

Differences Between Groups According to the data obtained, the main differences found between the respondent groups are as follows: 1.Content Type Preferences: Religious Content: Those who hunger for moral and ethical instruction predominantly voted in favor of this entertainment.Names like "Youssef Ghaly" repeatedly referred to as very affecting persons. Comedy: The favorite among the younger age group for lighthearted entertainment and relatability to the situation. Educational Content: It is considered worthy because it enables learning particularly from creators like "Al-daheeh" to occur.Impact of Influencers: Positive Impact: By maintaining transparency and high ethics in their modeling, and the provision of beneficial information, influencers have won favor with respondents.Gender-Based Preferences: Females: They are vividly involved in both comedy and lifestyle content.Age-Based Differences: Younger Participants (13–19 years): Youths consider entertainment and comedy as more influential tools of communication.Active influencers always provide radiance to their followers.2.3.4.5. 1.2