



ORIGINAL

Trivial content on social media from the point of view of a number of young people in Arab countries

Contenidos triviales en las redes sociales desde el punto de vista de algunos jóvenes de los países árabes

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ABSTRACT

The current research aimed to identify trivial content on social media from the point of view of a number of young people and the degree of spread of trivial content on social media in a number of Arab countries, as well as the differences in the spread of trivial content according to the different variables (gender, specialization, country). Accordingly, the researcher built a scale for trivial content on social media, consisting of (25) statements, the psychometric properties of which were verified for validity and reliability, and were applied to a sample of (1500) young people in a number of Arab countries (Iraq, Syria, Egypt, Saudi Arabia). After analyzing the results, the study concluded that there are statistically significant differences in the perception of the research sample members of the spread of trivial content on social media according to the difference in the gender variable in favor of females, in favor of theoretical specializations, and in favor of Saudi Arabia. Trivial content is widespread in Saudi Arabia, as Saudi Arabia is one of the countries from which many trivial contents originate and spread across countries, and that content makers on social media are exploited by companies specialized in marketing and promoting some ideas, meaning that it has become a means Easy and cheap to achieve certain goals, and many recommendations and suggestions were made.

Keywords: Trivial Content; Social Media; Validity and Reliability.

RESUMEN

El presente estudio se ha centrado en identificar el contenido trivial en las redes sociales desde el punto de vista de un grupo de jóvenes y el grado de difusión de dicho contenido en las redes sociales en varios países árabes, así como las diferencias en la difusión de dicho contenido según las diferentes variables (género, especialización, país). Para ello, el investigador ha construido una escala de contenido trivial en las redes sociales, compuesta por (25) afirmaciones, cuyas propiedades psicométricas se han verificado en cuanto a validez y fiabilidad, y se ha aplicado a una muestra de (1500) jóvenes en varios países árabes (Irak, Siria, Egipto, Arabia Saudí). Tras analizar los resultados, el estudio ha concluido que existen diferencias estadísticamente significativas en la percepción de los miembros de la muestra de investigación sobre la difusión de contenido trivial en las redes sociales según la diferencia en la variable género a favor de las mujeres, a favor de las especializaciones teóricas y a favor de Arabia Saudí. El contenido trivial está muy extendido en Arabia Saudita, ya que Arabia Saudita es uno de los países de donde provienen muchos contenidos triviales y se difunden entre países, y los creadores de contenido en las redes sociales son explotados por empresas especializadas en marketing y promoción de algunas ideas, lo que significa que se ha convertido en un medio fácil y barato para lograr ciertos objetivos, y se hicieron muchas recomendaciones y sugerencias.

Palabras clave: Contenido Trivial; Redes Sociales; Validez y Fiabilidad.

INTRODUCTION

It is worth mentioning that our young generation cannot be isolated from these modern technological developments, and while it is possible to avoid becoming a creator of triviality, it has become increasingly difficult for the youth to avoid falling into the trap of triviality creators whom they encounter on various social media platforms. According to a study, the people most affected by social media sites are the eighties generation, who were considered digital citizens in the study due to their influence by social media sites as they grew up and were raised in a digital age; thus, most content creators are digital citizens, and this age allowed them to form direct connections with their audiences.⁽¹⁾ In the past, content creators used to choose topics of value and importance to provide useful information to followers and readers; however, with the developments in social media sites and the emergence of many entities that support content creators financially, content creators have begun to focus on topics that bring them the most views, because the algorithms of social media and interaction sites are the ruler, the influencer moved from a skilled and skilled person who is able to provide rich and important information and prove his point of view to the public in an attempt to change their behavior to a person who is evaluated according to the numbers he has and the likes and interactions he gets, and this matter made content creators more receptive to topics that achieve financial returns for them without focusing on the importance of what they are presenting.⁽²⁾ According to the statistics of the Nelson Center for Research and Studies, it was found that (92 %) of customers trust influencers on social media more than they trust advertisements, and (40 %) of users buy the products that content creators tell them about, and of course this matter contributed to the wide spread of many trivial products and trivial content, according to what was indicated by Shabat and Qarad2023 that there is a wide spread of low-level content on social media, which contributed to the spread and manufacture of triviality, and if this indicates anything, it indicates the triviality of cultural tastes and the lack of societal oversight that made.⁽³⁾ There Young people are bored up with meaningless entertainment stuff. As a result, the researcher dived into this issue in an effort to discover the perspectives of a number of Arab youths on triviality on social networking sites. The researcher summarized his study challenge using the following major question: What is the perspective of a lot of Arab youngsters on the reality of frivolous material on social media sites in various Arab countries?

Research Problem

The culture of triviality has invaded the daily lives of many young people, and has even taken away from their mental effort. We find that most young people spend their day in a state of argument, discussion, and quarrel over a number of topics that have no importance or value. Rather, we have become a society that gives importance to the trivial and makes them a role model for future generations to the point that many societies have become threatened by the authority of triviality. With the dominance of this triviality, talking about triviality has become a form of mental absurdity, which has made current youth have no desire to contemplate and think as a result of the trivial people's control over many aspects of life. On the other hand, in light of the technological developments taking place at the level of communication means, what we can call content creation has recently emerged, as many individuals and groups have rushed to create accounts on social networking sites, and have begun to present and exchange their ideas, and present them to a group of viewers who accept that content. The information presented through these accounts has varied between useful and beneficial information and that which is not It carries no meaning and can be classified as trivial.

Research Significance

The research highlights the significant transformations in societies over the past two decades, particularly the heavy reliance on social media and digital communication for idea formulation and opinion formation. It identifies both positive and negative aspects of this reliance, with a notable rise in triviality—characterized by the consumption of superficial and rapidly spreading content—affecting the intellectual and educational values of young people. Platforms like TikTok, Facebook, Instagram, and YouTube have become major sources of trivial content, with a substantial portion of users spending hours engaging with entertainment rather than educational material. A Pew Research Center study indicated that 63 % of young people aged 18-29 view social media as a primary news source, which further blurs the line between serious and trivial content. The phenomenon of triviality is perpetuated by both its fans and critics, as engagement—whether positive or negative—fuels its spread. The youth, particularly university students, are both the primary consumers and creators of content, often motivated by financial incentives and the desire for fame. This has led to a proliferation of trivial and sometimes offensive content, often lacking in meaningful value. The absence of government oversight in many Arab countries has exacerbated this issue, allowing content creation to become a profit-driven endeavor, often at the expense of quality and societal values. Studies indicate that content creators are frequently exploited by companies for marketing purposes, and they wield significant influence over their followers, who often regard them as trustworthy sources of information. Overall, the research underscores the complex dynamics of social media, triviality, and youth engagement in the digital age.

Research Gap

The research identifies a significant gap in understanding the impact of social media and digital communication on societal transformations over the past two decades, particularly regarding the rise of trivial content. While it acknowledges both positive and negative effects, it emphasizes the concerning trend of young people prioritizing superficial entertainment over educational material. With platforms like TikTok, Facebook, Instagram, and YouTube dominating content consumption, a Pew Research Center study reveals that 63 % of young adults view social media as their main news source, blurring the distinction between serious and trivial information. The engagement with trivial content, driven by both creators and consumers seeking fame and financial gain, raises questions about its implications for intellectual and educational values among youth, especially university students. This highlights a need for further research into the long-term effects of this phenomenon on society and education.

Research Objectives

The current research aims to identify:

The general aim is to explore young people's perspectives on the prevalence of trivial content on social networking sites in Arab countries, considering various factors such as gender, specialization, country, and time spent on these platforms.

Defining Research Terms

Triviality: "Dono" defined the term triviality as everything that has no value and everything that is not good. Triviality, in other words, means absurdity and lack of originality. This means that the trivial thing is what was incompetent in a field and everything that expresses mediocrity.⁽⁴⁾

- Trivial content: content spread across social media sites that carries intellectual and social content that negatively affects values and behavioral patterns. It is expressed via the Internet and social media sites in many written, audio, or visual forms and is presented by individuals seeking to increase the number of followers and gain material profits.⁽⁵⁾
- Social networking sites: it is the process of communicating and connecting with relatives, colleagues and friends through websites and electronic services that provide rapid information delivery on a wide scale. These sites do not only provide information, but also interact and synchronize with individuals while providing them with information within the scope of the network they are connected to. It is one of the most important methods of exchanging information instantly over the Internet.⁽⁶⁾

The Concept of Trivial Content

Triviality is defined in the language, as indicated by dictionaries and glossaries: It is derived from "tafaha" and "ta'fa" means that food has become tasteless or flavorless. It is said that a trivial man is: unbalanced, of little mind, and his actions are worthless. The person who practices such an act has been described as "the trivial" who speaks on the orders of the public. It is the content that carries intellectual and social content that negatively affects values and behavioral patterns and is expressed online through several written, audio or visual patterns by content creators whose goal is to increase the number of followers. Among the characteristics of a trivial person is decadence. A trivial person is a lowly person, and has a low level to the bottom. He digs for information and news, and seeks to exploit it for his personal benefit.⁽⁷⁾ There is what is called the trivial system, which is the ridiculous system, and the social system in which the dominant class is the class of trivial people, or it is the society in which triviality and mediocrity are rewarded instead of seriousness and quality. In this field, "Dono" confirmed that the trivial system is the one in which the dominance and control in society is in the hands of trivial people. It is a society that attaches importance and care to mediocrity and decadence, and highlights everything that has no value. In it, what is produced is trivial, and people with competence and high intellectual levels are marginalized. Thus, baseness rises in society, triviality and absurdity grow, and penetrate all areas of life.⁽⁸⁾ Story(2009) indicated that the content industry is currently very popular among young people, and it is similar to what was formerly called popular culture, which is scenes or situations that people love and accept because they present a different type of content that is almost closer to humor and inferiority and is characterized by intentionality in work, and is produced to win the favor of many people, as it is originally a product of public interaction, meaning that it is a culture that people create for themselves.⁽⁹⁾

The Internet is one of the most important modern and advanced means of communication, which transmits global ideas, opinions and cultures in all their dimensions, including negative phenomena that lead to changing values, trends, traditions and norms prevailing in societies, and may result in the difficulty of changing the behavior of individuals, and influencing and being influenced by this technology, especially the values and trends of individuals, and trivial content has many negative effects that affect young people.⁽¹⁰⁾

After the researcher reviewed the contents provided through social media, he found that there are five types through which trivial content is presented, namely:

- Humorous content: such content exploits entertainment, fun, and creating a sense of humor when preparing trivial material to attract followers.
- Educational skills content: such content exploits the educational method of videos teaching a specific skill, such as a specific cooking recipe, when preparing and presenting trivial material.
- Discussion content: such content exploits dialogue sessions when preparing and presenting trivial material.
- News content: such content exploits the news method when preparing and presenting trivial material.
- Promotional content: such content exploits the marketing method in preparing and presenting trivial material, and it also effectively markets products through it.⁽¹¹⁾

Social Media Sites

The concept of social media is not a fixed concept in the various literatures, due to the overlapping opinions and trends in its study and due to the rapid developments in the world of communication and media technologies. This concept has reflected the technical development that has occurred in the use of technology, and has generally been applied to everything that can be used in the meeting and communication of individuals and groups on the giant web (Al-Mutairi, 2013, 25). Social media is defined as a term given to a group of means on the Internet that allow communication between individuals in a virtual environment that brings them together according to interests and affiliations in groups. All of this is done through direct communication services such as sending messages or viewing the personal files of others and knowing their news and information that they make available for display (Abdul Hamid, 2015, p. 50). It is also known as social networks that allow users to create their personal features through the data they display, the photos they share, as well as contacting friends they met on the Internet or in real life away from the Internet and viewing the personal data of others, and displaying the list of friends and contacts and exchanging them with others, in a general and public manner, which formed the basic basis for interaction on various social media. Thus, communication means support different patterns of interaction even if the means differ and diversify.⁽¹²⁾ Communication means have become present everywhere, and communication via social networks is no longer just entertainment or for self-entertainment, but has become a way of life.

Prominent Advantages of Social Media Sites

- Ease of use: dealing with social media does not require informational expertise to interact with its content, nor do social media users need complex scientific and practical expertise and training, but rather just a brief introduction and initial principles about the nature of use only, and the registration process only requires a name, a secret number, and an identification card for the member, and approval of the membership terms and conditions of the contract specifying digital rights and duties, and once the registration procedures are completed, the member obtains a digital identity that allows him to conduct his work on the network with complete freedom, and if he violates the conditions, he is subject to punishment such as deleting the account or freezing the membership.⁽¹³⁾
- Interactivity: through social media, the individual is considered a receiver and reader, sender and participant, and social media eliminates the abhorrent negativity in old media such as television and paper newspapers and gives space for effective participation for both the participant and the reader.⁽¹⁴⁾
- Broad freedom: after traditional media were subject to interference by authorities and a tool of guardianship over the mind and thinking of the citizen, social media has become one of the most important means of expressing the individual's creativity and allowing his ideas to appear.
- Availability and continuous updating: anyone can stay informed of the reality around the world, because social media provides the opportunity to use live and continuous broadcasting, and updates the news and information spread from all over the world as soon as it happens.
- Flexibility: social media enables the individual to prepare an archive through which he can store all the information that is important to him, to refer to it when needed with ease and simplicity.⁽¹⁵⁾
- Independence and diversity: social media allows individuals to express their ideas independently of any other opinion.
- Speed: social media has allowed the exchange of information in a rapid manner through communication or interconnection, which allows information to be processed and sources to be verified directly.
- Free flow of information: these networks have provided a huge amount of up-to-date information, not only in text, but also using multimedia, which achieves immediacy in sharing up-to-date information and broadcasting facts and events moment by moment.⁽¹⁶⁾

Attributes of Social Media

Connecting with others, exchanging ideas, learning about different cultures, and breaking down geographical

barriers. Getting involved in different activities that help you connect and chat with others. Easy to use and budget-friendly. Helping creates chances that spark ideas and programs focused on achieving goals and promoting community growth.⁽¹⁷⁾ Research Methodology: In this study, we went with the descriptive analytical technique because it really fits what we're trying to achieve. It's a way of looking at reality and phenomena just as they are, giving a clear description and expressing them in either qualitative or quantitative terms. Qualitative expression is all about describing the phenomenon and explaining its characteristics, while quantitative expression deals with numbers, showing how big the phenomenon is, how it relates to other phenomena, and how widespread it is. The group of people we looked at and the sample we used: A group of young people from various Arab countries, like Iraq, Syria, Egypt, and Saudi Arabia, came together as the first research community, with university students leading the way. The researcher wanted to look into how common trivial material is in different countries because it was tough to get accurate numbers for the original study group. We had a study sample of 1500 university students, both male and female, from the countries we mentioned.⁽¹⁸⁾ Table 1 and figure 1 below that illustrate how the sample was divided according to the study variables

Table 1. Distribution of the research sample according to the variables of the study		
	Variable Type	Number
Sex	Males	775
	Females	725
	Total	1500
Specialization	Theoretical colleges	771
	Applied colleges	490
	Total	1500
Country	Iraq	349
	Syria	386
	Egypt	382
	Saudi Arabia	383
	Total	1500
Hours spent on social media per day	Less than an hour	688
	1-2 hours	201
	More than 2 hours	602
	Total	1500

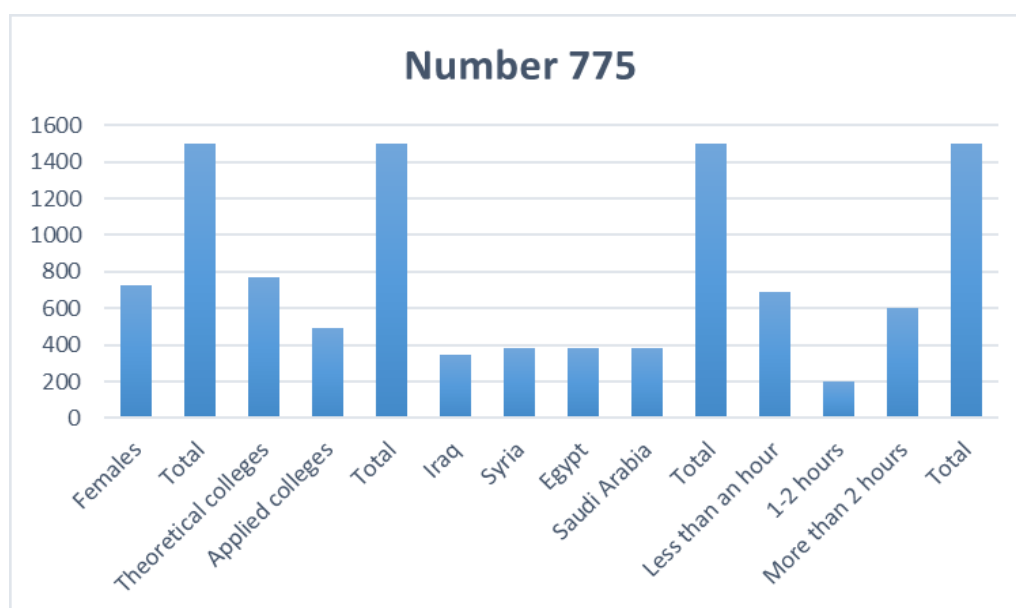


Figure 1. Distribution of the study sample by the study variables⁽¹⁹⁾

The sample was drawn using a stratified random method, meaning that all members of the group had equal chances of being selected from among the sample members, and that the selection of any individual did not

affect the selection of any other individual in any way. The sample members were classified according to the differences in variables of gender, specialization, country, and hours spent on social media sites daily.

Research Method and Instrument

The researcher relied on a questionnaire to monitor the reality of trivial content on social media sites from the point of view of a number of university youth in Arab countries. The aim of the questionnaire is to monitor the point of view of a number of university students in Arab countries about the reality of trivial content on social media sites, in order to try to monitor this problem that many countries suffer from, especially Iraq, which was behind clear policies aimed at undermining the young generation. Accordingly, the researcher reviewed a number of research and studies related to this field, and designed a questionnaire consisting of (25) paragraphs that reflect the point of view of young people about the trivial content they watch on social media sites. The questionnaire is corrected by choosing one alternative from five alternatives available to the respondent (always, often, sometimes, rarely, never), and accordingly the total score for performance on the questionnaire ranges between (25-125) points. After completing the questionnaire in its initial form, the researcher presented it to a number of experienced and specialized arbitrators in the fields of psychology to benefit from their opinions and observations on the clarity of the instructions, the content of the phrases and the validity of their representation of what will be measured, the appropriateness of the wording of the phrases, and determining the appropriate location for each phrase, and to add their opinions. Their suggestions and amendments that they appear as appropriate for the phrases, and after analyzing the opinions of the honorable arbitrators, some phrases were amended, and some errors were corrected according to the opinions of the arbitrators, and the following table shows the percentage of agreement between the arbitrators on the items of the questionnaire.

No.	Agreement Percentage	No.	Agreement Percentage	No.	Agreement Percentage	No.	Agreement Percentage	No.	Agreement Percentage
1	90	6	90	11	90	16	80	21	90
2	80	7	90	12	90	17	100	22	90
3	80	8	100	13	100	18	90	23	90
4	100	9	90	14	90	19	80	24	80
5	90	10	100	15	100	20	60	25	100

After that, the researcher applied the questionnaire to a survey sample consisting of (50) individuals other than the members of the basic research sample, in order to ensure the suitability of the phrases for application, and their clarity for the sample members. The researcher asked the sample members before starting to answer the questionnaire phrases to put a mark next to each phrase they found ambiguous in understanding. After that, the researcher verified the psychometric conditions of the questionnaire by applying it to the aforementioned sample after making modifications to some items and rephrasing them linguistically. The structural validity was confirmed by calculating the correlation coefficient between the score of each paragraph and the total score of the questionnaire, as shown in table 3 and figure 3.

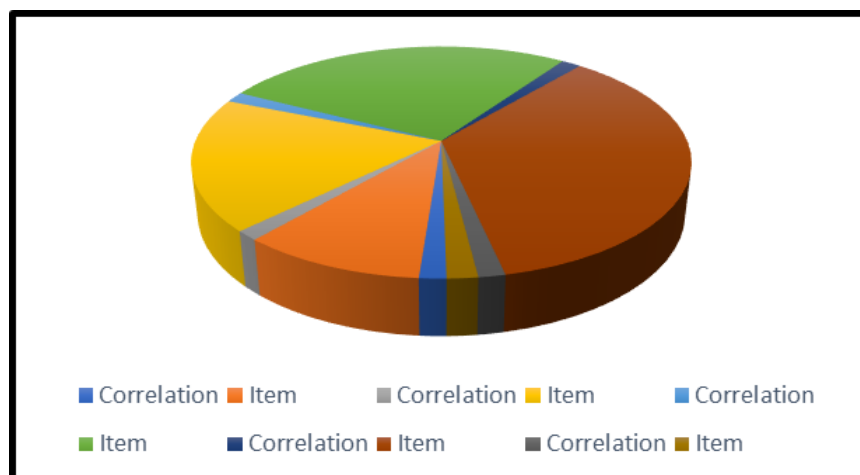


Figure 3. Correlation Coefficient Value for Questionnaire Items and Total Score

Table 3. The value of the correlation coefficient between the score of each item and the total score of the questionnaire									
Item	Correlation	Item	Correlation	Item	Correlation	Item	Correlation	Item	Correlation
1	0,87	21	0,89	16	0,87	11	0,78	6	0,87
2	0,76	22	0,76	17	0,65	12	0,75	7	0,73
3	0,57	23	0,79	18	0,71	13	0,65	8	0,56
4	0,67	24	0,77	19	0,87	14	0,79	9	0,67
5	0,78	25	0,78	20	0,65	15	0,92	10	0,61

Based on the data in the table, it is clear that all of the correlation coefficients are statistically significant at the 0,000 level. This means that the questionnaire items are consistent with one another and measure the intended constructs. Additionally, the high correlation coefficients (ranging from 0,56-0,92) validate the questionnaire for scientific research. The researcher checked the value of the correlation coefficient between each dimension's score and the total questionnaire score. To ensure the scale was discriminantly valid, they took the highest and lowest scores from the sample and ranked them. Then, they used the Mann-Whitney test to see if there were any differences. The results are as follows:

Table 4. Results of the Mann-Whitney test to verify the discriminant validity of the questionnaire						
Questionnaire	High Group		Low Group		Mann-Whitney test value	Sig. Level
	Mean	Std.	Mean	Std.		
98,7	15,4	54,6	11,3	123,13	0,000	Valid

The table shows that the significance level value of the Mann-Whitney test is smaller than the default significance level (0,05), which indicates that there are differences between the averages of the two groups in favor of the upper category, which means that the scale is able to distinguish between the different categories.

Reliability: to ensure stability, the researcher calculated the value of the stability coefficient by retesting the previous sample, then reapplied it for the second time on the same sample after two weeks had passed from the first application, and the stability was calculated by splitting half, and the following table shows the stability coefficients.

Table 5. Retest and split-half stability coefficients for the questionnaire		
Questionnaire	Half-Splitting	Combination Consistency
	0,87	0,82

It is noted from the previous table that they are high, good and valid stability coefficients for the purposes of the current research.

Research results and discussion

What is the point of view of the research sample members of the youth about the reality of the trivial content spread through social networking sites?

To answer this question, the researcher calculated the arithmetic mean, standard deviation, and percentages of answers to the questionnaire items, and the results were as follows:

Table 6. Arithmetic means, standard deviations, and percentages of performance on the questionnaire				
No.	Items	Mean	Std.	Percentage
1	What I see on social media does not reflect our values and customs.	4,3	0,32	89
2	I think that followers' tastes are what make trivial content spread widely.	4,3	0,10	90
3	Social media influencers are exploited by certain parties to promote trivial ideas.	3,4	0,243	65
4	The majority of topics presented by content creators are aimless.	4,1	0,89	88

5	The majority of topics presented by content creators are meaningless.	4,1	0,41	78
6	I think that there are goals behind trivial content on social media.	3,8	0,021	88
7	The trivial content that is widely spread on social media should be stopped.	2,65	0,036	61
8	Trivial content on social media contributes to creating an atmosphere of superficiality and empty entertainment.	4,3	0,653	90
9	Trivial content promotes simple thinking and a superficial mentality.	4,5	0,054	90
10	Content creators' goals are focused on attracting the largest possible number of views without paying attention to the quality of the content.	5	2,0	100
11	Trivial content on social media focuses on aspects that are beneficial to the supporting parties only.	3,0	0,987	
12	With the spread of trivial content, it has become difficult to distinguish between useful and useless.	4,7	0,087	
13	Social media algorithms play an important role in the spread of trivial content.	5	0,881	100
14	Some content creators are now focusing on achieving a certain level of income without paying attention to scientific benefit.	5	1,436	100
15		4,5	0,874	100
16	At the present time, trivial content is more successful than useful content.	4,8	0,541	80
17	Certain parties use communication and communication technology to spread ideas and goals they seek.	4,3	1,876	100
18	Trivial content circulated on social media has become an easy and very profitable trade.	5	1,098	100
19	Trivial content is considered one of the most important sources of income at the present time.	3,9	0,764	90
20	Publishing trivial content on social media does not require much effort.	4,6	1,098	90
21	There is intense competition between content creators to publish trivial content.	5	0,986	90
22	I believe that the widespread spread of trivial content will lead to the collapse of society.	3,4	1,021	75
23	Content creators seek to reach stardom through trivial content.	5	0,786	100
24	The state of boredom that some Arab youth suffer from increases the demand for trivial content.	4,7	1,231	90
25	Trivial content creators seek to run after scandals.	5	0,986	90

The table above shows that the percentages are the highest degree, and the most of the research sample members, as it shows that there is trivial content that is widespread, and in abundance on social media sites, as (89 %) of the research sample members believe that the content viewed on social media sites does not reflect our values and customs, while (90 %) of them believe that the tastes of followers are what contribute to the widespread spread of trivial content, and this is what was proven by the study (Shabat and Qarad, 2023, p. 239), which explained that there are percentages, data, and imaginary numbers that are recorded on trivial content that has no meaning, but is almost superficial, devoid of meaning, and addresses instincts and desires, and this, if it indicates anything, indicates the culture and taste of the following masses, and accordingly, the preferred taste of the public has become the superficial consumer taste that is contrary to depth and purpose, and (65) of the sample members believed that influencers on social media sites are exploited by certain parties to promote trivial ideas, in addition to the belief (88 %) of the sample members believe that the majority of the topics presented have no purpose or meaning, and (78 %) of the sample members believe that there are goals behind trivial content. The study (Glucksman, 2017, p77-87) has proven that the majority of social

media sites allow content creators to communicate directly with followers, and thus the relationship is two-way, i.e. interactive between the influencer and the followers, which gave content creation a new dimension that was not available before. The content creator can exploit his followers to spread certain ideas or attract interactions to obtain money, while only (61 %) believe that a limit should be put on trivial content on social media sites, and (90 %) of the research sample members believe that trivial content contributes to creating an atmosphere of superficiality and empty entertainment, and even enhances simple thinking and a superficial mentality, to the point that there is difficulty in distinguishing between beneficial and harmful, which made the content circulated among many social media users an easy and very comfortable trade, and (100 %) of the research sample members believe that the goals behind creating trivial content are the pursuit of views Without paying attention to the quality of the content, and to achieve a certain income, in addition to the fact that the algorithms of social networking sites that assume a lot of publishing at specific times lead to the publication of trivial content that has no meaning, so trivial content has become one of the most important sources of income at the present time, in addition to the state of boredom that Arab youth suffer from, whether they are the creator of trivial content or its recipient, which made them contribute to its spread, in addition to the tastes of the audience, and (87 %) of the research sample members believe that trivial content in the current era has become more important than useful content, and (94 %) of them believe that trivial content is used to spread specific goals, thus the competition between them has become intense, and (81 %) believe that trivial content often does not require much effort, which contributed to its greater spread, and (75 %) of the research sample members believe that the creators of trivial content run after stardom in their content.

The study (Al-Hawzi, 2019, p. 1) proved that the virtual audience, through what digital platforms provided them, such as hiding behind fictitious and pseudonymous names, found their way to the works that are characterized by triviality, and thus contributed to the fame of the owners of that content. The results showed that (90 %) of the sample members believe that the creators of trivial content seek scandals in their content. This was proven by the study (Shabat and Qarad, 2023, p. 241) that the widespread interaction with trivial data and aimless videos via social media reflects the psychological desire, the need for control, and running after instincts and scandals. Excitement is inherent in humans, especially in the absence of the desire to satisfy conscious intellectual and mental needs.

RESULTS AND DISCUSSION

The study focused on a sample of university students from many Arab nations (Iraq, Syria, Saudi Arabia, Egypt) during the 2023-2024 academic year. Concerning the evaluation of the research hypotheses to verify their validity or refute them, they are outlined below for enhanced clarity:

The first hypothesis: there are no statistically significant differences between the average scores of the research sample members on the questionnaire on the reality of trivial content on social media sites according to the gender variable. To verify the validity of this hypothesis, the differences between the average scores of the research sample members on the questionnaire on monitoring the reality of trivial content on social media sites from the point of view of the research sample members were calculated, using the (T-Test) test to clarify the significance of the differences, and the following table shows this:

Table 7. Differences between the scores of the research sample members on the questionnaire according to the gender variable							
Trivial Content	Gender	No.	Mean	Std.	T-Value	Sig.	Decision
	Male	775	73,0348	20,37060	14,6	0,00	Valid
	Female	725	95,9241	37,94862			

It is noted from the table above that the significance level value for the total score of the questionnaire is smaller than the default significance level value (0,05), and therefore we reject the null hypothesis, and accept the alternative hypothesis that states: (There are statistically significant differences between the average scores of the research sample members on the questionnaire on the reality of trivial content on social media sites according to the gender variable, in favor of females). That is, female members of the research sample consider trivial content to be more widespread on social media sites. Second hypothesis: There are no statistically significant differences between the average scores of the research sample members on the questionnaire on the reality of trivial content on social media sites according to the specialization variable.

It is noted from the previous table that the significance level value for the total score of the questionnaire is smaller than the default significance level value (0,05), and therefore we reject the null hypothesis, and accept the alternative hypothesis that states: (There are statistically significant differences between the average scores of the research sample members on the questionnaire on the reality of trivial content on social media sites according to the variable of specialization, in favor of theoretical specialization), meaning that the

research sample members with theoretical specializations consider that trivial content is more widespread on social media sites.

Table 8. Differences between the scores of the research sample members on the questionnaire according to the specialization variable							
Trivial Content	Specialization	No.	Mean	Std.	T-Value	Sig.	Decision
	Theoretical	901	91,205	20,37060	10/8	0,00	Valid
	Applied	599	73,407	37,94862			

The third hypothesis: there are no statistically significant differences between the average scores of the research sample members on the questionnaire on the reality of trivial content on social media sites according to the country variable.

The arithmetic means and standard deviations of the responses of the research sample members were calculated according to the difference in the country variable, and the results were as shown in the table below:

Table 9. Descriptive statistics of the scores of the research sample members on the questionnaire				
Dimension and total degree	Country	No.	Mean	Std.
The reality of trivial content on social media	Iraq	349	65,2585	13,77278
	Syria	386	89,6865	19,91534
	Egypt	382	79,6571	22,54701
	Saudi Arabia	383	103,4527	49,56566
	Total	1500	84,0980	32,26043

To find out if there are statistically significant differences attributable to the country variable, one-way analysis of variance (ANOVA) was used, and the following table shows that:

Table 10. Results of the ANOVA test, according to the country years variable							
Questionnaire	Source of variance	Total Square	Freedom Degree	Average of Squares	F	Sig. Level	Decision
Status	Among Groups	286263,568	3	95421,1	112,06		Valid
	Within groups	1273799,02	1496	851,470			
	Total	1560062,59	1499				

It is clear from the previous table that the value of (F) for the total score reached (112,06) at a significance level of (0,000), which is smaller than the value of the default significance level (0,05). This means that there are statistically significant differences between the average scores of the research sample members on the questionnaire on the reality of trivial content on social media sites according to the country variable. To find out the direction of the difference between the averages and their significance level, the researcher used the Dunnett multiple comparisons test for heterogeneous samples, and the following table shows the results.

Table 11. Results of the Dunnett test and the Scheffe test for comparing averages according to the country variable						
Dependent Variable	Country	Country	Means Average	Standard error	Sig. Level	Decision
Trivial content on social media	Iraq	Saudia Arabia	-38,21	2,15712	0,00	Valid for Saudia Arabia
	Syria	Saudia Arabia	-13,71	2,15045	0,00	Valid for Saudia Arabia
	Egypt	Saudia Arabia	-23,75	2,15712	0,00	Valid for Saudia Arabia

The results in the table above show that all the differences are statistically significant in favor of Saudi Arabia, whose members believe that trivial content is widely spread there. Accordingly, the alternative hypothesis is accepted: there are statistically significant differences between the average scores of the members of the research sample on the questionnaire on the reality of trivial content on social media sites according to the country variable in favor of Saudi Arabia.

CONCLUSIONS

Trivial content is prevalent in Saudi Arabia and spreads across countries. Social media sites are exploited by marketing companies for easy and cheap goals. This content is not limited to a specific country or region but spreads across diverse societies and cultures, increasing the complexity of investigations. Identifying harmful or inappropriate content in a specific culture is not always easy due to the diversity of cultures and societies involved.

RECOMMENDATIONS

1. Working on developing specific strategies to combat triviality on social media, and working on mobilizing the various efforts of community institutions to implement legal and technical strategies to confront this phenomenon.
2. Working on enhancing digital awareness by activating methods to confront trivial content and clarifying the danger of interacting with such content that negatively affects the awareness of young people.
3. Working on enacting strict legislation and laws to confront trivial content that spreads on social media, which may incite hatred and negatively affect public security.

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