

# Podcasting Via Youtube: From Building Self And Social Awareness To Developing Public Taste A Field Study On A Sample Of Algerian Youth Following Audio-Visual Blogging

Islam Chenia

University of Echahid Hamma Lakhdar, El Oued

Received: 10/01/2024 Revised: 06/02/2024 Accepted: 04/04/2024 Published: 11/04/2024

## Abstract

This study aimed to monitor and investigate the nature of podcast programs' contributions and their positive effects at two closely related levels: self-awareness and sociological awareness among the youth. It attempted to touch upon the most important indicators that manifest after receiving this type of content published on the YouTube platform, striving to elevate the cognitive and behavioral levels, and ultimately leading to the development of public taste through a series of changes that reflect progress and awareness. This study, conducted through a survey on a sample of 170 Algerian youths who follow podcast programs, concluded that these programs are one of the most direct sources in building the socio-psychological awareness of the youth.

**Keywords:** Podcast, YouTube, Self-awareness, Social awareness, Public taste.

## Introduction

The technological revolution in media and communication has become one of the most significant revolutions in human history, especially after the advent of the internet, which opened new horizons in various fields, particularly in the media and communication sector. This sector has utilized this technological tool in carrying out all activities, both by communication professionals and the general public. The latter has found its niche through websites enabled by these new technologies, forming a new media based on interactivity, and transcending temporal and spatial boundaries.

Social media sites are now considered one of the most important forms of media and communication and are key sources of information that individuals turn to due to their unique features and advantages compared to traditional media methods. These platforms create a new communicative and informational environment for users, containing all forms of communication and information, making them

currently the most relied-upon sources of information by users.

Interaction is the essence of social media platforms, including YouTube, which has facilitated the sharing of vast amounts of information and opportunities for community building through effective dialogue and discussion. This allows users to create their own content (such as podcasts), which can be of great value to social education activists looking for ways to design, adapt, and evaluate programs and campaigns effectively (Prasetyo, 2023, p. 3) to ensure quality in terms of content delivered to the end user, and to reach the social awareness that ultimately leads to its elevation and proper nurturing, which reflects on refined public taste, away from the degenerate tastes that threaten most societies, especially among the youth.

## Study Issue

This study has raised several interests over the past decade about a new type of content that has spread significantly, represented by the podcast

experience. Podcasts are a new form of digital content that opened another door for communication and enriched discussions in many fields, surpassing the media experience in traditional media controlled by certain policies that sometimes focus only on specific aspects.

With the widespread use of social media, and facing the challenge posed by the dominance of electronic media, podcast programs have provided many psychological and social satisfactions to youth through receiving audio and visual content via YouTube. This calls for a study to investigate the extent of the influence of this type of program on the youth from a socio-psychological perspective, amid increasing self and sociological awareness through the messages produced by audio-visual blogging aiming to reach the user audience through digital platforms, making itself a distinguished media intermediary. Therefore, our study came to explore the roles and effects of podcast programs in awareness and developmental aspects, psychologically and socially. From this perspective, the following issue can be raised: How do podcast programs via YouTube contribute to enhancing socio-psychological awareness and developing public taste among youth?

**To answer the main question, it was divided into the following sub-questions**

1. What are the most prominent socio-psychological motivations leading youth to receive podcast content?
2. What are the most prominent ways of building self and social awareness through podcasts?
3. What are the manifestations of self and social awareness and public taste through podcast programs?

**Scientific Motivations for the Study**

1. The first and primary motivation for conducting this study is our observation of the rapid spread of podcast programs, their diversity, and

the extent of their popularity among the youth.

2. Our exposure to many indicators related to self-awareness, social awareness, and taste development through receiving many positive impressions from youth about the content of podcast programs, and its impact on them for the better.

**Importance of the Study**

The importance of this study stems from the importance of the variables it is based on, through research from a new angle that connects the digital and its impact on the individual and society in the youth's following of podcast programs, and understanding its most important reflections on their social and self-awareness, which also affects, in one way or another, the general taste thereafter.

**Theoretical Approach to the Study**

**A. Podcasts:**

Researchers focused on podcast studies have not yet agreed on a single definition of a podcast. However, there is consensus that it is not merely a digital form of radio, as it possesses unique production and reception cultures that disrupt traditional media forms like radio (Connel, 2021, pp. 15-16). Podcasts are defined as audio or video files distributed over the internet to a suitable media player, utilizing a broadcasting model where the media producer publishes the content. Users subscribe to a series of podcast episodes known as Podcasting Feeds (Al-Akel, 2022, p. 130). In our study, we define a podcast as a collection of audio and visual blogging programs published across various applications or platforms, the most significant being YouTube. These can be followed at any time by activating the follow feature, addressing various topics and issues such as religious, cultural, psychological, and social matters that interest youth and have positive effects on their general lives, both cognitively and behaviorally.

## **B. YouTube**

Alina Vytiaz views YouTube as a free video-sharing platform that allows users to create and view video content online. Any user can create their channel, where their videos will appear, and they can follow other users' channels, comment on, and share videos. The vision of this platform is to give everyone a voice, to develop video content, and to succeed partners and advertisers (Vytiaz, 2018, p. 7).

## **C. Social Awareness**

General awareness, whether social or educational, stems from an individual's knowledge of what is appropriate for them in the context of developing and renewing their lifestyle methods, to achieve a good level of sophistication, and to respond to a healthy lifestyle that overcomes individual and societal problems, accompanied by dignity and freedom. Social awareness or community awareness is not a new concept; its roots go back to many philosophers and sociologists. It is a complex concept with multiple perspectives, each defining it from their angle, making it a challenging concept to grasp. In our research paper, social awareness is closely linked to self-awareness. Charles Cooley suggests that social awareness fundamentally originates from self-awareness, considering that most of our reflective awareness of our mental states becomes social awareness, as our sense of our relationships with others, or others' relationships with each other, is almost inevitably part of it. Thus, the self and society are twins, and we come to know one at the same moment we recognize the other (Fouzia, 2020, p. 165). Social awareness consists of knowledge, ideas, and mental perceptions related to the individual, whether in relation to themselves or their social environment and context, forming all interactions that connect the individual to their environment, each influencing the other. The concept of awareness, in general, clearly emerges as contingent on another causing factor that controls its degree, for better or worse. Thus,

podcast programs, for example, can be considered today as fundamental variables significantly raising social awareness due to their important qualities unavailable in other influential media.

## **D. Self-Awareness**

Self-awareness means self-knowledge and perception, originating from an individual's self-observation and manifesting as self-confidence. In this regard, Goleman believes that self-awareness is how an individual feels at all moments, and how well they use this knowledge to make sound decisions, express their capabilities realistically, and trust in their competence. It involves the individual's ability to identify any difficulties they face and strive to overcome their personal and social problems, hoping to achieve psychological and social harmony and reach their desired goals (Aziz, 2016, p. 157). The fundamental dimension of an individual's psychological insight is their awareness of self and the ability to manage and control this perception optimally and timely. This high level is associated with a few individuals, as recognizing their feelings, monitoring them, and the ability to observe behaviors and actions stemming from their psychological needs and related to overall awareness are all sourced from conscious and subconscious feelings. Therefore, we often observe many incorrect behaviors and inappropriate decisions arising from today's youth, who find no reason or explanation for them, nor how they can control their perceptions, feelings, and emotions. These elements primarily originate from self-awareness, which is not an absolute or innate attribute but can be trained and developed further through various sources, including receiving high-quality programs like podcasts, which have become the primary refuge for many youths today in improving themselves both personally and socially.

## **E. Public Decency**

In language terms, decency is derived from the trilateral verb *دَانَ*, which pertains to the manners of conduct that dictate what is appropriate or fitting in a given social situation. Someone with "little taste" is described as having rough manners, whereas "public decency" refers to the collection of human experiences that interpret what one feels or perceives about things (Al-Otaibi, 2022, p. 253).

Conventionally, public decency is defined as the set of behaviors and manners that express the values, principles, and identity of a society. It includes a range of values that directly relate to the learner and their relationship with their surrounding community. Forms of this include respecting the rights and privacy of others, the ability to coexist with others, and bearing collective responsibility (Ismail, 2021, p. 378). It also refines human behavior and actions, fostering high standards of politeness and a sophisticated moral sense. Thus, a person with sound taste is eloquent in their speech, in their behavior and actions, and in their appearance. Undoubtedly, this creates an ideal society where social relationships and genuine affection among community members are strengthened (Al-Taweeli, 2020, p. 3165).

## **I - Theoretical Framework for the Study:**

### **I.1- Podcasts: A Review of the Concept and Characteristics:**

The term was first coined by British media personality Ben Hammersley in one of his articles for *The Guardian* when he was looking for a name for a new medium he was exploring (Al-Muqaddim, *A Golden Opportunity Wasted by the Arab Press*, 2017). The concept of the podcast came from a combination of "iPod" and "broadcast"; essentially, an audio broadcast published and distributed over the internet. The concept of the podcast is not new, as audio broadcasting has existed since the era of educational audio programs that were previously available (Palenque, 2016, p. 4).

Audio and visual blogging, or podcasts, possess unique characteristics that have attracted youth to such content due to the positive impacts it provides them, both cognitively and behaviorally. Some of these characteristics or attributes are as follows:

- i. The content or subject matter itself in podcasts is the primary focus of attention and emphasis, regarding the selection of topics and the manner or style in which these topics and ideas are presented. This is followed by attention to other technical aspects such as necessary media tools, design methods, sound effects, etc., unlike traditional media work, where the focus is equally distributed.
- ii. The widespread and ease of use, where it combines many of the special features of traditional media and works with them in a new style based on modern technology, distinguished by many other features that have made youth rely on them consistently.
- iii. The youth demographic is the most interested in podcast programs, as these offer content that directly affects them and aligns with their age group.
- iv. The diversity in addressing issues of interest to the audience, through the variety of podcast programs from political, religious, social, to cultural, and everything related to public affairs.
- v. Podcast content has made a positive presence in public life, beginning to impact the political, social, and self-awareness of its audience, which largely consists of youth. It offers them diverse content that they enjoy, giving them the opportunity to communicate, express themselves, discuss their concerns, and fulfill their desire to critique their conditions, thus making today's youth not just followers but also thinkers and active participants in the events around them (Siham, 2022, p. 531).

## **I-2- Manifestations of Awareness and Socio-psychological Development Through Podcasts**

In a study conducted by Sigrid Nilsen Saabyé, it was found that participants in podcast episodes gained an additional dimension to their daily lives through the formation of knowledge, insight, perspectives, and social relationships. Moreover, the study concluded that participants used podcasts as a tool to organize their lives and mental states in specific situations, and to improve their daily life as podcasts enable listeners to be active in their perceptions while also performing mental and mundane tasks (Lene Heiselberg, 2023, p. 4).

From another perspective, those who manage podcast programs on YouTube (podcasters) are characterized by a set of personal traits that qualify and allow them to influence others psychologically and socially, ensuring awareness on both fronts. The development of self-awareness and social awareness among the youth is linked to the ability to think critically, understand behaviors, and connect with others. Individuals who are distinguished often have significant awareness and very high self-confidence, and they firmly believe that all psychological pressures and social problems can be overcome as a result of their awareness in analyzing different situations (Al-Rashidi, 2021, p. 5), which grants them experiences that enable them to influence others, ensuring a life of high personal ambition and imparting them with all the experiences they have undergone to elevate the social level and push them towards betterment.

Thus, podcast programs published on the YouTube platform, directly linked to the lives of individuals through presenting various topics that address all the psychological and social issues experienced by individuals, especially the youth, are considered significant. Especially given the complexities of this demographic's life, which exists between the realities of both actual and virtual identities, resulting in more psychological and social pressures that

necessitate finding solutions to achieve psychological balance and satisfaction, whether within individuals themselves or in their interactions with others.

In a related context, followers of this type of program through audio and visual blogging notice that there are many YouTube channels with different titles that generally address several topics related to individual life. These can lead the viewer to change their outlook on life for the better, enhance their intellectual and perceptual level, improve their relationships and interactions with others, and thus develop their capabilities which inevitably reflect on their personal taste and the many dimensions associated with behaviors, values, beliefs, and more broadly, taste in general.

In recent years, podcast programs have gained significant importance due to the substantial effects they have had on the lives of their followers. This is evident in the positive reactions and desirable impressions seen through reading comments on these programs, indicating the prominent role associated with this type of content. To the extent that some consider podcasters as role models who have changed their lives from one state to a better one by adopting their ideas, opinions, and all the guidance and directions they provide in addressing various issues concerning any individual within society, touching upon the cognitive and emotional elements of individuals. They play an important role in activating and developing the essential self of the youth, which refers to the fundamental processes that give meaning to an individual regarding life, self, and others. This includes sub-factors like spirituality, represented in the belief in God, engaging in religious rituals, and feeling a sense of purpose in life. Another branch is self-care, which manifests in an individual's sense of responsibility for their role in achieving their physical and psychological well-being through healthy and safe practices, such as avoiding drugs, getting sufficient sleep, and avoiding harmful practices that could

damage themselves, their community, and their environment, along with trying to modify negative behaviors and acquire new values and adopt healthy orientations, among other dimensions that will reflect on public taste, positively or as it ought to be in any society.

Thus, podcast programs are becoming one of the most influential sources positively affecting young listeners in terms of their self-awareness in their public lives through the messages directed at this demographic. One study found that a positive orientation towards life is a factor that contributes to feelings of happiness, psychological tranquility, and a positive outlook, and the opposite is also true. Therefore, self-awareness acts as a protective factor that increases an individual's determination, builds their personality, and prevents psychological and social disorders (Mansour, 2022, p. 108). Examples of podcast programs that significantly contribute to increasing self-awareness and social awareness, and develop the knowledge and abilities of their followers, also elevating their tastes, include (Thamaniya Podcast, Finjan Podcast, Bidoon Waraq Podcast, Fahem Podcast...).

## 2. Methodological Procedures of the Study:

### 2-1. Type of Study

#### Reliability Calculation

N Cronbach's alpha value	N	
0.56	170	Scale

### 2-4 Study Population and Sample

#### Study Population

Determining the study population is a critically important methodological step after defining the study methodology and data collection tool. Any researcher must define it precisely, as it is one of the most crucial elements in the research

This study falls within the framework of descriptive studies, which aim to depict and study how and also describe the reliance of youth on the YouTube platform who receive content related to podcast programs. 2-2. Study Methodology: From the premise that each type of study has specific methodologies that are compatible with it, this represents a set of procedures and organized and specific methods determined by the researcher in his research path with the aim of reaching precise and accurate results that answer questions and achieve the goals we aim to reach through this research paper. On this basis, our study relied on the "survey method", specifically a media audience survey as a style or type that falls within this methodology. 2-3. Data Collection Tool: Given the nature of the study, which is based on the field aspect through interviewing respondents who follow podcast content on YouTube, this study relied on the "questionnaire form" as a tool for collecting information and data from the sample units, as it is one of the most important tools used in field research in the field of media and communication sciences. It is a tool that contains a set of axes, each axis branching from a group of questions that require precise answers to reach accurate results and facts. The period during which it was distributed was from January 15, 2024, to February 15, 2024.

design. The study population refers to the group of units and elements that the researcher aims to study and from which to obtain information and data. It represents the total set of units for the researcher. From this perspective, the population of our study is all Algerian youth who follow podcast programs on YouTube.

### Study Sample

Due to the difficulty of conducting this study on all units of the study population, we had to resort to sampling by choosing a sample. Therefore, in this study, we relied on a purposive sample, as we see it as the type that best achieves the objectives of our study, by deliberately selecting respondents from the group of youth who follow podcast programs on YouTube. After distributing the

questionnaire to the study units, we obtained 170 responses, a number we consider sufficient in our personal estimation to achieve the objectives of this study and reach precise results, considering that this type of sample is usually small due to its unique nature compared to other types of samples and does not require generalization.

### 3- Practical Framework of the Study

**Table One A and B: Distribution of sample units based on gender and age group.**

Category	Subcategory	Frequency	Percentage
<b>Gender</b>	Male	70	41.2%
	Female	100	58.8%
<b>Age</b>	18-25	68	40%
	25-30	54	31.8%
	30-40	48	28.2%
<b>Total</b>		170	100%

The number of respondents to the questionnaire was 170, with the highest proportion being females, totalling 100 females, accounting for 58.8%, while the number of males was 70,

making up 41.2%. In terms of age categories, the distribution was as follows: ages 18-25 at 40%, ages 25-30 at 31.8%, and finally ages 30-40 at 28.2%.

**Table Two: The reason why youth receive purposeful podcast content.**

	Categories	Frequency	Percentage
<b>Indicators</b>	<b>Achieving your psychological balance</b>	<b>23</b>	<b>13.5%</b>
	<b>Understanding life more correctly</b>	<b>114</b>	<b>67.1%</b>
	<b>To increase your confidence</b>	<b>17</b>	<b>10%</b>
	<b>Self-actualization</b>	<b>16</b>	<b>9.4%</b>
	<b>Total</b>	<b>170</b>	<b>100%</b>

The table above shows that the most common reason Algerian youth listen to purposeful podcast content is for a better understanding of life, accounting for 67.1% of the respondents.

Therefore, podcast content offers many targeted and guiding messages towards the right path, evident in a set of advice, behavior modifications, changes in negative thinking

patterns to positive ones, and everything that forms a different, more aware, and insightful

view of life for the youth with new approaches to continuing in life.

**Table Three: The main reason that drives youth to follow podcast programs is to overcome psychological and social problems.**

Total		Always		Sometimes		Scars		variables
N	K	%	K	%	K	%	K	Gender
41.2%	70	8.2%	14	25.3%	43	7.6%	13	Male
58.8%	100	8.2%	14	40.6%	69	10%	17	Female
100%	170	16.5%	28	65.9%	112	17.6%	30	Total

The attached table above explains the reason that drives youth to follow podcast programs with the aim of overcoming psychological and social problems according to gender. We find that the highest percentage of those who answered "sometimes" from both females and males is 40.6% for females and 25.3% for males. Here, we see that both genders sometimes resort to following podcast programs when needed. Although

psychological and social problems differ between genders in many cases, they share a common motivation to rid themselves of these problems through reliance on the educational content provided by podcasts, which offer effective solutions to these problems and also provide alternatives through the experiences and daily life experiences of the hosts of such purposeful and educational programs.

**Table Four: Youth opinions on the effectiveness of podcast programs as an alternative in the absence of media's role in self and social awareness.**

Indicators	Categories	Frequency	Percentage
	No	9	5.3%
	Maybe	54	31.8%
	Yes	107	62.9%
	<b>Total</b>	170	100%

The table above shows that 62.9% of the youth believe that podcast programs are indeed an effective alternative in the absence of the media's role in self-awareness and social awareness. This indicates that today's youth turn to such content with a significant motive and factor that makes them receive podcast content, which they found aligns with their

desires and meets the needs of the communicator to satisfy their psychological and social needs. These needs were not met by traditional media, whose roles have become limited to news, entertainment, and other functions, without fulfilling the most crucial role of awareness, which falls under social responsibility and professional ethics.

Indicators	Categories	Frequency	Percentage
	Motivates you to improve yourself	32	18.8%
	Benefit from others' experiences	52	30.6%
	Expand your thinking horizons	63	37.1%
	Learn new skills	15	8.8%
	Increase your level of achievement in life	8	4.7%
	<b>Total</b>	170	100%

Table Five: Ways to raise the level of youth awareness through their following of podcast programs.

The table above shows that the most effective way to raise awareness among Algerian youth while following podcast programs is through expanding their thinking horizons, estimated at 37.1%. Here, the youth attempt to broaden their perspectives, perceptions, and ideas about life

through genuine engagement with all the advice and guidance received, which collectively contributes to raising their level of ambition, challenge, and awareness. Additionally, 30.6% of the respondents chose to benefit from the experiences and trials of the podcasters who present these educational programs by following the methods and strategies they used to achieve success.

Table Six: Methods that influence youth in building their self and social awareness during their podcast follow-up.

Total		Intimidation and Fear Approach		Using Verses and Teachings		Calm and Emotional Approach		Rational and Logical Approach		Variables
n	k	%	k	%	k	%	k	%	k	Gander
41.2%	70	0.6%	1	12.4%	21	8.2%	14	20%	34	Male
58.8%	100	1.8%	3	21.8%	37	9.4%	16	25.9%	44	Female
<b>100%</b>	<b>170</b>	<b>2.4%</b>	<b>4</b>	<b>34.1%</b>	<b>58</b>	<b>17.6%</b>	<b>30</b>	<b>45.9%</b>	<b>78</b>	<b>Total</b>

This table shows the most influential methods on Algerian youth in raising their self and social awareness. From the quantitative data, we see that the rational and logical approach ranks first with 45.9%, where 25.9% are females and 20% are males. This can be explained by the fact that many youths, especially males, tend to be convinced by ideas and information that align with their reasoning, supported by numerous

practical examples and logical arguments that are far removed from imagination. Additionally, responses using verses and teachings from both males and females are notable, due to the strong attachment of Algerian youth to Islam, which they deeply believe in and trust in its real-life examples and stories that touch any youth's heart and spiritually and socially enlighten them,

enabling them to differentiate between what is right to do and how to be a good and aware example to others.

**Table Seven: The extent to which youth's choice of topics that match their interests contributes to increasing their self and social awareness.**

Indicators	Categories	Frequency	Percentage
	No	3	1.8%
	Somewhat	47	27.6%
	Yes	120	70.6%
	<b>Total</b>	170	100%

The table indicates that 70.6% of the respondents believe that choosing topics aligned with their interests is a primary reason contributing to increased self and social awareness. This suggests that podcast programs often cater to the agenda of their young

audience rather than the opposite, as they present a range of awareness issues that resonate with their desires and needs, which they always seek to satisfy and achieve. This is one of the most distinctive features of podcasts compared to other content.

**Table Eight: Podcast programs as the most contributing digital content to self and social awareness.**

Indicators	Categories	Frequency	Percentage
	No	10	5.9%
	Somewhat	46	27.1%
	Yes	114	67.1%
	<b>Total</b>	170	100%

This table highlights the respondents' acknowledgment that podcast programs indeed are the most contributing digital content to self and social awareness, with a percentage of 67.1%. This can be interpreted as this new type of serious and purposeful content possessing unique characteristics not available in other types of content, whether in terms of the

program's concept or the choice of topics and the personalities interviewed, who have high qualifications and experience in a specific field. Additionally, the majority of other media or content has shifted towards entertainment programs and content that indulges in low taste and triviality, unlike podcast programs that enhance and develop taste.

**Table Nine: The extent of change in youth's attitudes and behaviors from negative to positive through podcast programs.**

Variables	No	Somewhat	Yes	Total
<b>Gender</b>	<b>Count</b>	<b>%</b>	<b>Count</b>	<b>%</b>
Male	7	4.1%	38	22.4%
Female	7	4.1%	36	21.2%
<b>Total</b>	14	8.2%	74	43.5%

This table demonstrates the extent to which podcast programs change negative attitudes and behaviors to positive ones among youth, according to gender. The highest percentage of youth who responded with "yes" was 33.5% for females and 14.7% for males. This quantitative data can be interpreted as an indication of the strong positive influence of podcast programs in changing and modifying unhealthy and incorrect behavioral patterns and habits practiced by youth today, due to a lack of self

and social awareness. It also reflects the change or modification of their attitudes and stances in life for the better.

Most podcast programs today predominantly either present many ideas and information that the youth audience sees as solutions to their problems or address common issues that resonate with many young people and provide solutions to these problems, ensuring complete and comprehensive awareness among all youth.

**Table Ten: The contribution of podcast programs in refining the behavior of youth and enhancing their values and morals for the better.**

Indicators	Categories	Frequency	Percentage
	Rarely	10	5.9%
	Sometimes	79	46.5%
	Always	81	47.6%
	<b>Total</b>	170	100%

The table above shows that podcast programs contribute to refining the behavior of youth and developing their values and morals for the better. The highest percentage was for "always" at 81%, followed by "sometimes" at 46.5%. This can be interpreted as youth today truly being influenced by the podcast programs they follow, affecting their behaviors, orientations, values, and their view of the world around them, elevating their taste in a way that aligns with social and religious values and foundations that every young person should adhere to and promote to others around them.

### General Results of the Study

- I. The study showed that the primary reason Algerian youth engage with meaningful podcast content is their understanding of life in a correct manner, which always ensures they remain at a conscious level.
- II. The study revealed that Algerian youth follow podcast programs to get rid of psychological and social problems when necessary, depending on the nature of the issues they face.
- III. The study found that Algerian youth actually acknowledge that podcast programs are an effective alternative in

the absence of media's role in self-awareness and social awareness.

- IV. The study showed that the most effective method to raise awareness among Algerian youth while following podcast programs is by expanding their horizons of ideas, orientations, and attitudes towards themselves and others.
- V. This study indicated that the most significant methods that have a considerable impact on youth in raising their self-awareness and social awareness are the rational and logical approach and the use of verses and teachings.
- VI. The study revealed that Algerian youth acknowledge that podcast programs are the most contributing digital content to self and social awareness in our time.
- VII. The study showed that the highest percentage of youth had their negative directions and behaviors changed to positive by podcast programs, meaning that their level of awareness has increased more than before.
- VIII. The study found that the majority of youth have had their behavior refined and their values and morals developed to the better by the podcast programs they follow, thus generally enhancing and elevating taste.

### Conclusion

In conclusion, podcast programs on platforms like YouTube play a prominent and effective role in our time, as they have many capabilities that largely align with the needs of their young audience. It is also beneficial to highlight such issues and new perspectives in studies to attempt to provide empirical data that represents answers to many questions concerning self-awareness and social awareness as variables subject to many external influences, among which, as highlighted by this

research paper, podcast programs are considered a new digital content that has attracted many followers, including the youth. This has led us to focus more on providing a qualitative addition.

The main objective of this article is to present initial premises concerned with future research and studies on such issues from other social, cultural, or political angles, especially since youth today has become the most vibrant and influential group in most fields, which requires closer approach and engagement with their behaviors and orientations with the aim of broadening the discussion and giving it a significant amount of studies under the dominance of new digital media, also known as new media, and the different contents it has produced.

### References

1. Connel, J. (2021). Literally Ja'miezing: Exploring Podcast Personas And Participatory Media Culture (Thesis For: Bachelor Of Communication And Media). University Of Wollongong.
2. Hussein S Alsrehan, M. S. (2023). Miami| V.11, N. 11| Pages: 01-11| E01678 |2023. Journal Of Law And Sustainable Development: The Role Of Al Ain University In Developing Social Awareness Among Its Students. Journal Of Law And Sustainable Development, V 11, N 11.
3. Lene Heiselberg, I. H. (2023). Host Qualities: Conceptualising Listeners' Expectations For Podcast Hosts. Journalism Studies.
4. Palenque, S. M. (2016). The Power Of Podcasting: Perspectives On Pedagogy. Journal Of Instructional Research, Volume 5.
5. Prasetyo, D. F. (2023). Pelatihan Penulisan Naskah Podcast Dalam Upaya Peningkatan Keterampilan Membuat Naskah Podcast Kepada

- Remaja. Jurnal Pengabdian Kepada Masyarakat. Vol 2. No 2.
6. Vytiaz, A. (2018). Youtube - A New Era Of TV? (Bachelor Thesis). Masaryk University, Faculty Of Economy And Administration.
  7. Ahmad Ahmad Saleh Altaweeli. (2020). Protection Of Public Taste Between The Legal Intent And The Criminal System: An Applied Study On The Saudi Public Taste Regulation. Journal Of The Faculty Of Sharia And Law In Tafahna Al-Ashraf - Dakahlia, Volume 22, Issue 4.
  8. Amal Al-Hadabi And Others. (2017). The Relationship Of Self-Awareness With The Five Factors For Assessing The Quality Of Life (Wel-F5) In The Omani Society. Journal Of Psychological And Educational Sciences, Volume 3, Issue 3.
  9. Inas Mohammad Suleiman Ali Mansour. (2022). Self-Awareness And Its Relationship To Life Orientation Among A Sample Of University Female Students. Journal Of Scientific Research In Education, Issue Eight, Volume 23.
  10. Boukhalifa Khadija, Bouldani Siham. (2022). The Comedic Podcast And Shaping Public Opinion In Algeria: A Field Study Of A Sample Of Students At The Faculty Of Humanities And Social Sciences - University Of Annaba. Al-Risala Journal For Media Studies, Volume 06, Issue 02.
  11. Charbel Mustafa, Belaiour Taher. (2018). Social Awareness: Concepts And Differences Between Psychology And Sociology. Journal Of Psychological And Educational Research, Volume 9, Issue 3.
  12. Shuruq Mohammad Al-Akl. (2022). Public Relations In The Digital World: Concept And Tools. Algerian Journal For Media Research And Public Opinion, Volume 05, Issue 01.
  13. Abdel Rahim Fathy Mohamed Ismail. (2021). A Program In Reading Using Dialogue And Its Effectiveness In Developing Independent Thinking Skills And Values Of Public Taste Among High School Students. Journal Of The Faculty Of Education, Issue 115.
  14. Fatima Al-Rashidi. (2021). Future Anxiety And Its Relationship To Self-Awareness: A Field Study On Female Science Students At Qassim University. Scientific Research Notebooks, Volume 9, Issue 1.
  15. Fouad Badani, Abou Fouzia. (2020). The Algerian Popular Movement And Social Awareness On Social Media Platforms: The Manifestation Of The Message And The Interaction Of The Medium. Al-Nasiriyah Journal For Social And Historical Studies, Volume 11, Issue 2.
  16. Fawaz Bin Mohammed Al-Otaibi. (2022). Substantive Rules For Public Taste Offenses In The Saudi System. Journal Of The Faculty Of Sharia And Law, Issue Thirty-Four.
  17. Lamia Al-Muqadam. (March 23, 2017). A Golden Opportunity Wasted By The Arab Press. Retrieved January 21, 2024, From Al Jazeera Media Institute:  
<https://institute.aljazeera.net/ar/ajr/article/287>
  18. Lamia Al-Muqadam. (March 23, 2017). A Golden Opportunity Wasted By The Arab Press. Retrieved January 21, 2024, From Al Jazeera Media Institute:  
<https://institute.aljazeera.net/ar/ajr/article/287>

19. Nagi Mahmoud Nagi, Taqi Badri Aziz. (2016). Self-Awareness Among University Students. Journal Of The Faculty Of Education, Issue Four.