L'arbi Ben M'hidi University
Oum El Bouaghi
College of Social Sciences and Humanities
Human Sciences Department
Research Group:
Algerian Women And The Visual Blog Space
Its number:
I02N01U040120200001

المرأة الجزائرية
والفضاء المدوناتي المرئي

Organizes A Virtual National Symposium

Influential Woman In Social Networking Sites

Trilogy of Fame, Marketing and Profit

1ST APRIL 2021

The participation form includes the following information:

Name and Surname:.....................................

Degree:..

Specialization:..

Affiliation institution:..............................

E-mail:...

The phone:...

Participation axis:.....................................

المرأة الؤثرة في مواقع التواصل الإجتماعي
ثلاثية الشهرة، التسويق والربح المادي

The title: ....

Admission requirements:

- The research must be original that has not been previously published or participated in previous events.
Research papers are written according to the scientific principles and methodology, with references at the end of the article.
The number of pages ranges between 11 and 15 pages.
- The research should be attached with two abstracts (Arabic and English)
- Research is subject to scientific arbitration.
- Researchers receive a certificate of participation.

Important Dates

- Deadline for receiving complete articles: **March 19, 2021**
- Response to accepted articles:**March 24, 2021**
- The date of the symposium: **1ST April, 2021**.

Important Notes:

- Participation fees for **teachers: 2000 DA**
- Participation fees for **doctoral students**: **1000 DA**

To send comments and communicate, please contact the e-mail:

femme.influenceuse@univ-oeb.dz

Organizers' structure:

Honorary President of the Forum
Pr.Dibi Zohir
Rector of Oum El Bouaghi University

Forum General Supervisor:
Dr. Abd el wahab Elaamri

President:
Dr Naouel Boumechta

Members of the scientific committee:

Head of the scientific committee:

Pr Deif Linda

- Pr Naili Nafissa
- Dr Boumechta Naouel
- Dr Rahmouni Loubna
- Dr Allag Amina

Members of the organizing committee:

Head of the organizing committee:

Achour Hana

- Goudjil Nourabidine
- Thniou Soumia
- Naili Houcine
- Medja Wahiba

The axes

The first axis: the conceptual context
Social Media
- Social Impact
- Visual Blogging
- Social Marketing

The second axis: areas of women's influence on social media
Beauty and Fashion
- Cooking and measures
- Women's health
- Other fields

The third axis: the reasons and motives for following influential women on social media
- Psychological causes and motives
- Social causes and motives

The fourth axis: the secrets of the success of influential women on social networking sites
- Necessary skills (cognitive - technical - persuasive - communicative - creative ...)
- Successful Algerian and Arab experiences.

Objectives:

1- Defining social impact through social networking sites.
2- Explain the areas of social influence specific to women.
3- Knowing the reasons and motives for following influential women on social media
4- Presenting successful experiences on feminist blogging in Algeria and the Arab world.

Topic:

The spread of social networking sites and their increasing use day by day, it appears on the front what we call "social influencers", those people who have an account on one or more social media sites and gain tens of thousands of followers, and who have the ability to influence and persuade their target audience with an attractive manner that

These influencers may be women or men, artists, media professionals, players and others, and they may be ordinary people who gained fame through these sites due to their promotion and marketing of goods, services or ideas, and even by displaying pictures or videos of their personal and daily lives.

Influential women use YouTube and Instagram extensively to promote certain products or record videos about their personal lives, and sometimes they achieve millions of follow-ups to their channels, and in that they share profits with these platforms, thus many people create accounts through which they publish various content , and sometimes related to their personal life.

Finally, let us say that the phenomenon of women influencing social networking sites is a phenomenon that must be highlighted in light of the great increase of using these networks use , as well as the awareness of youth, adolescents and even children about the need to carefully contents of these sites select, and to understand the dimensions and backgrounds of what they promote in terms of goods, services, ideas, etc. In order to take responsibility towards ourselves and towards others.