggeration, and the (criticism) strategy, which appeared strongly in the videos of Abdullah Al-Sharif channel,

who used the strategy Criticism and attack on Egyptian politics and the state. You Tuber Al-Dahih also used the strategy of criticism in many of his episodes, the strategy of (representation) to clarify and communicate their identity to the audience of their followers, and the strategy of (self-promotion) to impress the audience with their competence and talents in presenting, explaining and presenting information and ideas in a smooth and simplified manner . The results of my study **agreed with the results of the study (Jasmin, 2020)** in the strategies used in presentation, while they differed in the order of the strategies, as the strategy of attraction came first, followed by criticism, then acting, supplication, and self-promotion, while the strategy of self-presentation came followed by attraction in Yasmin's study in presentation . **The results also differed with the study (S.Pereira, 2018)** in that YouTubers rely on the strategy of fun, jokes, sarcasm, and indifference in presenting their videos.

Table (11):

**Sixth: Methods used in presenting and circulating the media message:**  
**Explains the category of goals and methods of presenting and disseminating the media message to followers:**

		Al-Dahih	Igycology	Septalia	Joe Hattab	Amir Mounir	Abdullah Al-Sharif
News	R	-	-	-	-	-	-
	%	-	-	-	-	-	-
Analysis and interpretation	R	21	5	12	-	10	18
	%	60,00	83,33	100	-	37,04	72,00
Questions and solutions	R	-	4	11	-	15	-
	%	-	66.67	91.67	-	55.56	-
Documentation of events	R	23.00	2	1	-	-	-
	%	65.71	33.33	8.33	-	-	-

Attitudes and behaviors	R	9	6	10	27	25	20
	%	25.71	100	83,33	100	92.59	80,00
Discuss and give an opinion	R	20	4	8	15	3	22
	%	57.14	66.67	66.67	55,56	11,11	88,00
Educative and informative	R	35	4	12	27	25	2
	%	100	66,67	100	100	92.59	8
Channel total	R	35	6	12	27	27	25
	%	100	100	100	100	100	100

It is clear from Table (11) that: The first ranking came in terms of the category of objectives and methods of displaying and disseminating the media message to the followers (educational and educational) with a percentage of (79.55%), while second-ranking came in (attitudes and behaviors) with a percentage of (73.48%), while in the ranking it came The third (discussion and presentation of opinion) came in a percentage of (54.55%), while the fourth ranked (analysis and interpretation) with a percentage of (50.00%), while the fifth-ranked (suggestions and solutions) with a percentage of (22.73%). While it came in the sixth rank (documentation of events) with a percentage of (19.70%), while it came in the seventh rank (information) and did not get any percentage. The results of this study **differed from the study (Randa, 2017)** in the methods used to present the episodes, as the importance of YouTube as a means of documenting events came in first place, while it came in sixth place after education and awareness, and discussing and presenting opinions... in this study.

Table (12)

Seventh: The category of the quality of the program templates used in presenting the episodes:

	Al-Dahih	Igycology	Septalia	Joe Hattab	Amir Mounir	Abdullah Al-Sharif	R	T
Psychology	3	4	2	-	-	-	9	6
Math	-	-	-	-	-	-		
Medical	3	1	12	1			17	12
Geography	-	-	-	-	-	-		
Technology	-	-	-	-	-	-		
Science	7	4.00	10	-	-	-	21	19
History	9.00			-	-	3	12	9
Social				-	-	-		
Cultural	30	6	12	27	-	-	75	85
Health	5.00	3	12	1	-	-	21	15
Educational	4	1	1		-	-	6	4
Sports	9	-	1	1	-	-	11	8
Economical	3	-	-	-	-	-	3	2
Political	7	-	-	-	-	25	32	24
Religious		-	-	-	27	2	29	21

The ninth rank came subjects (Psychology) with a percentage of 6.82%, then (educational) subjects with a percentage of 4.55%, while they are followed by (economic) subjects. with a percentage of 2.27%, while the subjects (social, technology, geography, and geosciences) ranked last. This result is due to You Tubers presenting their content on YouTube the opinions and ideas of different personalities to confirm their information and ideas that they present from a cultural point of view, followed by the use of political topics to identify their positions and decisions regarding specific crises or topics that were narrated by You Tubers, especially in the episodes (Abdullah

Al-Sharif ) political, followed by religious topics, which the preacher Amir Mounir addressed in all his episodes to urge followers on religious habits, then followed by scientific and health topics, then medical ones, as most of the content that was presented was scientific content in different disciplines such as medicine, science, astronomy, and others. Then the historical topics, the use of the opinions and ideas of historical figures to indicate and confirm the credibility of their information and ideas that they present. As for the topics (social, technology, geography, geoscience), they are the least types that were used in the content provided; Due to the small number of discussions in this direction.



Table (13)

The category of interaction with the caller:

		Al-Dahih	Igycology	Septalia	Joe Hattab	Amir Mounir	Abdullah Al-Sharif	T
Comment with an inquiry	R	-	3	2	0	12	-	
	%	-	50	16.67	0	44.44	-	12
There is no interaction	R	-	-	-	-	-	-	
	%	-	-	-	-	-	-	
Off topic interaction	R	-	-	-	-	-	-	
	%	-	-	-	-	-	-	
Interact with each other's comment	R	5	2	2	4	16	10	
	%	14.29	33.33	16.67	14.81	59.26	40	29
Interaction within the topic	R	35	6	12	27	27	25	
	%	100	100	100	100	100	100	10
Denunciation and ridicule	R	-	1	1	1	-	4	
	%	-	16.67	8.33	-	-	16	4.
Thanks and praise	R	34	3	10	24	21	5	
	%	97.14	50	83.33	88.89	77.78	20	73
Channel total	R	35	6	12	27	27	25	
	%	100	100	100	100	100	100	10

The results of Table No. (13) refer to the category of interaction with the contact person, as it came in the first rank (interaction within the topic) with a percentage of 100%, while the second rank came (thanks and praise) with a percentage of 73.48%. The third (interaction with each other's comments) with a percentage of 29.55%, while the fourth came in (comment with an inquiry) with a percentage of 12.88%, while the fifth-ranked (denunciation and ridicule) with a percentage of 4.55%, and finally the interaction outside Subject, there is no interaction did not get any percentage. The interaction within the topic of the episode with the self-presenters while presenting their presentations on YouTube is a logical result,

given that they evaluate topics in their episodes that touch the audience's need and respect their mind, and thus the followers interact with the topics of the episodes they present, and then the YouTubers reap thanks and praise from the followers because of their admiration for the episode. And few interact outside the topic of the episode for other purposes, such as an invitation to enter his channel or an advertisement for him. **The results of this study agreed with the study of (Amr, 2011)** in terms of interaction around video clips on YouTube. Interaction with the communicator within the topic ranked first with a large percentage reaching 95.7% through expressing viewpoints in a large percentage, followed by thanks and praise through Praise them and encourage them for their efforts.

### **Discussion:**

- Managing self-introduction through YouTube is an integral part of the private and professional lives of You Tubers; Where people reveal the details of their lives provide a rich picture of their personalities, and tell stories about their interests, experiences or professional activities, or discuss scientific, social, political and economic issues, and provide knowledge and information on topics suggested by their audience.
- Self-presentation via YouTube enables interaction, building relationships and access to knowledge resources, and in this respect. YouTube facilitates maintaining interaction, impressions and reactions; Users have more control over virtual environments.
- The slang used by the You Tubers under study would be socially unacceptable in any other media, and this is considered a very distinctive feature of You Tubers, and it may be a strategy to build a more original and spontaneous

personality that elicits laughter and humor, in addition to their skills in using body language.

- Using images, videos, and animations as arguments, proofs, and evidence of the validity and credibility of what they present, relying on non-verbal communication at the end of the field, or urging the audience to participate, express opinions, and read the sources on which the You Tuber relied to produce audiovisual content; Every You Tuber's videos increase knowledge of how the video content flows, the way they present the video and the way they end it.
- YouTube content is not limited to what YouTubers broadcasts; It is also enriched by their audience who participate in informing, educating, raising awareness and influencing others. The content of YouTube is its core, and it becomes more powerful and richer with the contribution of its social component.
- It can be said: that YouTube has become a part of many people's lives - to varying degrees. Because it is a source of entertainment, information, and a place where you tubers' identities are formed. In parallel with how they present themselves on YouTube, they also collectively shape the site's identity through their practice and skills in creating video content.

#### **Recommendations :**

- In the next few years, as the media landscape continues to change rapidly and new platforms constantly emerge, it will be interesting to see if the influencer industry continues to explode, fade, die or lose its luster, but for now we can look at the success of influencers as a case study of how we can harness the power of online communities to connect and engage with audiences; Therefore, the researcher recommends research centers and opinion poll centers to conduct more studies and research on the power and influence of video makers on YouTube in achieving

effective communication and interaction with various audiences in the virtual community.

- In the past few years, You Tubers have reached a large audience and made many millions on the Internet. They have more appeal and importance to young people, and they are part of their daily life and culture. Therefore, it is important to delve deeper into this phenomenon and explore it, Therefore, future research for researchers and those interested in marketing and consumer behavior can focus on studying audience behavior, specifically focusing on children and adolescents to find out the extent of their attachment to You Tubers and their influence on them.

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