

# The Role of YouTube and TikTok Platforms in Shaping Political Awareness Among Algerian Youth: A Survey-Based Analytical Study

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Digital political communication; Interactive media; YouTube; TikTok; Political awareness; Youth engagement; Algeria; Digital literacy

**Abstract**

In the context of accelerating digital transformation, interactive media platforms have emerged as influential agents in shaping political cognition and engagement among younger populations. This study investigates the role of YouTube and TikTok in influencing political awareness among Algerian youth, addressing a critical gap in platform-specific and context-sensitive research within emerging political environments. Drawing on a quantitative research design, data were collected from a sample of 500 respondents across four major Algerian regions using a structured questionnaire. The study employs statistical techniques, including descriptive analysis, independent samples t-tests, and one-way ANOVA, to examine patterns of media reliance, levels of political awareness, and demographic variations. The findings reveal that YouTube functions as a dominant source of political information, while TikTok demonstrates a complementary yet less intensive role. Overall, political awareness among respondents is moderate, with significant variations observed across age, gender, and educational levels. The results further indicate that while interactive media enhances access to political information and awareness of civic rights, its influence on deeper forms of political engagement—such as electoral participation—remains limited. These outcomes suggest a dual effect of digital platforms, simultaneously facilitating informational exposure while reinforcing patterns of passive or superficial engagement. By integrating empirical evidence from a non-Western and semi-constrained political context, this study contributes to the literature on digital political socialization and media effects. It advances understanding of how platform-specific dynamics interact with demographic factors to shape political awareness in developing societies. The study also provides practical implications for policymakers and educators, emphasizing the need for targeted digital literacy interventions to promote critical engagement, mitigate misinformation risks, and foster informed citizenship in the digital age.

**Citation**

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**1. INTRODUCTION**

Since the beginning of the 1990s, Algeria has undergone significant political changes, especially influenced by the digital revolution in media and communication. The arrival of journalism pluralism, the spread of foreign satellite channels, and the increasing range of the Internet have overall helped to shape the political consciousness of Algerian society, especially among the youth. (Rabah, 2022, p. 151) This development has facilitated a new form of political awareness, affecting young people with political and social issues and their perceptions of new challenges at both national and personal levels (Mattoni & Sigillò, 2022, p. 176).

The continuous progress of information and communication technologies has led to the emergence of interactive media as an important event on the Internet. At the beginning of the 21st century, platforms such as YouTube and TikTok began to attract a sufficient user base in different age groups, especially young people. These platforms have not only delivered traditional media but, in many examples, have become an alternative source of information and engagement. (Castells, 2012, p. 23) Their dynamic nature allows political information and the spread of truth, so that users can immediately use and share the data. This immediate has increased contact with young people for political events and contributed to their political consciousness. (Shirky, 2008, p. 161)

In Algerian context, the integration of interactive media into daily life has expanded. Platforms such as Facebook, YouTube, or TikTok have integrated how young people use information, engage in political discussions, and gather around social issues. This change indicates a step towards the large form of participation in media consumption, where users are not only passive recipients but an active contributor to political dialogue. (Boulianne, 2015, p. 536)

In summary, the inclusion of interactive media platforms, especially YouTube and Tik Tok, has greatly influenced the political awareness of Algerian youth. These platforms act as a dynamic arena for information proliferation and political involvement, which promotes more informed young demographics.

## 1-1. LITERATURE REVIEW

This section examines studies on how people acquire political information, their awareness levels, and how interactive media affects involvement.

Samsudin, D., Putri, I., & Zamora, R. (2024) Investigated social media as a political source of information among young people in Pekanbaru. Their findings suggest that gender-based platform preferences: Women (19-26) are in favor of Instagram, WhatsApp, Twitter, Telegram, Line, and Ticket Coke, while Men (15-18) mainly use Facebook and YouTube. This study has been postponed as a main channel for political information, which is gender and access shaped.

Tan, J. (2024) examined how social media enhances youth political participation. A survey of Malaysian students found that social media-driven political efficacy significantly influences offline and online engagement. However, while political efficacy correlates positively with social media use, political knowledge does not always lead to participation.

Hamitouche, Y. (2022) explored social media's role in Algerian political consciousness, noting a rapid increase in users since 2011. The study highlights that social media exerts more political influence than traditional mass media, particularly among youth.

Arias, R., & Montalbo, M. (2024) analyzed social media's impact on political awareness, participation, and activism among adolescents (17-19). Their findings indicate widespread reliance on online platforms for political updates, with socio-economic status influencing awareness levels. However, factors like age, gender, and religion had minimal impact, suggesting that social media serves as an equalizing platform.

Khan M. Q., Shahzad, A., & Altaf, F. (2023) examined the link between social media use and political sentiment. While social media enhances political awareness and facilitates direct political interaction, the study also highlights risks of misinformation, hate speech, and manipulative content, advocating for media literacy initiatives.

Hopp, T., & Kazni, S. (2023) evaluated the impact of social media on the acquisition of political information. They discovered that although social media is a source of information, false information and perceptions about one's own abilities can have a detrimental effect on the process of forming knowledge, highlighting the dangers of unconfirmed information.

Oden, A., & Porter, L. (2023) ont étudié l'utilisation des médias sociaux et l'engagement politique des adolescents. Selon leurs recherches, Facebook et Twitter favorisent la polarisation politique et la participation civique, mais Instagram et TikTok favorisent davantage l'engagement sans polarisation appréciable. Cela implique que les comportements politiques sont influencés différemment par des facteurs spécifiques à la plateforme.

Hindarto, I. H. (2022) Conducted a systematic, A thorough review of 30 research studies on TikTok's function in young political communication. The results of this study emphasize TikTok as a vehicle for mobilization, with short-form films acting as an approachable platform for political participation and discussion.

Zaghlami, L. (2020) The researcher focused on social media's function as an alternate forum for political discourse while examining Algeria's political environment. According to his research, Algerian millennials are moving away from conventional media and toward social media for political news.

Chan, M., Chen, H. F., & Lee, F. L. (2021) investigated debates on social media that cut across different topics and how they affect political engagement. Their research revealed that although looking for political information encourages involvement, worries about social strife may discourage it, illustrating the two-way influence of interactive media on political behavior.

Although numerous studies have explored the role of social media in shaping young people's political consciousness, significant research gaps remain. Samsudin & al. (2024) examined the importance of social media in the dissemination of political information but did not differentiate between platforms like YouTube and TikTok. Similarly, Tan, J. J. (2024) investigated the relationship between youth engagement, political efficacy, and social media use in Malaysia but overlooked the role of these

platforms in generating political knowledge. In the Algerian context, Hamitouche, Y. (2022) analyzed the impact of social media on political awareness but remained platform-neutral and did not consider demographic differences. To address these gaps, this study focuses on YouTube and TikTok, assessing how each platform uniquely contributes to political knowledge among Algerian youth. Additionally, it examines the moderating effects of key demographic factors such as age, gender, and education, providing a more precise understanding of the relationship between social media use and political awareness in Algeria.

## 1-2. Research Problem

Interactive media has become a potent instrument for raising political consciousness in the digital age, especially among young people. Because social media platforms allow users to acquire information, participate in conversations, and influence political beliefs, they have revolutionized political communication. Although digital media has been associated with greater political engagement in a number of international contexts, its effects differ according on the media, political, and social situations.

With a young population and changing politics, Algeria is an interesting case for studying interactive media and political awareness. After 2019 mass protests that turned Algeria into a political spectacle, people have been using YouTube and TikTok as alternative spaces for politics in that country. Despite the availability of these platforms, Algerian youth participation is rare. It raises important questions whether interactive media facilitates real political consciousness or merely superficial engagement.

Studies have examined these phenomena in detail through various angles such as fake news, online protests, as well as the reinforcement and mobilization of voters. Nonetheless, much of the research has been conducted in democratic or semi-democratic contexts with few restrictions on political expression. In addition, some research addressed the influence of digital media on political participation. However, little research tackled the issue of YouTube and TikTok and their role in educating people politically in a context where political speak is constrained by the government and society.

The objective of this study is to investigate how youth consuming political content on YouTube and TikTok are changing the perceptions of political issues among the youths in Algeria and whether that induces political awareness or not.

Based on these considerations, the central research question guiding this study is: To what extent do interactive media platforms (YouTube, TikTok) contribute to spreading and shaping political awareness among Algerian youth?

## 1-3. Research Aim & Questions

This study is significant because it examines interactive media platforms like YouTube and TikTok, which are among the most powerful modern communication tools. Additionally, this study advances the scholarly conversation on political consciousness, a crucial topic in developing nations like Algeria. By concentrating on Algerian youth, a group that is essential to the country's growth and advancement, this study offers insightful information about how interactive media affects their political awareness. Assessing the changing trends of political participation in the digital age requires an understanding of this dynamic. The research aims to answer the following questions:

- To what extent do Algerian youth depend on interactive media platforms (YouTube, TikTok) as a primary source of political information?
- What is the current level of political awareness among Algerian youth?
- How do interactive media platforms (YouTube, TikTok) contribute to the formation and development of political awareness among Algerian youth?

## 1-4. Hypotheses of study

- First Hypothesis: There are statistically significant differences in the extent to which Algerian youth rely on interactive media (YouTube, TikTok) for political information based on gender, age, and educational level.
- Second Hypothesis: There are statistically significant differences in the level of political awareness among Algerian youth based on gender, age, and educational level.
- Third Hypothesis: There are statistically significant differences in the influence of interactive media on shaping the political awareness of Algerian youth based on gender, age, and educational level.

## 1-5. Objectives of study

This study aims to examine the role of interactive media, specifically YouTube and TikTok, in shaping political awareness among Algerian youth. To achieve this overarching goal, the study seeks to:

- Assess the extent to which Algerian youth rely on interactive media (YouTube, TikTok) as a primary source of political information.
- Measure the level of political awareness among Algerian youth and analyze its key determinants.
- Investigate the influence of interactive media (YouTube, TikTok) on shaping the political awareness of Algerian youth.
- Analyzes how much gender, age, and educational achievement affect media dependency, political awareness and differences in the effect of interactive media.

This study seeks to further the scholarly conversation on digital political involvement. By offering empirical insights into the connection between interactive media and political awareness in the Algerian setting.

1-6. Limitations of Study

This study is defined by the following boundaries:

- **Geographical Scope:** Four major Algerian provinces—Constantine (eastern Algeria), Algiers (central Algeria), Oran (western Algeria), and Djelfa (southern Algeria)—represent the various locations of the nation where the research was carried out. These sites were chosen in order to offer a representative and varied sample of young Algerians.
- **Temporal Scope:** The investigation was conducted in January and February of 2025 and included both theoretical and empirical elements.
- **Population Scope:** 500 young men and women from the chosen regions who regularly use the interactive media sites YouTube and TikTok made up the research sample. The participants' ages ranged from 18 to 38, guaranteeing that a wide range of young people's viewpoints on how interactive media shapes political awareness were included.

1-7. Research terms

**Interactive Media:** Interactive media refers to digital platforms that respond to user actions through text, graphics, video, and audio, enabling two-way communication. (Vicente, 2020, p. 811) Harvard University defines it as "products and services provided by computer-based digital systems that respond to user actions by presenting content such as text, graphics, video, and audio." (Dhir, 2024) Functionally, it includes online platforms facilitating information exchange, such as Facebook, YouTube, and TikTok, accessible via various digital devices.

**YouTube:** YouTube YouTube, is a major video-sharing platform where users upload, share, and watch videos. It serves as a key digital media hub, used by individuals and news organizations to distribute content that traditional media may not cover. (Lavaveshku, 2012, p. 370)

**TikTok:** developed by ByteDance, is a short-form video platform designed for entertainment and informational content. Its creative tools and ease of use have made it a leading social media competitor, particularly among younger users. (Miltsov, 2022, p. 664)

**Political Awareness:** Political awareness reflects an individual's understanding of political, social, and economic contexts at national and international levels. (Zaller, 1992, p. 22) Operationally, it is measured by one's engagement with political issues and informed decision-making.

**2. METHOD AND PROCEDURE**

2-1. Research Methodology and Tool:

This study adopts a descriptive and analytical approach, employing a quantitative method to examine the role of interactive media (YouTube, TikTok) in shaping the political awareness of Algerian youth. This structured and systematic approach enables the collection of measurable data, facilitating statistical analysis and generating generalizable findings on the impact of interactive media on political awareness.

The social survey method was adopted as it is the most appropriate approach for collecting data from the target population—Algerian youth who use interactive media platforms. A digital questionnaire was designed as the primary data collection tool, consisting of 14 items developed based on a review of media and political literature and previous studies. The questionnaire was structured around three key dimensions:

- The degree of Algerian youth's reliance on interactive media for acquiring political information.
- The level of political awareness among Algerian youth.
- The impact of interactive media on the development of political consciousness among Algerian youth.

2-2. Validity and Reliability of the Tool:

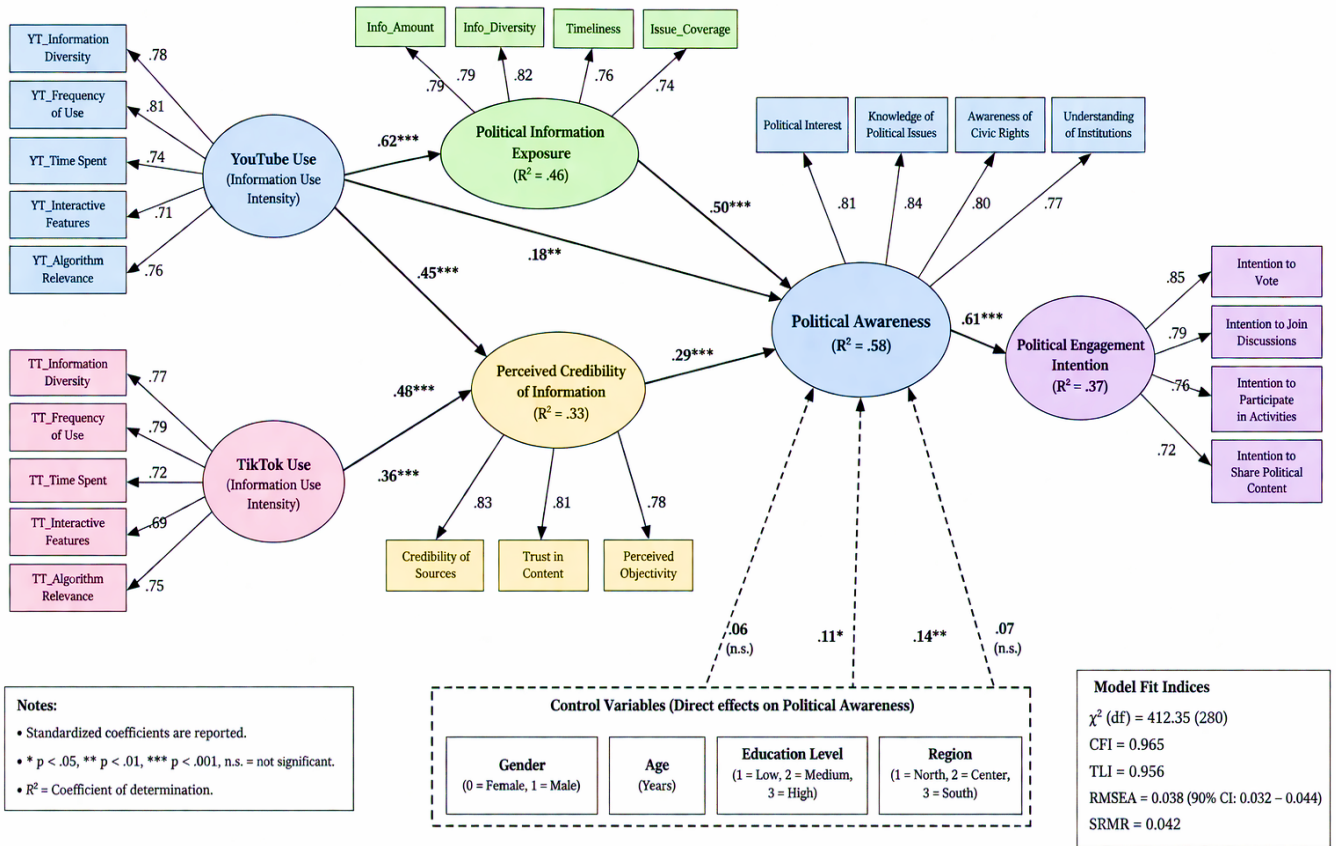
**First: Testing the Validity of the Tool:** To verify the validity of the questionnaire, the internal consistency of the questionnaire items was calculated on the pilot sample using Pearson's correlation coefficient to measure the degree of correlation between the score of each item and the overall score of the section to which it belongs. The results showed a strong correlation between the individual items and their respective sections, as shown in Table 1.

**Table (1):** Degree of Correlation Between the Items and the Overall Score of the Section to Which They Belong

First Section		Second Section		Third Section	
Number of paragraphs	Correlation Coefficient	Number of paragraphs	Correlation Coefficient	Number of paragraphs	Correlation Coefficient
1	0.63**	3	0.71**	9	0.76**
2	0.61**	4	0.65**	10	0.78**
		5	0.75**	11	0.69**

		6	0.72**	12	0.74**
		7	0.78**	13	0.75**
		8	0.77**	14	0.69**

The association is statistically significant at the significance level ( $\alpha \leq 0.01$ ).



**Figure 1.** Structural Equation Model (SEM) of the Influence of YouTube and TikTok Use on Political Awareness and Engagement Among Algerian Youth. **Source:** Authors' elaboration based on survey data collected from Algerian youth (N = 500) and analyzed using SPSS and AMOS.

As shown in the previous table, Pearson's correlation coefficient between each item in the questionnaire and the overall score of the section to which it belongs ranges from 0.63 to 0.78, all of which are statistically significant at the 0.01 level. This indicates the internal consistency validity of the questionnaire.

Furthermore, construct validity—which assesses the extent to which the tool achieves its intended objectives—was verified by calculating the correlation coefficient between the overall score of each section and the total score of the questionnaire. Table 2 presents these results.

**Table 2:** Correlation Coefficients Between the Questionnaire Sections and the Total Questionnaire Score

Sections	Section titles	Number of paragraphs	Significance Level
First Section	The degree of Algerian youth's reliance on interactive media for acquiring political information.	2	0.778 (**)
Second Section	Level of political awareness among Algerian youth	6	0.841 (**)
Third Section	The impact of interactive media on the development of political consciousness among Algerian youth.	6	0.878 (**)

The association is statistically significant at the significance level ( $\alpha \leq 0.01$ ).

The results from Table 1 indicate that the construct validity of the questionnaire is very high, as all correlation coefficients for each section of the questionnaire are statistically significant at the ( $\alpha \leq 0.01$ ) level. Therefore, the questionnaire is valid and measures what it was designed to measure.

Second: Testing the Reliability of the Tool: The reliability of the questionnaire sections was verified using Cronbach's Alpha coefficient. The questionnaire was administered to 30 individuals from the study population but outside the sample. The reliability coefficient, Cronbach's Alpha, was calculated using the SPSS program, and it was found to be 0.83, which represents a high level of reliability. Table 3 shows the reliability coefficient for each section, in addition to the overall reliability of the questionnaire.

**Table 3:** Reliability of the Questionnaire Dimensions

Sections	Section titles	Number of paragraphs	Cronbach alpha coefficient
First Section	The degree of Algerian youth's reliance on interactive media for acquiring political information.	2	0.74
Second Section	Level of political awareness among Algerian youth	6	0.84
Third Section	The impact of interactive media on the development of political consciousness among Algerian youth.	6	0.85
Overall Reliability of the Questionnaire		14	0.83

The results of the validity and reliability tests confirmed the accuracy and consistency of the study instrument (the questionnaire), showing a high degree of reliability. This allowed us to confidently apply the questionnaire to the entire sample.

**2-3. Study Population and Sampling Method:**

The study population consists of Algerian youth who actively use interactive media platforms (YouTube and TikTok), regardless of their gender, age, or educational background. Given the impracticality of conducting a full-scale study on all users of these platforms in Algeria due to their vast numbers and the challenges of accurately identifying them, a sample survey approach was adopted.

The study sample comprises 500 participants from Algeria's major provinces, namely Constantine, Algiers, Oran, and Djelfa. To ensure a structured and representative selection, the quota sampling method was employed. Participants were purposively selected based on their active engagement with YouTube and TikTok within the specified regions.

Table (04) presents the demographic characteristics of the sample, providing a detailed breakdown of the key attributes of the surveyed individuals.

**Table 4:** Distribution of the Sample Based on the Study's Demographic Variables

Variable	Variable Level	Iteration	Percentage	Total
Wilayas (Provinces)	Constantine	118	23.50%	500
	Algiers	175	35.00%	
	Oran	132	26.50%	
	Djelfa	75	15.00%	
Gender	Male	275	55.00%	500
	Female	225	45.00%	
Age	18-23 years	88	17.50%	500
	23-28 years	142	28.50%	
	28-33 years	151	30.25%	
	33-38 years	119	23.75%	
Educational Level	Middle School	41	08.20%	500
	High School	107	21.50%	
	University	352	70.30%	

**2-4. Statistical Analysis:**

To achieve the study's objectives, the following statistical methods were employed:

- **Frequencies and Percentages:** These were used to extract the distribution of sample members based on gender, age, and educational level, as well as their level of reliance on interactive media.
- **Mean and Standard Deviation:** These were used to estimate the respondents' perceptions of their political awareness level and the role of interactive media in enhancing this level.
- **Independent Samples T-test:** This was used to measure the differences between the mean scores of respondents' answers based on the gender variable.
- **One-Way Analysis of Variance (ANOVA):** This was used to measure the differences between the mean scores of respondents' answers based on the variables of age and educational level.

Three response options were adopted for the study instrument to identify the degree to which respondents were exposed to interactive media and the extent to which these media contributed to shaping their political awareness. This was based on a three-point Likert scale as follows: always (3 points), sometimes (2 points), and never (1 point). To interpret the mean values and link them to the three levels, a formula was applied to determine the class interval (0.33). The scores on the scale were thus interpreted as follows: Low (1- 1.66). Medium (1.67-2.33). High (above 2.34)

### 3. RESULTS

Following the completion of the field study and the collection of data through an electronically distributed questionnaire, a set of findings was obtained. These findings will be systematically presented to address the research questions and examine the study's hypotheses.

#### 3-1. Findings Related to the Research Questions

- **Extent of Youth Reliance on Interactive Media:** This was assessed by calculating the mean and standard deviation of respondents' answers in the first section of the questionnaire. Table 5 displays the frequency distributions and percentages for YouTube and TikTok.

**Table 5:** Statements on the Sample Participants' Reliance on Interactive Media, Ranked in Descending Order by the Mean

Number	Sentences	Always		Sometimes		Never		Mean	STD	Grade
		R	%	R	%	R	%			
1	Reliance on YouTube	437	87.5	60	12.0	03	00.5	2.39	1.03	High
2	Reliance on TikTok	130	26.0	257	51.5	113	22.5	2.32	0.48	Medium
<b>Total</b>								<b>2.35</b>	<b>0.71</b>	<b>High</b>

Table 5 shows that the mean values range between 2.32 and 2.39. YouTube ranks first with a high reliance level (M = 2.39, SD = 1.03), indicating significant response variability. This strong reliance is linked to its global reach, with over two billion monthly users. TikTok follows with a medium reliance level (M = 2.32, SD = 0.48), attributed to its widespread use and short-form content across various topics.

Overall, reliance on interactive media (YouTube, TikTok) is high (M = 2.35, SD = 0.71), reflecting Algerian youth's extensive engagement, where usage often exceeds six hours daily. These platforms have also become key political communication tools, enabling journalists and politicians to engage with citizens and disseminate political updates rapidly.

- **Level of Political Awareness Among Youth:** The mean values and standard deviations of respondents' answers in the second section of the questionnaire were calculated to assess Algerian youth's political awareness. Table 06 presents the results.

**Table 6:** Statements on the Level of Political Awareness among the Sample Participants, Ranked in Descending Order by the Mean

Number	Sentences	Mean	STD	Grade
3	Follows news and changes in local and national political issues	2.39	1.267	High
5	Is aware of your political rights and duties	2.35	1.442	High
4	Seeks to expand your knowledge of Algerian political parties and organizations	2.21	1.296	Medium
7	Discusses political topics with relatives and acquaintances	2.09	1.375	Medium
6	Reviews electoral programs of political party lists before elections	1.61	1.362	Low
<b>Total</b>		<b>2.13</b>	<b>1.19</b>	<b>Medium</b>

Table 6 shows that respondents exhibit a medium level of political awareness, with mean values ranging from 1.61 to 2.39. The highest-rated statement, "I follow local and national political news," had a mean score of 2.39 (SD = 1.267), indicating strong engagement with current events. Conversely, the lowest-rated statement, "I review party electoral programs before elections," scored 1.61, reflecting minimal interest in electoral platforms.

Overall, respondents demonstrate a moderate understanding of political affairs, with greater emphasis on news consumption and political rights than on party engagement. In Algeria, some youth actively seek political information, while others remain largely disengaged.

- **The Role of Interactive Media in Shaping Youth Political Awareness:** To examine this aspect, the mean values and standard deviations of respondents' answers related to the third section of the questionnaire were calculated. Table 07 presents the findings

**Table 7: Statements on the Role of Interactive Media in Developing Political Awareness among the Sample Participants, Ranked in Descending Order by the Mean**

Number	Sentences	Mean	STD	Grade
8	Interactive media informs you about local and national political issues	2.45	1.234	High
9	Interactive media informs you about decisions made by local and national governing bodies	2.35	1.249	High
10	Interactive media informs you about your political rights and duties	2.19	1.272	Medium
11	Interactive media introduces you to local and national political figures	2.01	1.245	Medium
12	Interactive media informs you about the electoral programs of party lists (local, legislative, presidential)	1.73	1.304	Medium
<b>Total</b>		<b>2.17</b>	<b>1.251</b>	<b>Medium</b>

Table 07 indicates that interactive media has a medium impact on political awareness, with an overall mean of 2.17 (SD = 1.251). Respondents' scores ranged from 1.98 to 2.45, with the highest-rated statement (M = 2.45, SD = 1.234) showing that interactive media informs users about local and national political issues. It also plays a medium role in familiarizing users with political decisions (M = 2.35) and figures (M = 2.01), while its influence on electoral program awareness is lower (M = 1.73).

This medium impact is linked to the accessibility and flexibility of interactive media, which facilitates direct access to political content. However, limited engagement with political topics and low interest in politics among some respondents may explain its moderate influence.

**3-2. Testing of Hypotheses:**

To test the study hypotheses, each hypothesis was tested based on the following variables: gender, age, and educational level. A separate table was allocated for each variable.

**Table 8:** t-test results to measure the significance of the differences between the responses of the respondents according to the gender variable.

Domain	Gender	Sample Size	Mean	STD	Value (T)	P Value	Significance
The degree of Algerian youth's reliance on interactive media for acquiring political information.	Males	275	2.37	1.46	0.409	0.010	Significant
	Females	225	2.32	1.32			
Level of political awareness among Algerian youth.	Males	275	2.15	1.08	2.257	0.025	Significant
	Females	225	2.11	0.99			
The impact of interactive media on the development of political consciousness among Algerian youth.	Males	275	2.12	1.27	1.627	0.015	Significant
	Females	225	2.21	1.35			

Table 8 data reveal gender-based differences in reliance on interactive media for political information. Males reported a higher mean (2.37) than females (2.32), with a t-value of 0.409 and a significance level of 0.010 (p < 0.05), indicating a statistically significant difference favoring males.

Similarly, political awareness levels were higher among males (M = 2.15) compared to females (M = 2.11), with a t-value of 2.257 and a significance level of 0.025 (p < 0.05), confirming a significant gender-based difference in political awareness.

Conversely, interactive media had a greater role in shaping political awareness among females ( $M = 2.21$ ) than males ( $M = 2.12$ ), with a t-value of 1.627 and a significance level of 0.015 ( $p < 0.05$ ), suggesting a statistically significant advantage for females in this aspect.

**Table 9:** ANOVA Test for Evaluating Differences in Respondents' Answers According to the Age Variable

Domain	Age Group	Sample Size	Mean	STD	F Value	p Value	Significance
The degree of Algerian youth's reliance on interactive media for acquiring political information.	18 to 23	88	2.85	1.35	9.766	0.000	Significant
	23 to 28	142	2.52	1.26			
	28 to 33	151	2.09	1.18			
	33 to 38	119	1.95	1.49			
Level of political awareness among Algerian youth	18 to 23	88	2.28	1.17	6.217	0.000	Significant
	23 to 28	142	2.35	1.24			
	28 to 33	151	2.00	0.86			
	33 to 38	119	1.92	0.71			
The impact of interactive media on the development of political consciousness among Algerian youth.	18 to 23	88	2.35	1.41	10.841	0.001	Significant
	23 to 28	142	2.49	1.25			
	28 to 33	151	2.16	1.31			
	33 to 38	119	1.68	1.27			

Table 9 indicates statistically significant differences in Algerian youth's reliance on interactive media for political information based on age. The F-value (9.766) and significance level (0.000,  $p < 0.05$ ) confirm this. The 18-23 age group exhibited the highest reliance on interactive media compared to older groups.

Similarly, significant differences in political awareness were observed across age groups ( $F = 6.217$ ,  $p = 0.000$ ). The 23-28 age group demonstrated the highest awareness levels, surpassing both younger and older groups.

Additionally, interactive media's role in shaping political awareness varied by age ( $F = 10.841$ ,  $p = 0.000$ ). Again, the 23-28 age group showed the highest engagement compared to other age groups.

**Table 10:** Anova test to measure the differences in respondents' answers according to the educational level variable

Domain	Educational Level	Sample Size	Mean	STD	F Value	p Value	Significance
The degree of Algerian youth's reliance on interactive media for acquiring political information.	Middle School	41	2.35	1.24	3.306	0.038	Significant
	High School	107	2.11	1.49			
	University	352	2.59	1.38			
Level of political awareness among Algerian youth	Middle School	41	1.97	1.29	13.427	0.000	Significant
	High School	107	2.14	1.14			
	University	352	2.30	0.94			
The impact of interactive media on the development of political consciousness among Algerian youth.	Middle School	41	2.11	1.40	10.565	0.000	Significant
	High School	107	2.07	1.08			
	University	352	2.32	1.32			

Table 10 reveals statistically significant differences in Algerian youth's reliance on interactive media for political information based on educational level ( $F = 3.306$ ,  $p = 0.038$ ). Similarly, differences in political awareness were observed ( $F = 3.427$ ,  $p = 0.000$ ), as well as in the role of interactive media in shaping political awareness ( $F = 10.565$ ,  $p = 0.000$ ).

These findings indicate that exposure to interactive media, political awareness, and its influence vary by education level, with university students demonstrating higher reliance and awareness. This can be attributed to their academic needs and frequent engagement with digital platforms for learning and communication. Given that most university students fall within the 18-26 age range, they actively seek political information, though entertainment remains a secondary motivation. Their higher political awareness is also linked to differences in cognitive perception and political knowledge compared to less-educated peers.

The findings from Tables 8, 9, and 10 confirm the validity of all the study's hypotheses. The analysis reveals statistically significant differences in the extent to which Algerian youth rely on interactive media (YouTube, TikTok) for political information, depending on gender, age, and educational level. Likewise, based on these demographic characteristics, Algerian youth's degrees of political awareness differ greatly. Furthermore, age, gender, and educational background all have a moderating effect on how interactive media shapes political awareness.

#### 4. DISCUSSION

This part examines the study's results in light of the research questions and hypotheses, taking into account knowledge from previous studies. The investigation seeks to explain how Algerian youth's political consciousness is shaped by interactive media, such as YouTube and TikTok.

Most young Algerians depend on interactive media to obtain political information: especially YouTube. From our chart, it seems to be the case. The results show YouTube has a higher mean value than TikTok which signifies that it is the primary political information source. The findings are in accordance with Samsudin, D., Putri, I., & Zamora, R. (2024), Male youth like to consume political content on YouTube, But, unlike them who pointed to the different platform preferences of both the genders, this study shows that both rely on interactive media heavily though the boys do it slightly more.

There are statistically significant differences in (the reliance of interactive media on the basis of the gender, age, and educational level). The male cohort showed a greater reliance on the platforms compared to the female cohort whereas the age group 18-23 years showed the most reliance. This corresponds with the findings of Hamitouche, Y. (2022), which indicated that younger people in Algeria choose social media rather than traditional media for political participation.

According to the study, young people in Algeria have a modest level of political knowledge. Although respondents were less involved with political parties and electoral initiatives, they showed a greater awareness of political news and their rights. These results are in line with those of Tan, J, J. (2024), who discovered that although social media increases political efficacy, large levels of political involvement are not always the result. Similarly, the dangers of false information and the shallow interaction that social media encourages were highlighted by, Khan M. Q., Shahzad, A., & Altaf, F. (2023).

In reference to the second hypothesis, statistical analysis verified that there were notable variations in political awareness levels according to demographic characteristics. In line with the findings of Arias, R. A., Montalbo, M. (2024), who pointed out that socioeconomic class is a more significant determinant than gender, men showed a slightly greater level of political knowledge than women. Additionally, it was shown that people with university degrees had greater political awareness than those with less education, indicating that formal education strengthens political understanding.

According to the results, interactive media has a minor impact on Algerian youths' political consciousness. Although platforms do a good job of educating users about political topics and governmental actions, they have little impact on more in-depth political engagement, such taking part in election processes. This is consistent with the findings of Hindarto, I. H. (2022), who contended that although TikTok helps with political mobilization, the majority of its content is superficial.

The third hypothesis that the impact of interactive media on political awareness varies according to demographic factors is supported by the study. Interestingly, contrary to an earlier study that demonstrated male dominance in digital political involvement, women reported a stronger influence of interactive media on their political knowledge than did men. Furthermore, compared to older age groups, younger participants (ages 23 to 28) showed a higher degree of political awareness growth through interactive media.

#### 6. CONCLUSION

This study provides a comprehensive empirical examination of the role of interactive media—specifically YouTube and TikTok—in shaping political awareness among Algerian youth within a rapidly evolving digital communication environment. By systematically analyzing patterns of media consumption, levels of political awareness, and demographic variations, the research addresses a critical gap in platform-specific and context-sensitive studies of digital political socialization in non-Western settings. The findings demonstrate that interactive media constitute a central source of political information for Algerian youth, with YouTube emerging as the dominant platform and TikTok playing a complementary role. Despite this high level of exposure, the overall degree of political awareness remains moderate, suggesting that access to information does not necessarily translate into deeper cognitive engagement or participatory political behavior. Furthermore, statistically significant differences across gender, age, and educational levels indicate that the influence of digital media on political awareness is uneven and mediated by socio-demographic factors. Importantly, the results reveal a dual dynamic: while interactive media facilitate the rapid dissemination of political information and enhance awareness of civic issues, they simultaneously risk reinforcing patterns of superficial engagement driven by algorithmic content curation and passive consumption habits. This underscores the need to critically reassess the assumption that increased digital exposure inherently leads to more informed and active citizenship.

By providing robust empirical evidence from the Algerian context, this study contributes to the broader literature on digital political engagement and media effects, offering new insights into how platform-specific dynamics interact with individual characteristics to shape political cognition. From a practical perspective, the findings highlight the urgent need for targeted digital literacy initiatives and critical media education strategies aimed at empowering youth to navigate digital information environments more effectively, resist misinformation, and engage in more substantive forms of political participation in the digital age.

### **Recommendations**

1. **Strengthening Digital Literacy and Critical Media Competence.** Educational institutions and policymakers should prioritize the development and implementation of comprehensive digital literacy programs aimed at enhancing young people's ability to critically evaluate political content on interactive media platforms. Such initiatives should focus not only on information access but also on analytical skills, source verification, and resistance to algorithm-driven biases, thereby fostering more informed and responsible digital citizenship.
2. **Advancing Platform-Specific and Comparative Research.** Future research should adopt more nuanced, platform-specific approaches by conducting comparative analyses across different social media environments (e.g., YouTube, TikTok, Instagram). In particular, scholars should examine how variations in content formats (short-form vs. long-form), algorithmic structures, and engagement mechanisms influence political awareness and cognitive processing differently.
3. **Combating Misinformation and Enhancing Content Credibility.** Given the increasing risks associated with misinformation and manipulative content, it is essential to develop coordinated strategies involving policymakers, platform providers, and civil society organizations. These strategies should include the institutionalization of fact-checking mechanisms, the promotion of transparent content moderation policies, and the integration of media literacy campaigns designed to improve users' ability to identify and critically assess unreliable information.
4. **Incorporating Socio-Demographic and Cultural Dimensions in Future Studies.** To achieve a more comprehensive understanding of digital political engagement, future research should incorporate a broader range of socio-demographic and cultural variables, including socio-economic status, regional disparities, political context, and cultural norms. Such multidimensional analyses would provide deeper insights into how interactive media influences political awareness across diverse population segments and contribute to the development of more context-sensitive theoretical frameworks.

### **DECLARATIONS**

#### **Ethics Approval and Consent to Participate**

This study was conducted in accordance with internationally recognized ethical standards for research involving human participants. Ethical approval was obtained from the relevant institutional review body at the authors' affiliated universities. All participants were informed about the purpose of the study, the voluntary nature of their participation, and their right to withdraw at any stage without consequence. Informed consent was obtained electronically from all respondents prior to data collection.

#### **Consent for Publication**

All authors have reviewed and approved the final version of the manuscript and consent to its publication. The data presented in this study do not include any identifiable personal information.

#### **Availability of Data and Materials**

The datasets generated and/or analyzed during the current study are available from the corresponding author upon reasonable request. Data are not publicly available due to ethical and privacy considerations related to participant confidentiality.

#### **Conflict of Interest**

The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

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#### **Authors' Contributions**

- Hamza Boutaleb: Conceptualization, methodology design, data collection, statistical analysis, original draft preparation.
- Nadia Lemhel: Supervision, validation, literature review, critical revision of the manuscript, and final approval.

All authors have read and agreed to the published version of the manuscript.

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### Research Involving Human Participants

This study involved human participants and adhered to ethical guidelines concerning voluntary participation, anonymity, and confidentiality. No vulnerable populations were involved, and no harm was posed to participants during the research process.

### AI Use Disclosure

The authors declare that no artificial intelligence tools were used in the generation of the research data, analysis, or core scientific content of this manuscript. AI-assisted tools may have been used solely for language editing and formatting purposes, without influencing the intellectual content of the study.

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