



THE EFFECT OF USING YOUTUBE ON FAMILY SILENCE -AN EXPLORATORY STUDY: "THE CITY OF HAIL CASE STUDY"

Mohammed EL Nadir Abdallah Tani, Dept of Media, Ha'il university, Ha'il, Saudi Arabia, m.abdallahtani@uoh.edu.sa

Jazaa Farhan AL Shammari, Ha'il, Saudi Arabia, jaz.alshammari@uoh.edu.sa

Arif Juma Biro Trouk, Dept of Media, Ha'il university, Ha'il, Saudi Arabia, ar.trouk@uoh.edu.sa

Nassredine Cheikh Bouhenni, Dept of Arabe, Ha'il university, Ha'il, Saudi Arabia, n.bouhenni@uoh.edu.sa

ABSTRACT: In this research ,we will address the impact on household use of YouTube Mutes, so that will come to the impact of the use of YouTube to organize and Mutes family, and in this axis tried our survey the theoretical side of the field and the subject of the study, through the methodology followed the following steps:

Among these means and applications, we find (You Tube), which is a video website, through which the user sends, evaluates, watches and comments on videos and shares them with others, leading to interactions mediatizes that increase family fragmentation and create individual behaviors and form social relationships New condensing outside. All of these indicators are disruptions that affect the lives of individuals, especially young people, and their relationship with their families by the fact that they spend most of their time using it.

They do not imagine that YouTube meets all their needs .Recent studies have shown that mass media and communication, especially the new ones, are used extensively, but we are facing a paradox when we try to drop the approach of assumptions of uses and gratifications ,as we notice that there is use but without satisfaction, given that the needs of the recipient in the third millennium have become multiple and increasing .He is constantly searching for new and more, for more, without satisfying his desires at a time when everything has become hasty. In recent years, the Saudi family has witnessed changes, including gradual and sudden, affecting its shape and the nature of relations between its members.

KEY WORD: The effect, use, Family silence, Family planning, Hail city.

I.INTRODUCTION:

The family forms the nucleus of social and economic organization, and it is the first institution par excellence in which individuals receive the value system that they must adhere to in order to guide their behavior and choices.

This process begins from childhood, when the child gets to know the value system of his community or the group to which he belongs, and becomes familiar with its standards, values, and symbols, in order to gradually guide his behavior and actions.

And this value system continues to be taught as well with the spread of the media and communication, on top of which is television and the Internet. This learning continues even among adults as the latter two will socialize their members.

In recent years, the Saudi family has witnessed changes, including gradual and sudden, affecting its shape and the nature of relations between its members.

On the one hand, these changes had to do with urban growth and industrialization. On the other hand, it was related to the exciting stages of progress achieved in the fields of communication, information technology and transportation, especially the new information and communication technology (NTIC), which is spreading widely among young people, leading to social and cultural changes.

And if the new information and communication technology encourages communication and the building of new social relationships, and even if it encourages the preservation of contact between family members by

performing the monitoring function, it has transformed the nature of relationships between family members. It also bears vows of disagreement, contributing to the emergence of new behaviors, as it has become easy and common for males and females to talk to each other without barriers or prohibitions. New information and communication technology has become an integral part of our lives, whether we like it or not; It is necessary but appears dangerous at the same time. They represent a threat to the family's balance, organization and communication channels.

II.LITERATURE REVIEW:

In fact, no n grandfathers a lot of studies on YouTube .Most of the studies related to new media and applications revolve around social sites and Facebook.

I only had three studies:

1- Daniel Y. Park, Elizabeth M. Goering, The Health-Related Uses and Gratifications of YouTube: Motive , Cognitive Involvement , Online Activity, and Sense of Empowerment, Journal of Consumer Health on the Internet, 20 (1-2), 52--70.

The results revealed specific motivations for using YouTube Relevant to health and an important relationship between variables .It also discusses the implications of how healthcare professionals use a site YouTube To connect with users on health related issues and empower them in healthcare.

2- Gary Hanson, Paul Haridakis, YouTube Users Watching and Sharing the News: A Uses and Gratifications Approach.

presents internet sites such as YouTube Important changes in method Stream video content. The results of this study found that there are different motivations that predicted viewing and sharing different types of news-related content. News viewers play in a more traditional form primarily for information reasons .The news viewers in the comedy and satirical versions of this in the first class for entertainment. Interpersonal communication motives expected sharing of news videos on YouTube .The results indicate that viewers may be motivated by a range of motivations to watch news clips on Facebook YouTube and a variety of different motives to share.

My study is distinguished from these studies as it sheds light on how YouTube affects family regulation and silence.

III.THEORETICAL FRAMEWORK AND METHODOLOGY:

The family forms the nucleus of social and economic organization, and it is the first institution par excellence in which individuals receive the value system that they must adhere to guide their behavior and choices. This process begins from childhood, when the child gets to know the value system of his community or the group to which he belongs, and becomes familiar with its standards, values, and symbols, in order to gradually guide his behavior and actions.

And this value system continues to be taught as well with the spread of the mass media and communication, chiefly television and the Internet. This learning continues even among adults, as the latter two will socialize their members.

In recent years ,the Saudi family has witnessed changes, including gradual and sudden, affecting its shape and the nature of relations between its members.

On the one hand, these changes were related to urban growth and industrialization .On the other hand, it was related to the exciting stages of progress that have been achieved in the fields of communication, information technology and transportation, especially the new information and communication technology. (NTIC)Which has become widespread among young people, leading to social and cultural changes.

If the new information and communication technology encourages communication and the building of new social relationships, and even if it encourages the preservation of contact between family members through the performance of the monitoring function, it has transformed the nature of relations between family members. It also bears vows of disagreement, contributing to the emergence of new behaviors, as it has become easy and common for males and females to talk to each other without barriers or prohibitions. New information and communication technology has become an integral part of our lives, whether we like it or not; It is necessary but appears dangerous at the same time. They represent a threat to the family's balance, organization and communication channels.

Among these means and applications, we find YouTube (You Tube) Which is a video website, through which the user submits, rates, watches and comments on videos and shares them with others, leading to media effects. (interactions mediatizes) Increase the fragmentation of the family and the creation of individual behaviors and the formation of new social relationships that condense outside it. All of these indicators are disruptions that affect the lives of individuals, especially young people, and their relationship with their families by the fact that they spend most of their time using it.

Even eating times that were usually the only moments when family members met are in danger of disappearing.

Definition of the Study Concepts:

From time immemorial, concepts have played a great role in the scientific field, whatever the field of research, whether it is related to the field of natural sciences or the field of human sciences.

It is a concept that is defined by extrapolation. It is "not established by experience: it is constructed by abstract inference (...) through a general theory or model (paradigm)".

This is the case with concepts known in the field of sociology, such as the following: class struggle, alienation, and job. These concepts have known theoretical frameworks.

The isolated procedural or practical concept: (isolated operative concept)

The second form that the concept takes is the procedural form, meaning "a concept that is constructed empirically from direct observations or information gathered by others".

The procedural or practical concept represents a link between the abstract systemic concept, as an idea, as a general conception of the subject, and the less abstract aspect of this concept. How is it determined?

This is done based on the exploratory study stage when approaching the research community and making various readings.

It is a conception of the concept for the researcher, who determines when he poses to himself the next question: What is my personal definition of this concept? What do I think of him?

In our study, we relied on the following concepts, defining their procedural aspect:

Communication - uptake - uses - effect - family planning - motivation - social bond

- **Communication** procedurally means the exchange of certain messages between at least two parties, using certain means of communication.

As for the **turnout**, it means the commitment to follow written, audio, or audiovisual content.

In my studies, it means choosing to follow YouTube from the sample members and continuing with it.

The **uses** are a number of daily practices that show how to use YouTube times period and place of use.

The origin of the concept of procedural **influence** which meant by the change that occurs due to the use of USB T - yup, on the emotional, emotional and behavioral level.

- As for **family planning**, I used this concept to mean the set of controls and rules that are set up within each family that define the tasks, rights and duties of each individual in it.

- As for **the social bond**, it is the sum of the relationships that bind the members of one family through a set of interactions that link them.
- Finally, procedural **stimulation** means a directed force that moves the recipient's behavior in a specific direction, in order to achieve a specific goal.

- **Curriculum used:**

used **the social survey method .Curriculum** (method) It is" a concrete position on a topic. Here, we find it dictating concrete ways of conceiving and organizing the research. (... It is also) linked to the attempt to explain and is somewhat related to a philosophical perception and can influence the research stages. (... Add to that) that the approach is linked. In a special field and it contains its own method of work, which is a set of prepared processes that work together to reach the achievement of several goals, a set of principles for each organized research (...) an action plan to achieve an end

When the researcher chooses the curriculum or approaches that he thinks are suitable for his study, he actually chooses a set of organized processes that will enable him to reach the goal he wants to achieve, through visualizing the way in which he will conduct his work .Regulation is a prerequisite in all the different scientific fields, as it requires precise procedures, consecutive and overlapping integrated methodological steps, so that no one of them can be dispensed with .In addition, it specifies concrete methods and procedures for the perception and work of the researcher.

The researcher defines the approach that he will use to clarify the way he will follow to address his topic, determining how to do that to reach knowledge and understanding of reality as a "general strategy that the researcher uses to explain or understand a phenomenon ".

The social survey method is concerned with collecting data, analyzing and interpreting current phenomena .This approach applies to large research communities .However, it can be used in the case of very small groups.

To do this, it provides a variety of data collection techniques .We specifically used **the Analytical Survey** (analytical survey) Which tries to uncover the reasons behind the studied phenomena, especially when testing the underlying relationships between the variables, answering the question: Why?

Study tool:

A NA **interview** technique was used to gather information from the field .Known in Anglo -Saxon terms: Interview .The interview is a straightforward technique that enables the researcher to collect data directly from the field by asking a group of questions to a group of respondents in an organized manner .Its tool is **an interview chart or guide***) ._(interview guide

It represents an "interaction situation that the researcher stimulates in order to obtain a set of data. On the one hand, the respondent presents his perception of the phenomenon studied. On the other hand, the researcher tries to facilitate the researcher's speech ".

So, the interview requires that there be two parties: one is the interviewee who will present his view of the issue at hand, and the second is the researcher who will try to collect information on the topic by asking a group of questions, a meeting in which the interaction takes place on this basis .However, what type of data are collected ?Is it quantitative or qualitative ?Why this choice ?Then what is its purpose?

The data collected will be qualitative rather than quantitative, extracted from the respondents 'speech in order to understand their feelings, beliefs, experiences and opinions about the studied phenomenon, matters that cannot be perceived through observation or even a questionnaire .In order for the researcher to finally determine if the interview is the appropriate tool for collecting data to understand the phenomenon studied, he must ask the following two questions:

- A- "Does he care about the meaning that people give to a special experience?"
- B-Can we extract an in-depth understanding of the phenomenon()

* * See Appendix No. 02

And we have relied in our study specifically on the **group interview** known in English as **:focus group** Which is done collectively, bypassing the familiar bilateral relationship, which includes the researcher and one respondent only .This technique is more prevalent in the Anglo-Saxon countries].²

It is a form of interview that is done to "verify the truthfulness of the information provided by the individual through the reaction of other individuals where the researcher focuses his attention not on the speaker but on the reactions of others".The aim of it is to analyze social processes by gathering information collectively .This interview requires on the part of the researcher "a wit so that he must be alert to the reactions of ten people at the same time ,".and sometimes the number of respondents is slightly less .The important thing is that this type of interview is adopted with the aim of identifying some common characteristics such as motivation and expectations.

The group interview usually brings together people with "the same characteristics: same problem, same affiliation ,".sharing the same experience .Group interviews can be conducted in their "normal" setting, meaning when their members know each other ;So we are talking about **a normal group**(natural group)Or in an "artificial" context, meaning when group interviews are conducted with people who stay with each other for a period of time and do not know each other ;So we are talking about **an artificial group**) .(artificial group

However, even in the first case, that is, the condition of the natural group, "the situation will look strange".

Research Objectives:

1. Description of the general shape (profile)For YouTube use at a family level
2. Determine the positive and negative effects of YouTube
3. Determine the positive and negative effects that result from the use of YouTube that lead to the formation and dismantling of social relations.

Statement of the Problem:

Q n tried in this study to answer the following:

How does YouTube affect family planning?

Research Questions:

To answer this main question, a set of sub-questions have been included, as follows:

RQ1: Why is YouTube used?

RQ2: -Who is the most popular on YouTube?

RQ3: Does YouTube stimulate communication between family members?

RQ4: -Does YouTube affect family planning?

Assumptions: The hypothesis

* he did not know the meeting informed the French collective interview technique only thanks to the work of Alain Touraine That mainly focused on small groups

* Group interview is practiced with people who know each other or are strangers to each other .In the latter case we are talking about an artificial group.

The hypothesis is a tentative answer to the research question .The hypothesis enables us to direct our research and our tools towards a specific research angle, on which concepts are determined .A hypothesis is confirmed by using observation*.

Accordingly, we formulated the following hypothesis:

The more the use of YouTube increases youtube The higher the degree of disintegration of the organization and the family of the family Mutes Saudi Arabia - City Hail Nmozja.-

Which we will divide into the following axes:

hyp1: YouTube is used for entertainment and entertainment

hyp2:Males are more popular on YouTube

hyp3:YouTube stimulates communication between family members

hyp4:YouTube leads to the disintegration of family planning

- **Research community, sampling:**

Before going into the field, the researcher should think about how to collect the data he needs, by asking the following questions:

- What is the research community from which the information will be collected?
- What are its advantages?
- How will a sample be extracted from it to focus the study on?

Some may confuse the research community and the sample, which do not mean the same thing .So the research community is the sum total of the elements that we want to study .And in general, their number is large .Therefore, we resort to the study shedding light on a part of it called the sample .The latter is determined after performing a set of operations that enable us to systematically and accurately define them, which are called inspection.

Research community: (population)

A **research community** is defined as "the group of individuals or elements that have common characteristics and that the researcher is interested in[]".

The research community includes individuals or elements that have shared features that make them belong to a research community, different from other research societies that collect individuals or elements with other characteristics .What determines the choice of the research community is the nature of the data that the researcher wants to collect .The elements of the research community are determined according to the characteristics and characteristics of the target research community, as well as according to the nature of the data to be collected: are they quantitative or qualitative data?

In our study, our research population was represented in a group of households, to look at how YouTube affected family mute.

- **Preview:(sampling)**

As for **sampling** ,it is "a set of processes that allow the selection of a subset of the research population in order to form a sample()." "

It is a process that enables the researcher to pass from the research community to the sample .Therefore, do not do without this stage.

There are two types of sampling, and under each type there are three categories.

* In the humanities, this also means going into the field and checking the formulated hypotheses

A-Probability Sampling:(probabilistic sampling)

We resort to **probabilistic sampling** when we want to obtain a representative sample of the research population .This process requires "that all elements of the research community have an equal (and thus known) likelihood to be selected[]".

How is this selection done?

This is done by chance within the research community, but in three ways, according to the characteristics of the intended research community: simple random probability sampling, stratified probability sampling, and cluster probability sampling.

B- Non-probability sampling:(non-probability sampling)

In the non-probability sampling type, the withdrawal procedure differs from the probability sampling type .Here the researcher does not search for a representation of the sample, and the research mainly falls within the qualitative research .The researcher does not need the base of the research community to withdraw his sample which is not randomly extracted as is the case for probability sampling .This type of sampling is used when it is impossible to reach the base of the research community, or because the researcher does not have sufficient time.

They are divided into three categories: non-probability accidental sampling, typical non-probability sampling, and quota non-probability sampling.]["

- **the sample:**(sample)

The sample is" a group of cases or elements chosen by a larger group .["In our study, we collected data from two samples.

In the case of research that requires the collection of quantitative data (through distributed forms), a group of sufficient information that is of a quantitative type must be gathered in order to compare them.

Here, it suffices to divide 50 questionnaires into each category, where each category represents one of the two genders: males and females, meaning that the first sample will contain 100 items .This is for the first sample.

As for the second sample, we collected qualitative data (by doing interviews with the respondents .(When it became clear to us that the information gathered was sufficient on the topic we were about to research, we stopped questioning other elements of the research community.

This is what is called in the methodology the **saturation of information sources** (Saturation of the sources) ,**In the** sense that, by "repeated property information up researcher in qualitative research, to a sufficient number of elements to create an appointed["].This process takes shape when it becomes evident to the researcher that he has collected sufficient qualitative data on the subject in which he is researching, then he will cease to question other elements of the research community .That is, he will stop conducting interviews when he realizes that adding another interview will not help and will not add important information to the analysis.

This represents a difficult problem for the novice researcher, as when choosing an interview as a basic technique for collecting data, he wonders about its number, meaning, when should he stop conducting interviews ?What must be known is that this question is related to the nature of the answer to the next question: "To what extent an additional interview analysis will represent a semantic contribution of information and knowledge["]?"

The choice of an appropriate time to pause is subject to the logic of saturation with sources .However, saturation with sources is subject to a special criterion, and even asking about the number of interviews is considered a "wrong question["] ..

* For more details on the types and categories of previews, see: Maurice Ingres, op. cit

The type of interview (focus, semi-directed, or directed) imposes itself in terms of the nature of the questions and their number and also the number of interviews. Each form of interviews has a specific logic, scientific benefit, and special goals to be achieved, which render this question irrelevant and does not contribute to the technical level. Matters get more complicated when we deal with focus interviews that require a long time with each researcher and a great effort on the part of the researcher to collect discourses that will enable him to understand the implicit meanings of the social processes that they contain. It is not based on pre-prepared questions, but on some broad lines or points that will guide the course of the interview on the part of the researcher by focusing on the two dimensions: social and historical, and on distinguishing each interview from another, giving each one of them that characteristic, as the interviews are lengthy and frequent. Which does not make multiple interviews a primary goal. Its content differs from the other two types of interview; It is a point of view, a distinct and unique perception, a situation in itself, and it does not require a large number of them because it does not primarily target a large number of individuals. Conversely, a guided interview enables the grouping of a certain number of interviews while respecting the question hierarchy, question by question. And since the interview guide is prepared in advance, the researcher in it will be committed to respecting that hierarchy.

Hence, the quality of the collected material varies from one species to another. The data collected are of a qualitative nature, and as such they are qualitative aimed at understanding social processes and not collecting quantitative data and comparing them. What happens at some point when the researcher conducts a number of interviews?

After carrying out a specific set of interviews, the researcher will begin to "learn less." Thus, "the criterion of the number of interviews does not matter just as it is important to link some work to the interview and field investigation".

Since the goal of the interview is to get data how and not quantity, is extracted from the letter of the respondents in order to understand their feelings, beliefs and experiences about the phenomenon studied, things cannot be recognized through observation or form, they carry out a large number of them is not a rigorous methodology, on the contrary of that

By doing so, I will do a number of group interviews with a sample of families (with parents and their children) (Which may reach 12 families living in the city of Hail.

The theoretical approach adopted:

the theory (theory) Not just a definition; It is a complex link between certain concepts, through a set of suggestions to understand the phenomenon, which are related to each other.

Theory is the explanatory framework for any scientific work. When interpreting the results, there must be a theoretical pole, which appears as an urgent necessity and as the basis for any scientific explanation, as I cite again what he said Bunge In this context: "When there is no theory there is no science".

The theory is of great importance in defining the hermeneutical framework of the phenomenon as "a pattern for building the subject of scientific knowledge, which is a prerequisite for breaking with non-scientific interpretations of the social." Where he was able to interpret phenomena (both natural and human) in a scientific way, thus breaking with tribal interpretations that are not based on any scientific support.

Here is the theoretical system that "guarantees a more justified interpretation of social phenomena." Which the researcher tries to unveil, as a strong justification.

At this level, the interpretation reaches what it seeks to reveal the links between the various components of the phenomenon. Without a theoretical framework, an objective scientific interpretation of the phenomenon cannot be reached.

Thus, it proposes an interpretation of reality, by defining a set of terms that clarify the relationship between the components of the phenomenon in order to predict it whenever conditions are available, such as the law of supply and demand, where we go to say that there is a balance between supply and demand if all the necessary reasons for the occurrence of this phenomenon are equal. Thus, it is possible to predict the phenomenon under study.

The researcher also managed to **break the epistemology** (epistemological break) With common sense, what were general ideas and prejudices before the theory was used as an interpretive framework for human phenomena.

Science, whatever its field of research, aims to make phenomena "understandable on the basis of meaning". (meaning)Subscriber [1]. This meaning emerges through the tangible reality that is perceived through a certain theoretical reference that will carry out the process of "decoding" this observed reality.

In carrying out scientific inquiry, a distance must be taken with automatic knowledge and preconceptions, and this will not come about as it confirms it Norbert Elias Except through the "method of posing problems and building theories [1]."

In its scientific course, theory is able to make an epistemological break with preconceived ideas and common sense, through a set of concepts and relationships between phenomena in a scientific language that has its own rules and regulations. The researcher must adopt a theory or theories suitable for his study as an explanatory reference that performs the function of interpreting the findings reached and giving them a strict justifying framework.

Accordingly, I have adopted an approach to **uses, gratifications**, and receptivity studies.

Stream of Uses and Benefits:

The term "job" is used in sociology by functionalists through the satisfaction that the public feels when its psychological and social needs are met. Then, functional sociology opened up to ethnological studies of receiving and seeing through a stream known as **uses and gratifications**. (uses and gratifications).

This entry developed in the seventies of the last century, drawing its ideas from the first studies he carried out Lazarsfeld And a group of researchers who drew attention to the limited role of the media and communication. It was a reaction to the studies that attached the utmost importance to the influence of the media and communication on their users, giving the public a positive character.

This perspective is concerned with "the nature of the participating audience and the gratifications that are met by exposure to television, with the strength of mediator stimuli as psychological and social characteristics influence this use, and behaviors develop as a result of the influence of stimuli and traits together [1]."

The latter is not considered from this perspective as a passive audience. Rather, he consciously selects the media and communication to which he is exposed and also the content of the messages because in reality it meets his psychological and social needs. In this sense, "media consumption is not based on the idea of the influence that the mass media has, but rather on the basis of choice [1]."

Both are considered Katz And Blumler And Gurevitch One of the most prominent representatives of this theoretical trend.

The masses are viewed first of all as "social actors with memory and critical capacities who should be given freedom of choice, and not as passive recipients in a manner imposed on them [1]."

Five main motivations for use of the media were suggested: "cognitive and emotional needs, integrative needs of each individual, integrative social needs and de-stress needs [1]."

The public accepts the contents of the various media and communications, based on **incentives**) (motivations of his own, it makes him choose this medium over the other and this message over the other. Hence, his uses of the media are based on these stimuli of a psychological and social nature.

Receipt studies:

Receptivity studies appeared in a special cultural and economic context, to overcome some of the methodological obstacles identified by literary studies. Critical currents, such as

structuralism ,phenomenological ,and formalism , have contributed to crystallizing studies of receptivity, and interest in the text shifted to its reader or recipient, so that interest in the field of receiving literary works moved to new fields of research, and focus on the next question: What does the audience do with the works (artistic and cultural) to which they are exposed?

Currently, reception studies in the field of information and communication sciences focus on the functioning of mass media and communication and the behavior of their users where the communication process is complex .It also highlights the relationship between the source of the message and the moment it is received by the recipient in an interactive space with his social and cultural surroundings.

What matters to the study of receptivity is not only what the texts suggest, more than that it is concerned with "the functioning of the discourses that result from them in the social world. We are no longer looking for what texts say, but what" people "perceive about them, what they do with it, what is the consequence of that, and even What are you going to push them to do[]" ?

Current receptivity studies shed light on analyzing the impacts of the technological revolution on today's societies.

It draws its concepts and methodology from different disciplines so that its approach to the studied phenomena is **interdisciplinary** , meaning that different scientific disciplines contribute to the same treated topic jointly, so that it is at the crossroads between "studies on interactivity on the one hand (...) and pragmatism on the other hand". ...), and in the end with semiotics[" " .

She benefited from each specialty according to the needs of the analysis .On the one hand, it benefited from studies on interactivity in that the basis of every gathering between individuals is in order to communicate and understand what their behavior is while in a state of communicative exchange .All communication takes place through the exchange of codes .Receptivity studies have also benefited from pragmatism in terms of searching for the meaning of statements . It also benefited from semiology in terms of searching for the significance of various media messages as indicative formats by searching for their deep and hidden meaning. It is no longer concerned with duality: the audience's relationship with the message and how it interacts with it, but also what matters to it is the social context of the recipient .The audience is an active and not passive actor as it reconstructs and reshapes the text, in a partnership relationship with it .As for the message, it is the content broadcasted or published by the various media and communication media, which requires resolving the codes in it .As for the social context, it is that framework surrounding the recipient, which is represented by the conditions of exposure, tribal experiences, identity and culture, and the value system that he adopts, which will inevitably affect how he receives .This is on the one hand .On the other hand, it concerns the sender's social context, with all the ideological background he adopts and which he guides through the messages he produces ;It is a symbolic space that guides the value system for both parties: the sender and the recipient, with all the representations ,values, ideology and ideas it bears.

The exploratory study is of the utmost importance in the field of the humanities .This stage includes "reading processes, exploratory interviews, and some complementary exploratory methods[" ."

Of great importance in the classical research model of deduction ;It precedes field work in and of itself: through which the adopted technique (or techniques) is tested by modifying its content, bringing the researcher closer to his research sample, defining the problematic, questions and hypotheses more precisely, as well as the basic concepts and variables .The researcher will also be able to get acquainted with previous studies.

Finally, this stage enables him to abandon false postulates.

Download us at this stage by dividing the group of forms on the respondents to consider that answered all the questions .We also conducted a series of interviews with some young people to look at how they were affected by YouTube, which prompted me to reformulate the problem and define more precisely the variables that control the phenomenon studied.

He did not choose the two techniques: the questionnaire and the interview in an arbitrary manner, but rather for systematic procedures related to the limitations of the questionnaire technique that showed us at this stage that it would not fulfill the purpose, which prompted me to employ the interview in a second stage [33-41].

In the first stage of the field study, I decided to conduct a quantitative study by dividing forms on a sample of respondents ,then scrutinizing some important angles in the study by collecting qualitative information when conducting interviews with another sample of respondents.

Thus, the sample of the research that the study will focus on was precisely defined, which enabled me to avoid other elements that have nothing to do with the topic being addressed. In it, I also conducted preliminary studies that are related to the topic, directly or indirectly. I also identified previous studies that were of the utmost importance to the evolution of the study.

Accordingly, I will present the results of the pilot study.

YouTube follow-up patterns:

What is meant by YouTube follow-up patterns and habits are those times when recipients are exposed to publicity, whether on television or via the Internet, the hourly volume they spend and the frequency of exposure to it, their reactions while watching YouTube, and other YouTube follow-up patterns that give us a clear picture of the patterns of interaction with the form and content of these messages, regardless of the different recipients and their different centers of interest and preferences, which have an impact on determining the reasons for following them and how they are affected by them, which will inevitably be reflected in their interpretations of it.

You will see patterns and habits of following YouTube through the following axes.

Before starting to present the results of the prospective study, it is necessary to start presenting the characteristics of the survey sample].

IV.RESULTS:

General data about the audience:

These characteristics represent a data base that includes general information about the target audience in the survey study, and defines its features that would guide the respondents' answers.

Table 1: General data on the audience

The ratio(%)	Total		Sex				Sex
	Repetition	The ratio(%)	Males		Females		Age
			Repetition	The ratio(%)	Repetition	The ratio(%)	
47	47	19	19	28	28	15-17	
53	53	25	25	28	28	22-18	
100	100	44	44	56	65	Total	

Source: Own processing

Divided the forms on the sample ranged from the age of the subjects in which between 15 and 22 years old. The largest percentage was recorded, represented by 53% of those in the age group between 18 and 22 years. Whereas, 47% of the respondents were in the age group 15-17 years.

It is also clear to us through this table that the percentage of males is 50% equal to the percentage of females 50%, due to the choice of the sex variable as the main variable in the study. I deliberately chose equally the same percentage of females and the same percentage of males so that the results of the comparison are representative and valid.

Follow Youtube:

* See Appendix 01 to the question document for the form.

Table 2: YouTube follow-up

Total		Sex				Sex
The ratio(%)	Repetition	Males		Females		Follow-up
		The ratio(%)	Repetition	The ratio(%)	Repetition	
97	97	43	43	54	54	Yeah
3	3	1	1	2	2	No
100	100	44	44	56	56	Total

Source: Own processing

It can be seen from the above table that most of the respondents are represented by 97% who follow YouTube, divided between 54% of females and 43% of males.

- Beginning of following YouTube:

Table 3: Beginning of YouTube follow-up

Total		Sex				Sex
The ratio(%)	Repetition	Males		Females		Start following YouTube
		The ratio(%)	Repetition	The ratio(%)	Repetition	
22	22	10	10	12	12	less than one year
32	32	12	12	20	20	One year ago
46	46	22	22	24	24	More than a year
100	100	44	44	56	56	Total

Source: Own processing

By reading the above table, it is clear to us that most of the respondents are represented by 46% who started following YouTube more than a year ago.

It is followed by 32% of the respondents who started following YouTube one year ago .Then it is followed by 22% of the respondents who did not start following it until less than a year ago.

- YouTube viewing screen:

Table 4: The YouTube Watch Screen

Total		Sex				Sex
The ratio(%)	Repetition	Males		Females		the screen
		The ratio(%)	Repetition	The ratio(%)	Repetition	
70	70	23	23	47	47	Mobile phone
3	3	2	2	1	1	computer
3	3	0	0	3	3	Electronic board

20	20	17	17	3	3	Mobile phone and computer
4	4	2	2	2	2	Mobile phone, computer, and tablet together
100	100	44	44	56	56	Total

Source: Own processing

It is clear from this table that most of the respondents are represented by 70% who follow YouTube via mobile phones, distributed between 47% for females and 23% for males .Due to the individualism that has begun to penetrate into the Saudi society as a result of cultural globalization, which is gradually imposing certain patterns of globalized behaviors ,and by the new communication technologies that allow the individual to receive communication messages from every side by simply clicking on a button, and by minimizing communication devices, it has become possible through The mobile phone. Get all the news and do many jobs, including accessing the Internet.

Then it is followed by 20% of the respondents who follow YouTube via mobile phone and computer at the same time .Indeed, the multiplicity of the pillars connected to the Internet - the computer and the mobile phone]_* [The electronic board and the smart watch in the digital world indicates a diversity of uses, patterns of thinking and perceptions, as we find most of the respondents use the Internet via mobile phone as an effective simple and small-sized method that takes the place of the computer with all the services it provides, which generates a feeling of permanent connection with the outside world in all What he proposes in terms of representations ,services, goods, and new ways of living and thinking, through a small-sized tool that has the amazing ability to connect him with it.

Then it is followed by 4% of the respondents who access YouTube via a mobile phone, a computer, and a tablet at the same time .The multiplicity of screens has created a " communication obsession " as the individual finds himself driven to use all the screens available to him, for no reason other than to be connected with the outside world by default.

Then it recorded the same percentage of 3% of those who follow YouTube via the computer and even the electronic tablet .This small percentage can be explained by the fact that not everyone can own a computer and a tablet at the same time, while it is easier to own a mobile phone.

-YouTube use frequency:

Table 5: Frequency of YouTube use

The ratio(%)	Repetition	Sex				Sex The pace
		Males		Females		
		The ratio(%)	Repetition	The ratio(%)	Repetition	
35	35	22	22	13	13	continuously
46	46	17	17	29	29	in interrupted form
19	19	5	5	14	14	Scarcely
0	0	0	0	0	0	Without an answer
100	100	44	44	56	56	Total

Source: Own processing

It is clear from the above table that most of the respondents are represented by 46% who follow YouTube

* mobile ,Mobile, cellular, mobile or mobile.

Frequently, it was distributed between 29% for females and 7% for males .This can be explained by the fact that they are in this period of schooling ,and they do not have time to follow it regularly.

While it registered 35% of the respondents who follow YouTube continuously .Finally, 19% of those who hardly follow YouTube scored.

- YouTube hours per day:

Table 6: YouTube hours per day

Total		Sex				Sex The number of hours
The ratio(%)	Repetition	Males		Females		
		The ratio(%)	Repetition	The ratio(%)	Repetition	
19	19	9	9	10	10	hour
32	32	14	14	18	18	Two hours
49	49	21	21	28	28	More than two hours
0	0	0	0	0	0	Without an answer
100	100	50	44	56	56	Total

Source: Own processing

It is clear to us through this table that most of the respondents are represented by 49% who follow YouTube more than two hours a day, divided into 28% of females and 21% of males, and this hinders the course of academic achievement for a teenager or young man, especially if his follow-up is for the purpose of entertainment and spending Time is nothing but.

Studies have shown a new type of addiction, which is Internet addiction, which makes the recipient away from social life and tends to isolate in the light of multiple media and communication, especially digital ones, which stimulate the creation of individual behaviors that have no place for the group in it.

Then, 32% of the respondents who follow YouTube for a period not exceeding one hour per day registered .Finally, 19% of the respondents reported that they do not spend more than an hour in front of their screens (or their screens watching YouTube.)

This percentage may be explained either due to the absence of the Internet continuously in the place of watching YouTube, or simply because specifying "less than an hour" does not mean that this is accurate with all that accuracy ;We know that when a person starts watching a YouTube, he "suggests" it, but I believe that he "imposes" on him without realizing the traffic to another and another and another YouTube indefinitely ... and time passes at a tremendous speed.

- Favorite period for watching YouTube:

Table 7: The preferred period for watching YouTube

Total		Sex				Sex Period
The ratio(%)	Repetition	Males		Females		
		The ratio(%)	Repetition	The ratio(%)	Repetition	
8	8	2	2	6	6	Subaiha

24	24	14	14	10	10	Noon
68	68	28	28	40	40	Evening
0	0	0	0	0	0	Without an answer
100	100	44	44	56	56	Total

Source: Own processing

Through this table, we can see that most of the respondents are represented by 68% who follow YouTube in the evening, divided between 40% for females and 28% for males.

Indeed, studies have indicated that the most intense viewing period is in the evening, where the individual is at home and finishes his professional or academic duties, and a period of relaxation begins that the recipient spends following his favorite programs.

Then 24% of the respondents who follow YouTube during the afternoon, specifically from twelve to the afternoon before the second, because it is a period of rest during which they will subsequently have to join their educational institutions.

Finally, 8% of those who prefer to follow it during the Sabiha period were recorded, divided between 6% for females and only 2% for males .This percentage may explain that girls are more able to get up early, or because they have to rise earlier than males because of the possibility of a large flow of the Internet where they can follow YouTube.

- Youtube sharing:

Table 8: YouTube sharing

Total		Sex				Sex The pace
The ratio(%)	Repetition	Males		Females		
		The ratio(%)	Repetition	The ratio(%)	Repetition	
46	46	26	26	20	20	Friend
8	8	4	4	4	4	Brother, sister
6	6	4	4	2	2	Mother / Father
40	40	10	10	30	30	Without an answer
100	100	44	44	56	56	Total

Source: Own processing

Regarding the question of individuals with whom the respondent shares what he saw on YouTube, most of the respondents ,represented by 46%, distributed between 26% for males and 20% for females, that they share the YouTube content viewed with friends, each sex with members of his gender.

With the diversity of the new means of communication from a smart mobile phone with all the applications that can be made and other pillars of the Internet, opportunities for communication and the sharing of various contents and forms of communication have become among the daily practices of the recipients, especially among young people.

And the sharing of communicative contents is directly through oral communication with others without media, or through media .Indeed, the emergence of social networks for communication has had an impact on the use of the Internet, through which it is possible to share several contents with other recipients with whom the sender is in contact ;It is possible to share pictures, videos, music, or any text, whatever its content, due to the multiplicity of pillars connected to the Internet from a computer ,mobile phone , electronic tablet or smart watch, which led to real-time access to information at any time when the recipient is in contact with others.

In recent times, "more intense and more persistent participation" has been observed .[1].The recipient is no longer a negative future, but has even turned into a sender at the same time through his participation in radio and television programs, especially those that are broadcast live and in dialogue via social networks .Thus ,new communication behaviors have been created through dialogue and participation in dialogues and in the publication of pictures, videos and data with different content that can be shared with "friends", which activates interaction between recipients, whether they already know each other or not.

While 8% of the respondents reported that they share YouTube contents with brothers.

Finally, 6% of the respondents reported that they share YouTube content with their parents.

As for the high percentage recorded in the "no answer" column, which is represented by 40%, it can be explained that the respondents do not share the YouTube content that they view, and only watch it.

In light of the multiple media and communication, especially the digital ones, which stimulate the creation of individual behaviors ,the group has no place in it.

However, with the multiplicity of screens, the opportunity to meet, especially to be in the same room, has become an exception, especially in the stage of adolescence and beyond, where it has determined in one way or another the nature of the interaction between the recipient and the rest of his family, as the tendency to isolation and to be in a space of his own makes him feel independent and not needed In addition to being with others, a situation reinforced by the multiplicity of screens that are based on the Internet, which resulted in individual behaviors that eliminate from its "agenda" every group gathering and all forms of communication usual not so long ago.

Has foretold Jean-Louis Messikain his book: The End of Television, published in 2006, the Internet will be the dominant media .He was right in that, and he explained to us in his book how television will "end" while we are in the era of "excessive choices" in all its manifestations, which changed the practices of the recipients and changed their relationship with the screen and its contents.

The Internet has given the recipient more freedom by making him feel that he is freed from the time allotted for a TV program .It enables him to watch it or even re-watch it whenever he wants and wherever he is, and makes him feel a kind of liberation and control over time and place and the ability to control the multiple screens that surround him .In doing so, the Internet creates new practices ,reshaping the family space and social relationships.

As a result of the globalization process, ideas, images and consumer models flow from the developed world to the Arab world with all its perceptions and patterns of life.

2- Reasons for the popularity of YouTube:

Certainly, whenever there is a specific invention, it makes the public interact with it for several factors .We know today, with recent studies in the field of reception, that there is no audience but rather audiences, each of which has its own characteristics, characteristics, and reasons that define it according to which a certain media contact is received, and even the same recipient may or may not be affected by different media messages, depending on specific communication contexts and stakes.

And identifying the causes is actually identifying the recipient's motivations, what makes him accept a particular media contact .With incentives, needs turn into goals, into an action plan.

And motivation is through needs that the recipient would like to meet, to push him to think and act in a certain way, in a certain direction.

In this topic, we will discuss the motives that make a young recipient accept YouTube.

-Reasons to use YouTube:

Table 9 : Reasons for using YouTube

The ratio(%)	Repetition	Sex				Sex the reasons
		Males		Females		
		The ratio(%)	Repetition	The ratio(%)	Repetition	
52	52	20	20	32	32	For easy viewing
30	30	14	14	16	16	
15th	15th	8	8	7	7	The possibility of documenting events
3	3	2	2	1	1	The ability to watch multiple times
100	100	44	44	56	56	else
						Total

Source: Own processing

Most of the respondents %52 ,of whom are representatives, say that they use YouTube due to its ease of viewing, and are divided between 32% for females and 20% for males.

Accessing a particular YouTube does not require acquiring knowledge of automated media at all .Simply clicking on the box designated for YouTube on any substrate that was connected to the Internet makes the recipient navigate the world of videos and dive into it forever.

Whereas ,respondents respond by 30% that they read YouTube to enable it to document the events that are important to its users, according to the preferences of each one of them, as they can be viewed again whenever necessary.

Then, 15% of the respondents reported that they use YouTube due to the possibility of viewing it several times .YouTube, which brings the recipient's attention, makes him re-watch it over and over without getting bored, and this is confirmed by the results of the following schedule.

- Re-watch YouTube:

Table 10: Re-watching YouTube

The ratio(%)	Repetition	Sex				Sex Return watching
		Males		Females		
		The ratio(%)	Repetition	The ratio(%)	Repetition	
73	73	36	36	37	37	Yeah
27	27	8	8	19	19	No
100	100	44	44	56	56	Total

Source: Own processing

Most of the respondents combined representatives with 73% that they re-watch the YouTube they watched before, with a banana between 37% for females and 36% for males .In a while it should be 27% of the respondents that they do not re - watch it.

- Reasons for re-watching YouTube:

Table 11: Reasons for re-watching YouTube

Total	Sex		Sex
	Males	Females	

The ratio(%)	Repetition	The ratio(%)	Repetition	The ratio(%)	Repetition	the reasons
50	50	18	18	32	32	Because you like it
32	32	20	20	12	12	To pass the time
10	10	2	2	8	8	else
8	8	4	4	4	4	Without an answer
100	100	44	44	56	56	Total

Source: Own processing

Regarding the reasons for re-watching YouTube, most of the respondents answer %50 of the respondents , divided between 32% for females and 18% for males, that this is due to the fact that YouTube has won their admiration, to the point that they re-watch it once or again.

While 32% of those who answered recorded that they re-watch YouTube to pass the time ;The follow-up of the various contents and forms of communication is for the purpose of entertainment and self-entertainment, in new narrow spaces that never provide an opportunity for contact with family members.

Then 10% of those who answered recorded that they watch YouTube at the same time to pass the time and because YouTube liked them.

- Reasons to watch YouTube:

Table 12: Reasons for watching YouTube

The ratio(%)	Repetition	Sex				Sex the reasons
		Males		Females		
		The ratio(%)	Repetition	The ratio(%)	Repetition	
8	8	2	2	6	6	To pass the time
66	66	34	34	32	32	For entertainment (entertainment for the self)
20	20	6	6	14	14	Due to the short duration of the video
6	6	2	2	4	4	else
100	100	44	44	56	56	Total

Source: Own processing

As for the motives that make the recipient accept on YouTube, most of the respondents ,represented by 66% and distributed among 34% of males and 32% of females , replied that they do so out of entertainment only .How not when we are dealing with the category of adolescents and young people who are constantly looking for a breather for them after a day spent in the study departments.

While 20% of the respondents who answered that they accept YouTube due to the short video duration .Indeed, the short duration of the video is among the most prominent features of YouTube, which is considered an advantage given that we live in an era of speed: we shorten time and place on the Internet ,shorten the times of preparing food and cleaning the house, and shorten the dress ... in the name of fashion and modernity.

Finally, 8% of those who answered recorded that they watch YouTube again for the purpose of passing the time.

Finally, 6% of the respondents who answered that they accept YouTube in order to pass the time and to have fun, and because of the short duration of the video.

- Elements that bring in YouTube:

Table 13: Elements fetched in YouTube

Total		Sex				Sex Elements
The ratio(%)	Repetition	Males		Females		
		The ratio(%)	Repetition	The ratio(%)	Repetition	
7	7	3	3	4	4	Image
70	70	30	30	40	40	YouTube content
18	18	8	8	10	10	Image and content
5	5	3	3	2	2	else
100	100	44	44	56	56	Total

Source: Own processing

It is evident from the above table that most of the respondents are represented by 70% and distributed between 40% for females and 30% for males, that what brings them the most in YouTube is its content more than something else.

This assures us that the adolescent and young recipient is not a passive recipient. The recipient is no longer seen as a passive individual without the needs and motives of his movement, as a receiver of media messages, which, once it reaches him, is directly and automatically affected by its content (what the hypodermic needle theory or the magic bullet was imagining), without any resistance or attempt to criticize its content. It looks at the various communicative and cultural contents with a critical look.

Even the passive-active dichotomy has been transcended in the current receiving studies to focus on studying the recipients as they process the information received by them from various media and communication media. And each recipient becomes sacrificed according to different communicative contexts "is subject to two logic of behavior: either he is affected without awareness, or he develops a cognitive activity that enables him to resist every attempt at persuasion. He is not passive or active, but both: a complex recipient".(complex)[]."

At the same time, he "loves all the glitter and scandals, but he's more critical than we think[]". He is certainly a viewer of the performances in front of him, dazzled by their attractive aesthetic dimension, but he is not naive enough to convince all the images he is watching. It has the power to analyze and criticize and is not just a naive, passive audience with no opinion.

He is an energetic and critical recipient of what he does not see in agreement between his representations and what he is exposed to in terms of form and content ;He comments on what he sees and even criticizes it, and reconfigures a new meaning in the texts he deals with. The content means the message that is transmitted or published by the various media and communication, which requires resolving the codes in it.

Then, 18% of the respondents answer that what brings them on YouTube is at the same time the image and the content, as the videos are considered as a coherent structure that brings the recipient, as it is made up of several elements, the most important of which is the image and the content, as they harmonize with each other to form that video that brings the recipient.

7% of the respondents answer that what interests them on YouTube is the photo. How not when we live "photo era!"

The picture scene has changed, which has become more complex with the development of the Internet, which has opened various fields of interaction between individuals, thus contributing to its development and continuity.

In our time, certain control images on the "scene of the image" is not the product of the effectiveness of the images is as much the product of the control of those who have the right to broadcast the scene of the image, put whittling his non-discrimination between the image and the image of the image, between reality and representations about the picture and broadcast priorities of own means of production and distribution, not reality as it is.

Finally, only 5% of the respondents who answer that what matter to them on YouTube are colors.

- Topics that bring you on YouTube:

Table 14: Topics that bring you to YouTube

Total	Sex	Sex				Sex Threads
		Males		Females		
The ratio(%)	Repetition	The ratio(%)	Repetition	The ratio(%)	Repetition	
20	20	14	14	6	6	Social
34	34	20	20	14	14	singing
16	16	0	0	16	16	cooking
2	2	0	0	2	2	Animated films
24	24	8	8	16	16	Educational (scholastic)
4	4	2	2	2	2	else
100	100	44	44	56	56	Total

It seems clear to us that what brings the most about YouTube is the singing of the record of 34% of the respondents who affirm this issue, distributed between 20% for males and 14% for females. How not when we deal with individuals whose age ranges between 15 and 22 years, an age in which the individual is searching for the formation of his personality, and he usually goes through an emotional experience, where listening to songs, especially those emotional, becomes a refuge for him.

And 24% of the respondents who answer that what brings them on YouTube are educational subjects (school), where the largest percentage of females, represented by 16%, and the lowest percentage among males, represented by 8%.

Then 20% of the respondents reported that they assert that social issues bring them the most, given that most of them at this age got confused by problems related to their relationship with their parents or communication or social problems.

Then 16% of the respondents answered that what brings it to YouTube is cooking. This confirms that there is a culture of both sexes: there are things that bring about one sex over the other.

And in the "other" field, 4% of the respondents who answered that what brings them to YouTube is singing and animation.

Finally, I got 2% of those who turn to YouTube to watch animated films.

3-The impact of YouTube on youth:

Foundational Studies in Media and Communication Sciences was established in an attempt to find out how media and communication affect the public, whether it is a reader, a listener, or a viewer.

And it was based in its inception on the principle of the direct effect that media messages have on the public once they are exposed to them They were direct effect studies.

Then, it became clear to some scholars that the influence of mass media and communication does not have the strong effect expected of them .The impact studies were medium term.

In the third phase of the impact studies, social psychology approaches were adopted, where the studies were conducted in laboratories .These studies came to question the short-term effect of mass media and communication, especially with the advent of television, so researchers focus on long-term perceptual and emotional effects, as the recipient has a set of characteristics that make him adapt and respond to the influence.

And the effect here is the change that occurs to the YouTube recipient, which affects the cognitive, emotional and behavioral level .This is what we will learn about in this axis.

- How to watch YouTube:

Table 15: How to watch YouTube

Total	Sex				Sex How to Watch YouTube	
	Males		Females			
The ratio (%)	Repetition	The ratio(%)	Repetition	The ratio(%)	Repetition	
28	28	12	12	16	16	A suggestion from a friend
62	62	30	30	32	32	Head to YouTube
8	8	2	2	6	6	else
2	2	0	0	2	2	Without an answer
100	100	44	44	56	56	Total

When reading the above table, it becomes clear to us that most of the respondents are represented by 62% who view YouTube by going to YouTube, distributed between 32% for females and 30% for males, due to the ease of access to it.

Then Tlehm 28% of those who learn about the Aluotibat proposal from friends talked to them on the subject of YouTube Vartooa to familiarize themselves with it even learn about its content ;Chatting about what's happening on the network, especially the exciting and new ones, is at the center of teens' and youth's interests.

Then, it is followed by 8% of the respondents who accept YouTube by going to YouTube and upon a friend's suggestion.

- Talking about YouTube:

Table 16: Talking about YouTube

Total	Sex	Sex
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The ratio(%)	Repetition	Males		Females		To speak
		The ratio(%)	Repetition	The ratio(%)	Repetition	
90	90	40	40	50	50	Yeah
10	10	4	4	6	6	No
100	100	44	44	56	56	Total

It becomes clear to us that most of the respondents are represented by an overwhelming percentage of 90%, and between 50% for females and 40% for males, they answer that they are talking about the YouTube that was watched.

This is done either face to face or through social media .We know that among the services that the Internet provides is chatting and communicating with others .It is a chat or messenger service (chatting)Be able to talk to anyone on the Internet, regardless of the topic of communication, between two or more parties .The discussion has a great role in communication between individuals, especially in the "online" world, where it is discussed on general and even private issues, between individuals who know each other or not, away from the family and family relations that impose hierarchy in relations and authorities, and thus the Internet space becomes a space for recreation. And the declaration of matters that are difficult and even impossible to discuss within the family or in the immediate space of the recipient.

Then, 10% of the respondents answer that they do not talk about what they saw on the Internet ;It may be related to loners or simply speechless.

-Parties he talks to about YouTube:

Table 17: The parties he talks with on YouTube

Total		Sex				Sex The pace
The ratio(%)	Repetition	Males		Females		
		The ratio(%)	Repetition	The ratio(%)	Repetition	
30	30	20	20	10	10	Friend
40	40	10	10	30	30	Girlfriend
8	8	6	6	2	2	the brother
14	14	4	4	10	10	Sister
5	5	2	2	3	3	the mother
3	3	2	2	1	1	the father
0	0	0	0	0	0	else
0	0	0	0	0	0	Without an answer
100	100	44	44	56	56	Total

From the above table, it is clear to us that most of the respondents are represented by 40% who talk about YouTube with friends, distributed between 30% of the females who talk about this with friends of their own sex due to a natural inclination to accompany other same-sex companions, and 10% of the males who talk About it with girlfriends.

Then followed by 30% of those who talk about YouTube with a friend, divided between 20% for males and 10% for females .For males, this ratio explains a natural inclination to accompany other same-sex companions .These two high percentages indicate the nature of the social relations that bind adolescents and youth with their families, as the frequency of communication with others is not the same as with parents.

Then followed by 14% of the respondents who answered that they talk about the topic of YouTube with their sister, where 10% of them are female, and this is normal as the sister talks to her sister and discloses her secrets to her more than she talks with male brothers.

In parallel, 8% of the respondents answer that they talk about the topic of YouTube with their brother, divided between 2% for females and 6% for males .The same justification is attached to explain this issue, as brothers of the same sex are usually close to each other.

Then I recorded 5% of those who talk about the subject of YouTube with the mother, then 3% with the father, which reflects the nature of the relationships between children and their children, which are characterized by a kind of separation and lack of dialogue and communication.

- Reasons to talk about YouTube:

Table 18: Reasons to talk about YouTube

Total	Repetition	Sex		Sex		the reasons
		Males	Females	Males	Females	
The ratio(%)		The ratio(%)	Repetition	The ratio(%)	Repetition	
6	6	2	2	4	4	Because its amusing topic (funny / interesting)
74	74	34	34	40	40	Because that is an opportunity for dialogue
14	14	8	8	6	6	else
6	6	0	0	6	6	Without an answer
100	100	44	44	56	56	Total

As for the reasons for talking about YouTube, most of the respondents refer to it ,representing 74%, distributed between 40% for females and 34% for males, indicating that this is considered an opportunity for dialogue, at a time when there are no longer many opportunities for speaking and communication, especially between members of the same family.

In this regard, he sees Wolton This perception criticizes the outcome of the human, where he believes that "formats technology linked to the Internet, individuals and communities are rarely associated with each other. Therefore, technical development is at the same time the best and worst of what is happening to connect[]".

Communication, as we know it today, with its multiplicity of channels and the speed of transmission and reception of information, has resulted in multiple exchanges and instant access to information.

However, at the same time it was not possible to activate communication, as this new reality "made the trouble of non -contact more clear". (in communication) .[]"where the latter results from "the mutual feeling of not reaching an understanding (dissatisfaction), or the belief that an understanding has been reached while not being done[]".

%14of those who believe that talking about YouTube is an opportunity for dialogue, and because it is fun, is recorded in the category of "last ."At a stage, most young people only look for an outlet for them away from daily pressures.

Finally, 6% of those who respond say they resort to talking about the YouTube viewer, because its topic is fun, funny, and makes them feel fun.

- The effect of YouTube on family planning:

Table 19: The impact of YouTube on family planning

Total	Sex	Sex				Follow-up
		Males		Females		
The ratio(%)	Repetition	The ratio(%)	Repetition	The ratio(%)	Repetition	
92	92	40	40	52	52	Yeah
8	8	4	4	4	4	No
100	100	44	44	56	56	Total

Source: Own processing

Regarding the question related to the effect of YouTube on family planning, the respondents answer in an overwhelming majority, with an estimated rate of 92%, that YouTube affects family planning .While 8% of the remaining respondents reported that YouTube does not affect family planning.

- How YouTube affects:

Table 20: How YouTube affects

Total	Sex	Sex				Sex How to effect
		Males		Females		
The ratio(%)	Repetition	The ratio(%)	Repetition	The ratio(%)	Repetition	
16	16	6	6	10	10	In doing homework
60	60	24	24	36	36	At times of eating
10	10	8	8	2	2	In family members sitting together
12	12	4	4	8	8	In doing homework (washing dishes, taking out the trash(
2	2	2	2	0	0	else
0	0	0	0	0	0	Without an answer
100	100	44	44	56	56	Total

Source: Own processing

As for the impact that the popularity of YouTube has and the extent of its impact on the lives of its users and the consequences of it on family planning, most of the respondents ,represented by 60%, divided between 36% for females and 24% for males , answer that this particularly affects eating times.

Every home has its own organization, through which it determines who should do what, and the time required to do homework and homework .And when a teenager or young recipient sails in the sea of YouTube, time will pass terribly quickly, moving from one YouTube to another to infinity, which inevitably affects the eating times that have fixed dates.

Then followed by 16% of the respondents who answered that the popularity of YouTube makes them neglect their homework.

Then 12% of the respondents reported that the popularity of YouTube makes them neglect to do their homework (washing dishes, taking out the garbage), especially among females who admit to 8% of the influence of YouTube on school organization .The homework they are empowered to do is affected by the act of sailing in the world of YouTube, where it is difficult to stop watching a video that brings them.

Then 10% of the respondents reported that the popularity of YouTube makes them not sit with family members, especially 8% of males.

- The impact that YouTube has on the lives of its users:

Table 21: The impact YouTube had on the lives of its users

Total		Sex				Sex The impact of YouTube
The ratio(%)	Repetition	Males		Females		
		The ratio(%)	Repetition	The ratio(%)	Repetition	
6	6	4	4	2	2	A sense of comfort
46	46	14	14	32	32	Increase the balance of knowledge
10	10	2	2	8	8	Increase contact with the family
12	12	10	10	2	2	Increase communication with friends
18	18	12	12	6	6	else
8	8	2	2	6	6	Without an answer
100	100	44	44	56	56	Total

Source: Own processing

When reading the above table, it becomes apparent that most of the respondents are represented by 46%, and distributed between 32% for females and 14% for males, who answer that the impact that YouTube has had on their lives is to increase the knowledge balance.

YouTube is a site where its users can view, share and comment on videos, capabilities that would not have materialized if the Internet had not been invented .The Internet has caused radical changes in our daily life in terms of its daily use, opening up before us the possibility of obtaining real-time information wherever we are, reducing the criterion of distance that was until not long ago hindered to obtaining knowledge, and creating new forms of social relations "on the line" and as a space New to interpersonal interaction .It is a mobile library that was linked to a computer presence .Today, there are many pillars connected to the Internet, such as a computer, an electronic tablet, a mobile phone, and a smart watch, as it can now be connected to the Internet, all in order for the recipient to remain permanently connected to the outside world, the developed world, by obtaining the information he needs at the time of its occurrence.

The percentage of 18% was recorded in the "other" column, and it includes those who responded that the impact that YouTube had on the lives of its users is to benefit from it in order to study and obtain a general education.

Then 12% of those who answered recorded that the impact that YouTube has had on their lives is to increase communication with friends, in a virtual world.

The Internet has had a great role in societies and in communication between individuals, to the point that we have become indispensable to it in our private and professional lives.

In his book **:Informatics After the Internet** ,Bill Gates predicted what the future of mankind would look like with the tremendous development that the informatics world began to witness at that time, saying that the global informatics market “will be enormous and will bring together all the different ways in which goods, services and human ideas are exchanged. On the practical level, it will save. That's wider options with respect to most things.” .

This invention reorganized the lives of individuals, determining the network of relationships for its users, and their relationship with the world and with the "other" would change, molding their lifestyle .It also began to significantly affect our daily life, and the boundaries between the local and the global began to collapse.

The beginning was with the invention of the computer, as this invention led to thinking about linking some of them with each other to perform some marketing, commercial (electronic advertising) and financial functions, leading to the creation of a global communication network, with all the services it provides.

The Internet offers multiple services to the recipient, by "replaying on the same screen of a computer, TV or phone different documents that can be accessed whenever he wants".

The basic function of the various services provided by the Internet is to access the global database of different nature of this data, not to mention the function of communicating with others via e-mail.(e-mail) Private or professional that can be browsed anywhere that is connected to the Internet.

Then 10% of the respondents reported that the impact that YouTube had on their lives was to increase communication with the family.

Finally, 6% of the respondents answered that the impact that YouTube has had on their lives is their sense of comfort, through the entertainment function it performs, which makes it an outlet for them to empty negative charges and relax themselves.

YouTube meets the needs of its users:

Table 22: YouTube meets the needs of its users

Total		Sex				Sex Meet needs
The ratio(%)	Repetition	Males		Females		
		The ratio(%)	Repetition	The ratio(%)	Repetition	
22	22	14	14	8	8	Yeah
46	46	10	10	36	36	No
24	24	18	18	6	6	Somewhat
6	6	2	2	4	4	else
2	2	0	0	2	2	Without an answer
100	100	44	44	56	56	Total

Source: Own processing

When reading this table, it becomes clear to us that most of the respondents are represented by 46% who do not imagine that YouTube meets all their needs, distributed between 36% for females and 10% for males, which explains my recording of 24% of the respondents who believe that YouTube fulfills some of their needs.

Recent studies have shown that mass media and communication, especially the new ones, are used extensively, but we are facing a paradox when we try to drop the approach of assumptions of uses and gratifications, as we notice that there is use but without satisfaction, given that the needs of the recipient in the third millennium have become multiple and increasing. He is constantly searching for new and more, for more, without satisfying his desires at a time when everything has become hasty.

Finally, 22% of those who believe that YouTube meets all their needs were recorded. It satisfies their needs mainly for it to fulfill the function of entertainment.

V. DISCUSSION

By displaying the results of the above study by unpacking and reading the information contained in the forms, it becomes clear to us that:

Regarding YouTube usage patterns, most of the respondents answer that they:

- They follow YouTube via mobile phone
 - They follow YouTube at an intermittent rate. This can be explained by the fact that they are in this period of schooling, and they do not have time to follow it regularly.
- They watch YouTube more than two hours a day
- They follow YouTube in the evening, which is the recipient's favorite period
- They share YouTube content with friends, each gender.
- They turn to YouTube due to its ease of viewing
- They re-watch the YouTube they viewed before
- As for the reasons, most of the respondents answer that they:
 - They follow YouTube because this is because the viewers have liked YouTube, to the point that they watch it again or again.
- They accept YouTube just for fun
- They are more attracted to the content of YouTube than anything else.

This assures us that the adolescent and young recipient is not a passive recipient. The recipient is no longer seen as a passive individual without the needs and motives of his movement, as a receiver of media messages, which, once it reaches him, is directly and automatically affected by its content (what the hypodermic needle or bullet theory used to envision)

-They are attracted to the Utopians, which are clips of singers; How not when we deal with individuals whose age ranges between 15 and 22 years, an age in which the individual is searching for the formation of his personality, and he usually goes through an emotional experience, where listening to songs, especially those emotional, becomes a refuge for him.

-As for the impact of YouTube, most of the respondents answer that they:

-They are talking about the watched YouTube.

- They talk about YouTube scenes with friends, a natural tendency to accompany same-sex guys
 - They talk about it on YouTube because it is considered an opportunity for dialogue, at a time when there are no longer many opportunities for speaking and communication, especially between members of the same family.
 - They are affected by the viewer YouTube, through the impact that the demand for it has, the extent of its impact on the lives of its users, and the consequences of it on family planning. Most of the respondents answer that this particularly affects eating times.
 - They are affected by it through the impact YouTube has on their lives in the form of increasing their cognitive balance.
- They do not imagine that YouTube meets all their needs .Recent studies have shown that mass media and communication, especially the new ones, are used extensively, but we are facing a paradox when we try to drop the approach of assumptions of uses and gratifications ,as we notice that there is use but without satisfaction, given that the needs of the recipient in the third millennium have become multiple and increasing .He is constantly searching for new and more, for more, without satisfying his desires at a time when everything has become hasty.

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