

## THE BEHAVIORAL IMPACTS OF INTERCULTURAL COMMUNICATION CONTENT ON SOCIAL MEDIA SITES. -STUDY ON A SAMPLE OF ALGERIAN UNIVERSITY STUDENTS

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### **I. Introduction :**

Since the inception of the Internet, various aspects of human communication have undergone significant transformations. The Internet has transcended geographical barriers, enabling communication and interaction among individuals across continents. Social media platforms serve as channels that facilitate this interaction and communication, effectively making the world appear borderless.

The number of active social media users has witnessed a steady increase over time, with nearly one in four individuals worldwide estimated to be utilizing social media. This trend is further accentuated by the continuous invention and enhancement of various social media platforms. People engage with social media for diverse purposes, including the need to connect and interact with others, acquire knowledge, and explore different perspectives on various issues, topics, and events.

Furthermore, demographic factors such as age influence the usage behavior of social media platforms. Generation Y, for instance, predominantly utilizes social media for content contribution, sharing, searching, and consumption, as well as for professional and recreational purposes (Bolton, 2013). This underscores the presence of underlying motives driving the usage of social media tools, with the desire to stay connected and informed being prominent examples of user behavior and motivation.

When we investigate the cultural influences on communication, we gain a deeper understanding of both areas. Additionally, it aids in expanding our knowledge of who we are as individuals and as a society.

Understanding our communication styles, habits, and tendencies and how they may serve or work against us when interacting with others from other cultural backgrounds is a valuable personal benefit of studying intercultural communication.

When seen in a broader context, intercultural communication can shed light on a wide range of human experiences, from the process of defining the workings of the brain to the power of languages in bringing people together.

As the world gets more interconnected, the ability to communicate successfully across cultural boundaries is becoming more and more vital. Since we can now travel to more places, we are exposed to other cultures and ways of living.

Communicating effectively across cultural boundaries is crucial for the successful collaboration and relationship-building of multiethnic and international communities. It is also essential for avoiding and resolving conflicts. If you want to learn about other people and their customs and find common ground around the world, this is how to do it.

Through this comes the problem of our subject, which came in this question.

**What are the behavioral effects of intercultural social media content for Algerian university students?**

## **II. Literature review**

### **1-Intercultural communication:**

What is intercultural communication? If you answered, “The sharing of understanding and meaning across cultures,” you’d be close, but the definition requires more attention. What is a culture? Where does one culture stop and another start? How are cultures created, maintained, and dissolved?

Before we delve into the concept of intercultural communication, let's first address the concepts of communication and culture.

#### **1-1-Communication:**

The term "communication" has been derived from the Latin "communis," which means "common". Thus "to communicate" means "to make common" "to make known", and "to share" and includes verbal, non-verbal, and electronic means of human interaction. Scholars who study communication analyze the development of communication skills in humans and theorize about how communication can be made more effective.

It is the meaningful exchange of information between two or a group of people. Communicative competence designates the capability to install intersubjective interactions, which means that communication is inherently social interaction (Velentzas & Georgia, 2012)

The concept of communication is clearly representative of the sharing of understanding and meaning (Pearson & Nelson, 2000).

#### **1-2- Culture:**

Culture is always a difficult concept to define and is particularly hard to separate from concepts such as ethnicity and nationality. In its anthropological sense, culture is regarded as any of the customs, worldviews, languages, kinship, systems, social organization, and other taken-for-granted day-to-day practices of a people that set that group apart as a distinctive group (Scollon & Scollon, 2000)

Donald Klopff described culture as “that part of the environment made by humans” (Klopff, 1991). From the buildings we erect that represent design values to the fences we install that delineate borders, our environment is a representation of culture, but it is not all that is culture Communication :

So we can say that culture involves beliefs, attitudes, values, and traditions that are shared by a group of people. Thus, we must consider more than the clothes we wear, the movies we watch, or the video games we play, all representations of the environment, as culture. Culture also involves the psychological aspects of our expectations of the communication context. For example, if we are raised in a culture where males speak while females are expected to remain silent, the context of the communication interaction governs behavior, which in itself is a representation of culture. From the choice of words (message), to how we communicate (in person, or by e-mail), to how we acknowledge understanding with a nod or a glance (nonverbal feedback), to the internal and external interference, all aspects of communication are influenced by culture.

### **1-3-Intercultural communication:**

How can we define intercultural communication? Intercultural communication essentially means communication across different cultural boundaries. When two or more people with different cultural backgrounds interact and communicate with each other, we can say that intercultural communication is taking place. So intercultural communication can be defined as the sharing of information on different levels of awareness between people with different cultural backgrounds, or put simply: individuals influenced by different cultural groups negotiate shared meaning in interactions (Ehlion, 2023).

Shen and Starosta defined Intercultural communication as a symbolic, interpretive, transactional, contextual process, in which people from different cultures create shared meaning. (Shen. & Starosta, , 2007)

Koester and Lustig consider that Intercultural communication refers to the communication between people from two different cultures (M Lustig & Koester , 2007)

And here we can say that intercultural communication is a discipline that studies communication across different cultures and social groups, or how culture affects communication. It describes the wide range of communication processes and problems that naturally appear within an organization or social context made up of individuals from different religions, social, ethnic, and educational backgrounds. In these senses, it seeks to understand how people from different countries and cultures act, communicate, and perceive the world around them (Jakobs, 2011)

It is also obvious that Intercultural communication refers to the effects on communication behavior when different cultures interact. Hence, one way of viewing intercultural communication is as communication that unfolds in symbolic intercultural spaces (Arasaratnam, 2013)

## **2-The importance of intercultural communication:**

Intercultural communication helps people to share information, views, thoughts, and ideas, this is a communication between different cultures of the world. By doing this we express ourselves make other people aware of our existence and participate in various activities, we educate people about our cultural norms, fulfill our ambitions, and achieve our aims (Zaitsiva, 2021)

Intercultural communication takes place when individuals influenced by different cultural communities negotiate shared meaning in interactions” (Ting-Todmey, 1999). What counts as intercultural communication depends, in part, on what one considers a culture. Some authorities like Gudykunst, limit the term intercultural communication to refer only to communication among individuals from different nationalities” (Gudykunst, 2003)

It is the sending and receiving of messages across languages and cultures. It is also a negotiated understanding of the meaning of human experiences across social systems and societies. (Arent, 2009)

When we talk of other cultures, we mean not only those who speak a language that is different from ours or who live in a different country or region; we also mean those who live in the same city or region but who do not share the same social groups. For example, a 14-year-old teenager does not typically communicate the same way as an 82-year-old senior citizen. Even if they were born and raised in the same neighborhood (in the city or a rural area), their conversation could be just as “intercultural” as two people who came from opposite corners of the globe because they are from two subcultures,” (Arent, 2009).

The importance of intercultural communication means communication across different cultural boundaries. This means that, when two or more people with different cultural backgrounds interact and communicate with each other or one another, intercultural communication is said to have taken place. For example, communication between Fulani and Tiv cultural groups is an intercultural communication, because, it occurs across cultural boundaries. Intercultural communication can thus be defined as, the sharing of information on different levels of awareness and control between people with different cultural backgrounds, where different cultural backgrounds include both national cultural differences and differences which are connected with participation in the different activities that exist within a national unit (Allwood, 1985).

### 3-social media in Algeria: The usage of the Internet and social media in Algeria

There has recently been a significant increase in the use of social media sites in Algeria, owing to their services and benefits to users such as direct communication, media and entertainment, e-marketing, and other benefits

According to the website Statista, which specializes in statistics on the use of the Internet and the websites of the world's countries, Algeria has one of the largest Internet markets on the African continent. In 2022, the country recorded the sixth-highest number of internet users in Africa. Algerian internet users amounted to around 27 million that year, meaning that over 60 percent of the country's population was online. Algeria also ranked among the leading African nations in internet inclusivity, performing well in terms of internet availability and affordability, the relevance of online content, and the population's readiness to access the internet. While internet access mainly occurs through mobile devices, the country still has a solid fixed internet market. (Galal, 2023) [Internet usage in Algeria - statistics & facts | Statista](#)

**Table No. 01 represents the statistics of using social media in Algeria in 2023**

<b>Social media</b>	<b>Number of users</b>	<b>Percentage of users compared to population</b>	<b>Percentage increase from 2022 to 2023</b>	<b>Percentage of users by sex</b>
<b>Facebook</b>	20.8 millions	47.8%	-7.3%	39.8% female 60.2% male
<b>Youtube</b>	22.7 millions	50.2%	/	47.3% female 52.7% male
<b>Instagram</b>	8.4 millions	18.6%	-2.3%	43.7% female 56.3% male
<b>Messenger</b>	13.6 millions	30.3%	-4.6%	38.6% female 61.4% male
<b>Linked in</b>	3.2 millions	7.1%	+14.3%	31.6% female 68.4% male
<b>Tik Tok</b>	3.71 millions	7.88%	+4.9%	20.9% female 79.1% male

<b>Twitter</b>	1.15 million	2.5%	+29%	22.25% female
				77.5% male

**SOURCE:** Digital 2023: Algeria — DataReportal – Global Digital Insights

#### **4- Social media and intercultural communication:**

Social media is a powerful online tool that allows people to communicate, interact, get connected, share, express ideas and thoughts, and many more functionalities to carry out. People can easily access social media through electronic devices such as web-based technologies on desktops (PCs or laptops) or download services by using mobile devices eg: smartphones and tablets.

To support the needs of users, social media has been continuously inventing new features on it. Social media is used to support verbal eg: making video calls or phone calls, and non-verbal eg: chatting, and communication nowadays, social media is used to archive memories, build reputations, market products, search for jobs, shape friendships, acquire knowledge, exploring information as well as sharing thought and ideas by creating products, blogs and so on.

Therefore, features such as text posts or comments, digital photos or videos, create user profiles are embedded in the features (Winda & nasution, 2019)

Social media is an online services that allow users to create public or semi-public profiles within a connection system; select other social network users with whom they want to be connected; and get access to users of social networks. Although social media networking sites were originally developed to keep in touch with friends and family, now they have become a dominant tool for organizations to communicate with their target audiences in the category of social media and are becoming one of the elements of intercultural communication (Bonini & Sellas, 2014).

Social media helps in identifying cultural identity and intercultural interaction concerning tourism. Intercultural communication is again under different subcategories such as intercultural conflict, relationship, and dialogue which have a huge impact on human communication. Social media is among one of the most active media for social interaction, the exchange of thoughts, and feelings, and used for sharing every bit of information in day-to-day activities. In the 21st century every increase in the use of internet access, Facebook, Twitter, and LinkedIn are becoming the most active sites of social media for sharing and passing information. Sawyer (2011) study, suggests communication done online (interactive dialogues) helps in building trust for making any kind of tourism decision. For selecting a place, climate, and culture, social media is a good medium to connect with the global within no time. (Panigrahi, 2020)

### **III. Study procedures (Methodology)**

#### **1- Methodology:**

This study is part of field quantitative descriptive studies, defining quantitative studies according to John Creswell as: "A means of testing objective theories by studying the relationship between variables. These variables can be measured, in general, on tools, so that numbered data can be analyzed using statistical procedures. the final report shall be arranged and shall contain an introduction, ethics, theory, methods, and results and those who support this type of study have assumptions about the conclusive testing of theories, the building of protection against prejudice, the control of alternative interpretations, the ability to generalize and replicate results. (Creswell, 2014)

Based on the nature and type of your qualitative quantitative study, the appropriate methodology is the "Descriptive Survey Curriculum." This curriculum aims to gather, compile, statistically process, and schedule information for results, study and measure the use of social media sites as well as intercultural communication content in these websites so that we can finally measure the behavioral impact of these intercultural contents on users' behavior of social media sites. The Survey Curriculum is a widely recognized method for studying social phenomena, enabling the collection of data and information, and is commonly used in descriptive studies such as surveys.

## **2-Data collection tools and participants:**

We designed a questionnaire that was distributed to 250 samples of young people from the University of Batna1, selected occasionally by sending an electronic questionnaire. The first sample was estimated at 300, but 50 questionnaires were excluded because they were not valid through incomplete answers.

The questionnaire consisted of three themes:

**Theme I:** Measuring the use of social media sites in the sample studied.

**Theme II:** Knowledge of intercultural communication habits and patterns through social media sites.

**Theme III:** Measuring the behavioral impact of intercultural communication on social media sites.

In designing the questionnaire on the **Likert** scale, the formats are as follows:

- 1- Strongly Disagree.
- 2- Disagree.
- 3- Neutral.
- 4- Agree.
- 5- Strongly Agree.

A series of statistical methods have been used in the analysis process:

- Arithmetic average.
- Standard deviation.
- Pearson coefficient to study the relationship between variables.
- linear regression to study the effect among variables.

## **IV. Results and Discussion:**

**Table No. 02 shows the percentage of participants using social media**

<b>Social media</b>	<b>N=250</b>	<b>Per p N</b>	<b>General percentage</b>
<b>Facebook</b>	243	29.34%	97.2%
<b>Twitter</b>	73	8.81%	29.2%
<b>TikTok</b>	198	23.91%	79.2%
<b>Youtube</b>	201	24.27%	80.4%
<b>Instagram</b>	113	13.64%	45.2%
<b>Total</b>	828	100%	/

Table 02 presents the sample's usage percentages of various social media platforms.

The findings revealed that Facebook is the most utilized social media platform among the sample participants. Specifically, 243 out of 250 respondents reported using Facebook, representing an overall proportion of 97.2%. YouTube emerged as the second most popular platform, with 201 out of 250 participants indicating its usage, equating to an estimated proportion of 80.04%. TikTok followed closely as the third most-used platform, with 198 out of 250 respondents, constituting 79.2% of the sample. Instagram ranked fourth, with an estimated usage rate of 45.2%, based on 113 out of 250 participants.

General usage ratios for these platforms, based on the sample, can be outlined as follows:

- Facebook: 29.34%
- YouTube: 24.27%
- TikTok: 23.91%
- Instagram: 13.64%
- Twitter: 8.81%

Analyzing the study's findings, it appears logical that Facebook dominates as the most popular platform within the sample and in Algeria overall. This preference can be attributed to the advantages and features offered by Facebook, along with the widespread usage and continuous engagement among Algerian users. YouTube also enjoys widespread popularity due to its vast content library, particularly in audiovisual formats, which are highly preferred by users.

Furthermore, TikTok's emergence as a significant platform is evident, showcasing innovative ways of presenting content. Statistics suggest that TikTok has the potential to surpass many established platforms in the future, given its role in disseminating engaging content.



However, Instagram and Twitter remain less popular, primarily because Instagram is relatively new and its user base is still growing, mainly among influencers, content creators, and marketers. Meanwhile, Twitter has yet to establish a significant presence in Algeria.

**Table No. 03 represents the usage habits and patterns of social media**

<b>Options</b>	<b>Mean</b>	<b>St. deviation</b>
I'm constantly accessing the contents of social media sites	<b>4.03</b>	<b>0.87</b>
I interact with the content of social media sites constantly	<b>3.73</b>	<b>0.61</b>
I'm constantly looking for the contents of cultures that differ from that of my community.	<b>3.11</b>	<b>0.74</b>
I use social media sites in different languages	<b>3.03</b>	<b>0.84</b>
I use social media every day	<b>4.23</b>	<b>0.66</b>
I've been using social media for a long time.	<b>4.04</b>	<b>0.71</b>
I use social media sites to entertain and learn	<b>4.16</b>	<b>0.73</b>

The findings from Table No. (03) about social media usage behaviors and trends within the study sample indicate that researchers exhibit consistent engagement with the contents of social media platforms. The average rating for the frequency of reading social media content was calculated to be 4.03, with a standard deviation of 0.87. Additionally, researchers reported using these platforms daily, with an average rating of 4.23 and a standard deviation of 0.66. Moreover, the average duration of usage was estimated to be 3 hours per day, as indicated by an arithmetic mean of 4.02 and a standard deviation of 0.71.

Furthermore, the study revealed that the majority of researchers utilize these platforms for entertainment, learning, and skill acquisition, with an average rating of 4.16. Moreover, their usage extends to exploring content related to other societies and cultures, with exposure to content in multiple languages, as reflected by arithmetic averages of 3.11 and 3.03, along with standard deviations of 0.74 and 0.84, respectively. Additionally, researchers indicated continuous interaction with these contents, with an average rating of 3.79 and a standard deviation of 0.61.

**Table 04 represents forms of intercultural communication in social media by the participants**

<b>Options</b>	<b>Mean</b>	<b>St. Deviation</b>
Cultural Exchange	3.26	0.76
Customs and traditions	3.89	0.73
Religions	3.12	0.80
Respect for intellectual diversity	3.11	0.63
Empathy and openness	2.03	0.79
Knowledge and science across cultures	2.63	0.81
Routine daily behavior	3.67	0.77

The findings from Table No. (04) concerning the forms of intercultural communication on social media, as observed in the sample study, reveal several noteworthy patterns.

Customs and traditions emerge as one of the most prevalent forms of intercultural content shared on social media platforms, with an average rating of 3.89 and a standard deviation of 0.73. Following closely, researchers identified routine daily behavior as the second most prevalent content, with an average rating of 3.67 and a standard deviation of 0.76. Additionally, religious and ideological content garnered attention, with an average rating of 3.12 and a standard deviation of 0.80.

Contents reflecting respect for ethnic and intellectual diversity ranked fifth, with an average rating of 3.11 and a standard deviation of 0.63. Conversely, contents related to openness, sympathy, and the acquisition of knowledge and science across cultures received lower average ratings, with scores of 2.63 and 2.03 respectively, along with standard deviations of 0.81 and 0.79.

**Table 05 represents participants' behavior through social media sites**

<b>Options</b>	<b>Mean</b>	<b>St. Deviation</b>
Imitating new habits and behaviors	3.06	0.71

Acquiring new skills	3.13	0.73
Respect for diversity in behavior, customs, and traditions	2.69	0.62
Great openness to societies	2.87	0.81
Acceptance and respect for religions	2.81	0.83
Communicating with others accepts them	3.69	0.69
Learn new languages	3.02	0.79

Interpreting the results of the table, it becomes apparent that customs and traditions, such as dietary practices, communal living arrangements, and cultural celebrations like weddings, hold significant importance in intercultural communication on social media. Moreover, the sharing of routine daily activities among individuals and families has become a prevalent trend across these platforms. Additionally, topics about cultural exchange, language learning, and mutual acceptance and respect for diversity have gained prominence.

Overall, the results align with expectations, highlighting the multifaceted nature of intercultural communication on social media and emphasizing the importance of cultural exchange and understanding in contemporary digital interactions.

**Table 04 represents the relationship between intercultural communication and participants' behavior**

Variables	consumer behavior	
Intercultural communication	Pearson correlation	0.250
	Sig	0.04
		250
	N	

Pearson's correlation coefficient was utilized to investigate the association between intercultural communication contents and the behavioral effects within the sample of 250 individuals. The study's findings revealed a statistically significant correlation between these

variables, with a Pearson correlation coefficient of 0.118 and a significance level of 0.04, indicating a positive relationship.

The implications of this study's results suggest that the impact or exposure to intercultural content on social media platforms is reflected in the actions of users within the sample. This is evidenced by the responses of the researchers and observed behaviors and practices in contemporary societies, including changes in communication patterns, language usage, attire, and other behaviors.

**Table 06 represents the impact of intercultural communication on participants' behavior**

<b>Independent Variable</b>	<b>dependent Variable</b>	<b>Leaner regression</b>	<b>Beta Value</b>	<b>Determination coefficient</b>	<b>T value</b>	<b>Sig</b>
Intercultural communication	Behavioral Impact	.443	.397	.136	.441	0.01

Linear regression analysis was employed to assess the influence of intercultural communication on the behavior of the study participants. The findings revealed a statistically significant effect between the two variables, with a determination coefficient (R-squared) 0.136. This indicates that intercultural communication accounts for 13.6% of the variance in the sample behaviors, with the remaining variance attributable to other factors. Additionally, the beta coefficient value of 0.397 is positive, indicating a positive relationship between intercultural communication and behavior.

The results of the study align with expectations, as intercultural communication has become ubiquitous in social media content. Various manifestations of intercultural exchange, such as the dissemination of customs and traditions, language learning, culinary recipes, and cultural events like weddings, are commonly observed. These contents exert some influence on user behaviors on social media platforms, albeit the magnitude of this influence is relatively modest, accounting for 13.6% of the observed behaviors.

**V. Conclusion:**

In essence, intercultural communication plays a crucial role in shaping individual, interpersonal, and societal behaviors. By promoting empathy, understanding, and collaboration across cultural boundaries, intercultural communication fosters more inclusive, harmonious, and interconnected communities. As the world becomes increasingly interconnected, the importance of intercultural communication in Through the results of the study, we noted that the content followed by participants on social media contains many manifestations of intercultural communication. The most important manifestations were cultural exchanges through the



dissemination of the contents of the customs and traditions of communities and peoples and their way of life and their actions in public and private events, as well as the dissemination of music and art culture, language learning and other forms of intercultural communication.

These contents played a significant role in the rising use of social media sites shaping behaviors and fostering cross-cultural understanding will continue to grow.

Moreover, intercultural communication enhances interpersonal relationships and collaboration in diverse settings. Individuals who possess strong intercultural communication skills are better able to build trust and rapport with colleagues, clients, and peers from different cultural backgrounds. This fosters a collaborative environment where diverse perspectives are valued, leading to more innovative solutions and improved teamwork.

In conclusion, the contents disseminated through intercultural communication on social networking sites exhibit a clear statistical correlation with participants' behaviors. This underscores the significance of intercultural communication as a primary or secondary influencer in shaping individuals' conduct. As such, further exploration of this scientific phenomenon remains a subject of research interest, warranting investigation into the variables that elucidate the intricate dynamics of intercultural communication's impact on behavior.

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