

## The Psychological and Social Impact of Algerian women Influencers on Adolescent Girls via Social Media

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### Abstract

The study examined the psychological and social impact of Algerian women influencers on adolescent girls via social media, given the widespread use of digital platforms such as Instagram, TikTok, and Facebook. It was highlighted that women influencers have come to play a significant role in shaping the thoughts and behaviours of adolescent girls through content related to beauty, fashion, and daily life, making them role models for many girls.

Research indicates that adolescence is a delicate period during which an individual's psychological and social identity is formed, rendering girls more vulnerable to the impact of digital content. Constant exposure to the idealised images presented by women influencers can lead to social comparison, feelings of inadequacy and low self-esteem, especially with the use of filters and digital edits that present an unrealistic portrayal of beauty and life.

The study also found that excessive women influencer following can lead to digital addiction, psychological anxiety and social isolation, as well as having a negative impact on family relationships and social values. This is because some adolescent girls attempt to emulate the lifestyles, clothing styles and behaviours of influencers. The study also confirmed that some women influencers provide positive content that contributes to raising awareness, motivation, and self-development.

The study utilised a descriptive-analytical approach, employing a questionnaire that was distributed to 150 Algerian adolescent girls. The results concluded that Algerian women influencers have become a significant force in shaping adolescent girls' behaviour and ideas. This calls for strengthening digital awareness and media literacy within the family and school, and encouraging balanced use of social media.

**Keywords:** Algerian women influencers, social media, adolescent girls, psychological influence, social influence.

### Introduction

In the modern era, social media has emerged as a dominant influence in shaping social awareness and behaviour, particularly among young people who spend significant amounts of time engaging with digital content in various forms. In light of the rapid development of digital platforms in Algerian society, the phenomenon of Algerian women influencers has emerged. These influencers have amassed a substantial following by providing a wide range of content related to beauty, fashion, daily life and social relationships. They have also cultivated a close-

knit connection with their audience by sharing personal details, fostering an intimate and impactful relationship with their followers.

The role of women influencers has evolved beyond the realms of entertainment and marketing. It has become a symbolic and cultural force with the capacity to influence ideas and behavioural patterns among adolescent girls, particularly during this sensitive phase of development when an individual's psychological and social identity is forming. Adolescents frequently seek role models and social acceptance, which renders them more vulnerable to the influence of digital personalities who appear to be successful and ideal.

Furthermore, Algerian women influencers are distinguished by their cultural specificity and a local dialect that resonates with their followers' reality, giving them greater influence compared to foreign women influencers. This is because adolescents feel these role models belong to the same social environment and experience circumstances similar to their daily lives. However, this influence is not always positive, as it can sometimes lead to psychological pressures linked to social comparison, or reinforce aesthetic and consumerist standards that affect self-image and self-confidence, in addition to impacting social relationships and cultural values within society.

However, it is important to acknowledge the positive impact that some women influencers can have by sharing content that is educational, motivational or awareness-raising, which can help girls to develop themselves and acquire new skills. It is therefore vital to study this phenomenon to understand its psychological and social dimensions and to uncover the nature of the influence that Algerian women influencers exert on adolescent girls within Algerian society.

In the contemporary business world, social media platforms have come to rival traditional socialisation institutions such as the family and school in influencing attitudes and values among adolescents. Researchers have noted that "social media platforms have become among the most important modern socialisation institutions that rival the family and school in shaping attitudes and values among adolescents" (Ayadi, 2024, p. 88).

### **Research Problem**

Social media platforms are no longer merely virtual spaces for entertainment or the exchange of photos and information ; rather, they have transformed into an integrated social and cultural environment that directly influences the formation of individual and collective consciousness, particularly among adolescent girls, who are considered the most active consumers of digital content. In Algerian society, Algerian women influencers have emerged as key players within this digital space, attracting thousands of followers through diverse content covering beauty, fashion, social relationships, and daily life, as well as sharing personal details that make following them feel like a real-life relationship based on admiration and influence.

Many adolescent girls now view women influencers as the ideal model of success, beauty, and social acceptance, which drives them to imitate their style of dress, speech, way of thinking, and even lifestyle. However, this influence does not stop at superficial imitation ; rather, it extends to the deep psychological and social aspects of adolescence, especially during a phase

characterized by emotional sensitivity and a constant desire to prove oneself and build a personal identity.

Today's adolescent constantly compare themselves to what they see on screens and measure their self-worth by how closely they align with the "ideal" image presented by women influencers, which can lead to feelings of inadequacy, low self-esteem, and psychological anxiety, especially with the proliferation of digital filters and photo-editing techniques that present a seemingly flawless life. Furthermore, some digital content contributes to reinforcing consumerism and linking success to physical appearance and digital fame, which gradually affects the social and cultural value systems of adolescent girls.

Conversely, it cannot be denied that some influencers contribute to raising awareness, providing motivation, and offering meaningful educational and social content, which makes this phenomenon one of contradictory dimensions that combines both positive and negative effects simultaneously. From this perspective, there is a need to study this phenomenon scientifically to uncover the nature of the psychological and social influence that Algerian women influencers exert on adolescent girls within Algerian society.

Some researchers have noted that "social media has become a key factor in shaping the psychological and social attitudes of adolescents, especially in the absence of media oversight and guidance" (Lebrara, 2022, p. 119).

Hence, our research question is as follows :

**To what extent do Algerian women influencers on social media affect the psychological and social development of adolescent girls in Algerian society?**

### **Research Hypotheses**

This study is based on a set of hypotheses that it seeks to test and analyze, as follows :

- \* Algerian women influencers directly affect adolescent girls' self-image and self-confidence.
- \* There is a relationship between the intensity of social media use and higher rates of psychological anxiety among adolescent girls.
- \* Algerian women influencers contribute to shaping the values and social norms of adolescent girls.
- \* The constant imitation of these influencers leads to increased consumerism among some adolescent girls.

### **Objectives of the Study**

This study aims to achieve a set of scientific objectives related to the topic of the influence of Algerian women influencers on adolescent girls through social media platforms. Among the most prominent of these objectives are :

- \* To identify the nature of the influence exerted by Algerian women influencers on adolescent girls.
- \* To reveal the psychological effects resulting from the continuous consumption of digital content.
- \* Highlighting the social impact of influencers on values, family and social relationships.

\* To clarify the positive and negative aspects of the women influencer phenomenon within Algerian society.

\* To contribute to raising digital awareness among adolescent girls and encourage balanced use of social media.

### **Significance of the Study**

The importance of this study lies in its examination of a modern digital phenomenon that has come to directly influence the behaviour and thinking of adolescent girls within Algerian society, particularly given the widespread use of social media and the growing presence of Algerian women influencers in girls' daily lives. The study's significance is underscored by its objective to comprehend the psychological and social dimensions of this phenomenon, to elucidate its positive and negative impacts, and to contribute to enhancing awareness among families, educational institutions, and the media regarding the imperative of comprehensive digital guidance for teenage girls.

### **Research Methodology**

In this study, I adopted a descriptive-analytical approach because it is the most suitable for studying the social and psychological phenomena associated with social media. This approach helps describe the phenomenon of Algerian women influencers' impact on adolescent girls and analyze its various dimensions—both psychological and social—while seeking to understand the nature of this influence within Algerian society.

### **Study Population**

The study population consists of Algerian adolescent girls who use social media regularly, particularly those who follow Algerian women influencers across various digital platforms such as Instagram, TikTok, Facebook, and YouTube, as this group is considered the most engaged and influenced by the digital content circulating on these platforms.

### **Study Variables**

The study includes two main variables :

#### **Independent variable :**

Algerian influencers on social media and the digital content they provide.

#### **Dependent variable :**

The psychological and social impact on adolescents girls, including self-image, self-confidence, psychological anxiety, social relationships, values, and daily behaviors.

### **Study Sample**

The study relied on a sample of 150 Algerian adolescents girls who frequently follow women influencers on social media, with the aim of identifying the nature of the influence these digital personalities exert on their behavior, thoughts, and perceptions of themselves and their social environment.

## **Research Method**

This study relied on a questionnaire as the primary tool for collecting information and data. It included a set of questions regarding the extent to which the adolescents follow Algerian women influencers, the nature of the content they follow, and the impact of this content on their psychological and social well-being.

## **Section One : The Conceptual Framework of the Study**

### **1- Definition of Algerian Women Influencers**

Algerian women influencers emerged as a direct result of technological development and the widespread use of social media in Algeria, where many women and girls have achieved widespread fame by creating diverse digital content covering beauty, fashion, daily life, advertising, and personal experiences. The concept of an “influencer” is no longer linked solely to the number of followers or digital fame ; rather, it reflects these figures’ ability to influence public opinion and shape their followers’ behaviors, tastes, and ways of thinking.

Algerian women influencers are distinguished by their ability to create content that resonates with the Algerian cultural and social context, whether through local dialects, daily customs, or their approach to engaging with the audience. This makes their influence particularly profound among adolescents girls, who feel that these figures resemble them and represent their social reality. Furthermore, these influencers have become a new model of social and economic success based on digital fame and generating revenue from advertising and digital marketing, which drives many adolescents girls to admire them and try to emulate them in various aspects of daily life.

The influence of women influencers is not limited to the entertainment aspect alone but extends to shaping the psychological and social attitudes of their followers, as the women influencer becomes, for some girls, a reference point in defining standards of beauty, success, and social acceptance—a role that grants her symbolic authority capable of influencing the thoughts and behaviors of adolescents girls directly or indirectly.

Researchers have emphasized that “the success of a digital women influencer depends on their ability to create an interactive relationship and a sense of belonging between themselves and their followers” (Ayadi, 2024, p. 84).

### **2- Definition of Adolescent Girls**

Adolescence is one of the most sensitive stages in a person’s life, during which girls undergo rapid psychological, physical, and social changes that significantly influence their personality, way of thinking, and relationships with their social environment. At this stage, adolescents seek to build their own identity and achieve social acceptance and a sense of independence, making them more susceptible to external influences, particularly the digital content they consume daily via smartphones and social media platforms.

Adolescent girls are characterized by a constant desire to seek out role models, often gravitating toward figures who appear successful, beautiful, or widely accepted socially. This explains why many adolescents girls are drawn to Algerian influencers and attempt to emulate them in their dress, speech, and lifestyle. Furthermore, the lack of psychological and social maturity

during this stage makes adolescents more sensitive to social comparisons and more prone to feelings of inadequacy or self-dissatisfaction when they fail to live up to the ideal image promoted by women influencers on digital platforms.

This influence becomes even more dangerous with the intensive use of social media, as adolescents are constantly surrounded by digital content that imposes certain standards of beauty, success, and fame, which can affect their psychological and social well-being and how they perceive themselves and their place in society.

The researchers noted that “adolescence is a transitional stage during which an individual’s psychological and social identity is formed and during which they are more sensitive to external influences” (Saadawi et al., 2024, p. 18).

### **3- The Concept of Psycho-Social Impact**

Psycho-social impact refers to the set of changes that occur in an individual’s thoughts, feelings, behaviors, and social relationships as a result of their continuous exposure to certain influences within their real or virtual environment. In the context of social media, this impact manifests in the way digital content reshapes adolescents’ perceptions of themselves and others, as well as its influence on values, social relationships, and patterns of daily interaction. The psychological impact takes many forms, including anxiety, stress, low self-esteem, feelings of inadequacy, or a constant desire to compare and imitate, while the social impact is reflected in changes to the nature of family and social relationships, and shifts in the system of values and customs within society, as well as the influence of consumption patterns and behaviors promoted by women influencers across digital platforms.

Furthermore, adolescents at this age are constantly seeking acceptance and a sense of belonging, which makes them more susceptible to emotional and psychological engagement with women influencers who present themselves as successful and ideal role models. With the constant repetition of this content, the influencer becomes capable of guiding the adolescent’s choices regarding appearance, language, behavior, and even their way of thinking and outlook on life.

Studies have confirmed that “digital platforms have become a new social environment that influences the psychological and value development of adolescents” (Bouglouf, 2018, p. 61).

## **Section Two : The Psychological Impact of Algerian Women Influencers on Adolescent Girls**

### **1- Impact on Self-Image and Self-Confidence**

Algerian women influencers now present, through their digital accounts, an idealized image of beauty and daily life, which leads many adolescent girls to constantly compare themselves to these images. This comparison often leads to feelings of inadequacy and dissatisfaction with one’s physical appearance or lifestyle, especially given the extensive use of filters and digital editing techniques that create an image far removed from reality.

Furthermore, due to their psychological fragility at this age, adolescents are more prone to losing self-confidence when they feel unable to meet the beauty standards promoted by women influencers. Constant exposure to this type of content leads to an increased focus on physical

appearance and links a girl's self-worth to her looks or how closely she resembles the images circulating on digital platforms, which can create psychological disturbances related to body image and self-esteem.

In addition, some women influencers present a life that appears perfect and problem-free, causing adolescents to view their own real lives as less beautiful or successful, leading them to feel frustrated, sad, or dissatisfied with themselves, especially when they are unable to achieve the lifestyle they see daily on their phones.

Studies have confirmed that "social comparison via social media leads to lower self-esteem among adolescent girls and increased body dissatisfaction" (Saadawi et al., 2024, p. 42).

## **2- Psychological Anxiety and Digital Addiction**

The daily and constant following of influencers has led to an increased attachment of adolescent girls to smartphones and social media platforms, as many girls now spend long hours viewing digital content and repeatedly following the details of women influencers' lives. This excessive use negatively impacts mental health, academic focus, sleep, and real-life relationships, and may lead to a form of isolation and gradual detachment from the real social environment.

The "perfect life" portrayed by some influencers creates a form of psychological pressure on adolescents, as girls begin to feel that their own lives are less valuable or less successful compared to what they see daily on their screens. Furthermore, the constant desire to follow news and posts and interact with content keeps adolescents in a state of constant psychological attachment to digital platforms, which may gradually turn into a form of digital addiction.

This addiction leads to increased levels of anxiety, stress, and irritability, especially when the adolescent is denied access to her phone or when she does not receive the social interaction she craves online. Intensive use of social media also affects the adolescents' psychological balance, as she becomes more sensitive to others' opinions and comments, and more inclined to seek digital acceptance as a means of self-affirmation.

Studies have shown that "excessive use of social media is associated with higher levels of anxiety, stress, and psychological isolation among adolescents" (Lebrara, 2022, p. 117).

## **3- Impact on Psychological Identity and Traditional Behavior**

Algerian influencers clearly contribute to shaping adolescent girls' choices regarding clothing, speech, consumption patterns, and even ways of thinking, as many girls try to imitate the influencer they consider a symbol of beauty, success, or fame. This constant imitation sometimes leads to a loss of personality and a weakened sense of individual and cultural identity, especially when the adolescent becomes more preoccupied with imitating the influencer's daily details than with building her own personality.

Furthermore, some digital content may push girls to adopt behaviors or ideas that do not always align with the specific nature of Algerian society and its social values, creating a kind of conflict between what they see on digital platforms and what they experience within their families and in real-world society. This influence becomes even more dangerous when the

women influencer becomes a primary reference for the adolescent in defining standards of success and social acceptance.

On the other hand, excessive imitation sometimes leads to the spread of consumerism among adolescent girls, as they attempt to acquire products or emulate lifestyles promoted by women influencers in order to feel a sense of belonging or achieve a certain social image, which may create psychological and social pressures within the family.

Studies have confirmed that “influencers on digital platforms play a pivotal role in reshaping the cultural and behavioral references of adolescents” (Bouglouf, 2018, p. 63).

### **Section Three : The Social Impact of Algerian women Influencers**

#### **1- Impact on Family and Social Relationships**

The heavy immersion in following influencers has contributed to a decline in family communication among some adolescent girls, as virtual relationships have come to dominate a significant portion of their daily attention. Many girls prefer to spend their time consuming and interacting with digital content at the expense of family dialogue or participation in real-world social activities, which gradually leads to weakened family bonds and reduced communication within the home.

Furthermore, constantly following women influencers’ lives makes some adolescent girls more attached to the digital world and less integrated into their real social environment, which can lead to social isolation and a sense of detachment from reality. Some girls have begun to evaluate their social relationships based on the idealized image they see on digital platforms, which affects how they interact with family and friends.

In addition, the discrepancy between the values promoted by some influencers and traditional family values may create tension or conflict within the family, especially when an adolescent attempts to adopt new behaviors that do not align with the nature of the society in which she lives.

Studies have indicated that “social media has led to a change in patterns of social interaction within Algerian families, particularly among adolescents” (Haimer, 2021, p. 91).

#### **2- Impact on Social Values and Customs**

Some influencers have begun promoting consumption patterns and behaviors associated with superficial appearances and excessive luxury, which gradually affects the value systems of adolescent girls. Digital content that focuses on outward appearance, brands, and luxury products may lead adolescents to associate social success with material possessions and superficial image rather than with moral values or genuine achievements.

Furthermore, the constant emulation of these trends sometimes creates a disconnect between the girl and her social reality, as she feels dissatisfied with her living conditions and strives to emulate the lives of influencers regardless of her available resources. This also affects how they judge themselves and others, as superficial and digital standards become the basis for evaluating people and social status.

On the other hand, some digital platforms have introduced new cultural patterns that do not always align with the specifics of Algerian society. This has led to a gradual shift in certain

social customs and traditional values, particularly among young people and adolescents, who engage with digital content the most.

Studies have confirmed that “modern digital platforms influence the reshaping of the value and social systems among youth and adolescents” (Boufroukh, 2023, p. 55).

## **Section Four : Findings and Recommendations**

### **1- Study Findings**

The study found that Algerian women influencers have become a significant force within Algerian digital society, particularly among adolescent girls who interact daily with digital content across various social media platforms. The study also showed that this influence extends to the psychological and social aspects of adolescence, affecting self-image, self-confidence, personal identity, and social relationships. The study also found that while some influencers contribute positively to the dissemination of educational content, others have been found to encourage social comparison, consumerism and excessive attachment to the digital world.

### **2- Recommendations**

In light of the study’s findings, a set of recommendations can be proposed, the most important of which are :

- \* Strengthening media and digital literacy within educational institutions.
- \* Raising awareness among families about the risks of excessive use of social media.
- \* Encouraging Algerian influencers to produce meaningful and educational content.
- \* Promoting a culture of mindful and balanced use of digital platforms among adolescent girls.
- \* Organizing awareness campaigns on the psychological effects of online social comparison.
- \* Supporting psychological and social programs that help adolescent girls build self-confidence and strengthen their personal identity.

### **Conclusion**

This study demonstrates that Algerian women influencers have become a significant presence in the lives of adolescent girls, particularly with the widespread use of social media and the ease of accessing digital content at any time. These platforms have evolved beyond mere entertainment or a means of passing the time ; they have become a space that directly influences how adolescent girls think and view themselves and the society around them. For many girls, these influencers have also become role models in terms of how they dress, speak, and live, and even in how they express their feelings and aspirations.

The study has demonstrated that the influence exerted by influencers has two distinct aspects : on the one hand, it can be positive when it helps raise awareness, motivates girls to develop themselves and acquire new skills, or encourages them to study, work, and build self-confidence. Furthermore, these influencers can provide valuable content that helps teenage girls understand significant social and psychological issues in a way that is relevant to their daily lives.

However, this influence can sometimes turn negative when some adolescent girls rely on excessive imitation or constant comparison with the idealized images presented on digital platforms, which may lead to feelings of dissatisfaction with oneself, low self-confidence, or even social isolation.

Adolescence is also considered one of the most sensitive stages of life, as girls during this period are in the process of building their personalities and their psychological and social identities ; consequently, they are easily influenced by everything they see or follow repeatedly. This makes some adolescent girls more susceptible to the ideas and behaviors promoted by certain influencers, whether regarding physical appearance, ways of thinking, or a lifestyle presented as an ideal life free from problems and difficulties. In reality, much of what is presented on social media does not fully reflect real life ; rather, it is often a curated and edited image designed to attract attention and generate engagement.

Based on these findings, it can be said that engagement with social media should not be based on total prohibition or constant fear, but rather on conscious and balanced guidance. Today's adolescents need help understanding the nature of digital content and how to distinguish between what is real and what is merely an exaggerated virtual image. Here lies the important role of the family, school, and media in developing digital awareness among girls and teaching them how to use these platforms in a positive way that preserves their psychological and social well-being.

Finally, it can be emphasized that the phenomenon of Algerian women influencers has become a reality that cannot be ignored within society, especially in light of rapid technological development and the continuous expansion of social media use. Therefore, it has become essential to strengthen media literacy and digital awareness among adolescent girls, so that they can benefit from the positive aspects of these platforms without falling prey to the negative influences that may affect their personality, identity, and future. Building a conscious, independent personality capable of critical thinking remains one of the most important ways to help adolescent girls navigate the contemporary digital world effectively.

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