

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.