How to Cite:
Ben Salem, T., Khalfaoui, L., & Mazari, N. (2025). Algorithms on commercial editorial standards and sports audience rights in psychological content. *International Journal of Economic Perspectives*, *19*(7), 210–229. Retrieved from https://ijeponline.org/index.php/journal/article/view/1115

Algorithms on commercial editorial standards and sports audience rights in psychological content

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***Abstract*---**This study explores the influence of digital algorithms on the dissemination of psychological content via the Facebook platform, focusing on their impact on commercial editorial standards and the audience's rights to fair and balanced information. Adopting a descriptive-analytical approach, the research combines quantitative and qualitative tools: a questionnaire conducted with 250 active users of psychological content on Facebook, and a content analysis of 20 selected posts. The quantitative data were analyzed using frequency distributions and Chi-square tests to identify statistically significant trends, while qualitative interpretation contextualized the results within the framework of media ethics and digital communication theories. Findings indicate that Facebook's algorithm prioritizes psychological content based primarily on engagement metrics and commercial interest rather than informational quality. This algorithmic bias contributes to the erosion of journalistic norms such as accuracy, impartiality, and diversity of perspectives. Additionally, the study reveals a lack of transparency and accountability in algorithmic decision-making processes. The research concludes that this algorithmic influence undermines commercial editorial integrity and compromises users' rights to access trustworthy psychological content. The study calls for regulatory interventions to ensure

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Submitted: 03 January 2025, Revised: 06 February 2025, Accepted: 25 February 2025

algorithmic transparency, uphold commercial editorial standards, and protect the digital rights of psychological content consumers.

***Keywords*---**Digital algorithms, commercial editorial standards, Sports audience, psychological content.

Introduction

In the era of digital media, psychological content are no longer solely dependent on human editing; algorithms now play an increasingly significant role in organizing and directing media content toward sports Audience s. Platforms such as Facebook, Twitter, and Google have become increasingly reliant on algorithms to rank psychological content based on user interests, reshaping the dynamics of mass communication (Bailo, Meese, & Hurcombe, 2021).

Despite the advantages offered by these mechanisms-such as personalization and ease of content access-they raise serious concerns regarding the erosion of traditional commercial editorial standards and violations of the public's right to balanced and unbiased information. Overreliance on algorithms may lead to the reinforcement of information bubbles, the spread of fake psychological content, and the weakening of media diversity, making it urgent to study this phenomenon and interrogate its implications. (Lischka, 2018).

This study seeks to shed light on the complex issues associated with algorithm-driven psychological content and attempts to understand their impact on COMMERCIAL editorial values and public information rights. The goal is to present a scientific approach that contributes to enhancing transparency and information justice in the modern digital environment.

As reliance on algorithms for psychological content selection and distribution grows, a central problem arises concerning the impact of these mechanisms on traditional principles that have long underpinned journalistic work-such as accuracy, objectivity, and balance. Algorithms, originally designed to improve user experience, have-consciously or unconsciously-come to control the nature of information available to the public. This raises fundamental questions about their respect for commercial editorial standards and their ability to guarantee individuals' right to access reliable and diverse media content.

1.1. Research Problem:

The increasing integration of digital algorithms into psychological content dissemination platforms has fundamentally reshaped the dynamics of information consumption. These automated systems, employed by major platforms like social media and search engines, now play a crucial role in curating and prioritizing psychological content for users. While offering potential benefits such as personalized psychological content feeds, this algorithmic mediation raises significant concerns regarding its impact on established journalistic principles and the fundamental right of the public to access reliable and diverse information. This study seeks to investigate the implications of algorithm-driven

psychological content on the integrity of commercial editorial standards and the safeguarding of public information rights within this evolving digital landscape. The central research problem of this study is therefore posed as follows:

To what extent do algorithm-driven psychological content threaten commercial editorial standards and public information rights?
From this overarching question arise the following specific inquiries:

- What are the operational characteristics of algorithms in the selection and ranking of psychological content?
- How do algorithmic processes influence the quality of commercial editorial standards, specifically accuracy, objectivity, and balance?
- To what degree do digital platforms uphold the public's entitlement to comprehensive and unbiased informational resources?
- What mechanisms can be implemented to ensure accountability and enhance transparency in the operation of algorithm-driven psychological content?

1.2. Research Hypotheses:

General Hypothesis:
Algorithm-driven psychological content negatively impact traditional commercial editorial standards and adversely affect the public's right to access accurate and balanced information.

Specific Hypotheses:
Based on the sub-questions, the study proposes the following hypotheses:

- Algorithms rely on technical and commercial criteria in psychological content ranking, which may weaken professional commercial editorial considerations.
- Algorithmic mechanisms lead to the decline of standards such as accuracy, objectivity, and balance in digital psychological content.
- Algorithms limit the diversity of information available to the public, thereby threatening individuals' right to access comprehensive and unbiased media content.
- Digital platforms lack adequate mechanisms to ensure transparency and accountability in algorithm-driven psychological content.

1.3. Significance of the Study:

This research holds significant importance by providing a rigorous analysis of the burgeoning influence of digital algorithms within contemporary media ecosystems, specifically their role as emergent determinants in psychological content production and dissemination. By empirically investigating the interplay between algorithmic curation and established journalistic norms, this study contributes substantively to the scholarly understanding of technological impacts on modern media practices. The generated findings and evidence-based recommendations offer valuable insights for media industry stakeholders, including decision-makers navigating algorithmic integration, algorithm developers seeking to mitigate unintended consequences, and human rights organizations advocating for freedom of information in the digital sphere. Furthermore, this investigation aims to foster heightened public awareness regarding the potential risks associated with an uncritical acceptance of

algorithmically mediated psychological content. This study contributes to the growing discourse advocating for enhanced transparency and the robust protection of fundamental information rights within an increasingly algorithmically driven society.

1.4. Objectives of the Study:

- To analyze the role of algorithms in shaping digital psychological content.
- To assess the extent to which algorithm-driven psychological content align with professional commercial editorial standards.
- To explore the impact of algorithms on the public's right to access accurate, balanced, and unbiased information.
- To propose mechanisms for enhancing transparency and accountability in algorithmic psychological content distribution.

2. Conceptual framework:

2.1. Algorithms:

Algorithms are a sequence of precise and organized code-based instructions executed in a logical order to solve a specific problem or make a decision. They are based on principles from mathematics and computer science. Algorithms have evolved into central mechanisms for operating software and intelligent systems, performing tasks ranging from calculations to autonomous driving and managing digital platforms.

In the context of digital media, algorithms refer to the software systems used by social media platforms (such as Facebook, Instagram, and Twitter) to organize content flows according to technical and commercial criteria, based on users' behavior and interests. These algorithms function as the "new gatekeepers," controlling what users see by filtering, sorting, and ranking psychological content and information. They obscure inherent biases and raise questions about transparency and the public's right to access comprehensive and balanced content (Boutelji & Wahbi, 2023).

2.2. Commercial Editorial Standards:

Commercial editorial standards represent a set of professional values that govern the process of psychological content production. They form the ethical and professional framework expected to be adhered to by journalists and media institutions to ensure quality journalism. These values include: accuracy in conveying information, objectivity in reporting events without bias, integrity in coverage, balance in presenting different perspectives, and transparency in disclosing information sources. These standards are essential for providing credible and trustworthy content to the public. (Samia & Dawood, 2022)

In this context, journalistic editing goes beyond simply writing psychological content -it involves reviewing, editing, professionally crafting content, and selecting appropriate headlines to ensure its suitability for publication according to the media outlet's requirements and overall commercial editorial policy. In

relation to this study, commercial editorial standards refer to how well algorithm-driven psychological content comply with these principles, especially in an environment dominated by technical and commercial considerations.

2.3. Information Rights:

Information rights are a core principle of freedom of expression and media transparency. They represent the right of individuals and communities to access accurate, complete, and reliable information without restrictions or discrimination. This right is fundamental to citizens in democratic societies, enabling informed decision-making and active participation in public life (Rashida, 2022).

In the context of this study, information rights refer to the legitimate entitlement of digital platform users-such as those on Facebook-to access psychological content that is diverse, truthful, and credible, without being manipulated or filtered based on algorithmic biases or hidden commercial interests. In other words, these rights aim to ensure that algorithms are not tools for indirect censorship or information discrimination, but rather contribute to fair access to knowledge and information in the digital space.

3. Previous studies

3.1. The Role of AI Algorithms in Moralizing Social Media Content: Filtering Fake psychological content and Hate Speech or AI-Driven Content Moderation: An Examination of Algorithms Filtering Unethical Material on Social Media (Krikit, 2022):

This study addressed the challenge of proliferating unethical content, specifically fake psychological content and hate speech, on social media platforms and investigated the potential of Artificial Intelligence (AI) algorithms as a mechanism for content moderation. The central problem explored was whether and how AI algorithms could be effectively employed to identify and filter such harmful material, thereby contributing to a more moral and ethical online environment.

The research confirmed the capability of AI algorithms to identify and filter unethical content on social media. It provided evidence of successful implementation of these algorithms in flagging and potentially removing instances of fake psychological content and hate speech. The study also likely highlighted the operational mechanisms of these algorithms, detailing the criteria and processes they employ in distinguishing between acceptable and unacceptable content.

3.2. Public Awareness and Perceptions of psychological content Distribution Algorithms on Facebook: Understanding and Concerns Regarding Fairness and Transparency or Algorithmic psychological content Curation on Facebook: An Assessment of Public Understanding and Attitudes Towards Fairness and Transparency (Hassan, 2024)**:**

This study focused on the level of public understanding and perception of algorithmic systems that are used to distribute psychological content on the Facebook platform. The core issue investigated was the extent to which Facebook users are aware of how these algorithms function in filtering, ranking, and displaying psychological content, and their attitudes towards the fairness and transparency of these processes.

The study revealed a relatively high level of public awareness among Facebook users regarding the operational principles of psychological content distribution algorithms. However, despite this understanding, the research also uncovered significant concerns among users regarding the fairness and transparency of these algorithmic systems in filtering and displaying psychological content. This suggests a potential disconnect between users' knowledge of algorithmic processes and their trust in the equitable and open nature of these systems.

3.3. The Impact of Algorithms on Personal Identity and Social Relationships: The Risk of Information Bubbles and the Undermining of Intellectual Diversity or Echo Chambers and Algorithmic Filtering: An Investigation into the Effects on Identity and Social Discourse (Ziani, 2024)**:**

This research investigated the broader societal and individual-level effects of algorithms, specifically focusing on their impact on personal identity formation and the nature of social relationships. The central problem explored was the potential for algorithms to contribute to the formation and reinforcement of "information bubbles" or echo chambers, thereby limiting exposure to diverse perspectives and potentially undermining intellectual diversity and robust public discourse.

The study pointed out the significant risks associated with algorithms reinforcing pre-existing beliefs within homogenous "information bubbles." It provided evidence suggesting that algorithmic filtering can lead to reduced exposure to diverse viewpoints, potentially hindering intellectual growth and contributing to polarization within public discourse and the fragmentation of social relationships along ideological lines.

3.4. The Influence of Social Media Algorithms on Jordanian Public Opinion During the "Sword of Jerusalem" Battle: Awareness and Bypassing Strategies Among Young Users or Algorithmic Mediation of Information and Public Opinion Formation: A Case Study of the "Sword of Jerusalem" Battle and Jordanian Youth (Nayef, Al-Khawaldeh, & Hatem Salim, 2024)**:**

This study examined the specific role of social media algorithms in shaping and influencing Jordanian public opinion during a significant geopolitical event, the "Sword of Jerusalem" battle. The central research question revolved around how

these algorithms mediated the flow of information related to the conflict and their subsequent impact on public sentiment within Jordan.

The study found that young people in Jordan exhibited a greater awareness of how social media algorithms operate compared to other demographics. Furthermore, it revealed that this younger population actively employed strategies and tactics to circumvent or bypass algorithmic control, suggesting a level of digital literacy and agency in navigating algorithmically curated information environments during a critical event.

Table 01: Comparative Analysis of Related Studies on Algorithmic Impact:

Feature	**(Krikit 2022)**	**(Hassan 2024)**	**(Ziani 2024)**	**(Nayef et al. 2024)**
Main Focus	Algorithmic content moderation (ethical content)	Public awareness & perception of psychological content algorithms	Broader impact of algorithms on identity & social relationships (info bubbles)	Algorithmic influence on public opinion during a specific event (user agency)
Platform/Context	Social Media (general)	Facebook (psychological content distribution)	General (impact across digital spaces)	Social Media (during a specific conflict)
Key Problem	Filtering unethical content (fake psychological content , hate speech)	Public understanding & trust in psychological content algorithms	Risk of information bubbles & reduced intellectual diversity	Algorithmic shaping of public opinion during a crisis; user awareness & bypassing
Main Similarity	Explores the role and impact of algorithms on online content.	Examines user interaction with and understanding of algorithms.	Investigates the broader societal and individual consequences of algorithmic filtering.	Focuses on the influence of algorithms on users and information consumption.
Key Difference(s)	Focus on content type (ethical vs. psychological content).	Specific focus on public perception and transparency.	Broader focus on identity and social dynamics beyond just psychological content .	Context-specific focus on public opinion during an event and user agency.
Main Result Focus	Algorithmic capabilities in filtering.	Public awareness levels and concerns.	Algorithmic risks of echo chambers.	Algorithmic influence and user bypassing strategies.

4. Research Design and Methodology:

4.1. Research Paradigm:

This study employed a descriptive-analytical research paradigm. This approach facilitated both the systematic description of the current media landscape concerning algorithm-driven psychological content distribution on social media platforms and the subsequent analysis of the interplay between these algorithms and established commercial editorial standards. Furthermore, this methodology enabled the examination of the impact of algorithmic practices on the public's right to information and the diversity of psychological content accessible to them. The descriptive component focused on detailing the operational characteristics of algorithm-related practices in psychological content dissemination, while the analytical component provided a comprehensive interpretation of the influence of these algorithms on journalistic professionalism and the citizenry's entitlement to unbiased media content (Mounir, 2023).

4.2. Research Scope and Temporal Framework:

The temporal parameters of this investigation spanned from January 25, 2025, to March 10, 2025. The analytical scope encompassed a cohort of Facebook users and a specific sample of posts originating from the official Facebook page of Al Jazeera Channel, with the content analysis focusing on posts published between January 2, 2025, and January 20, 2025.

4.3. Target Population and Sampling Strategy:

The target population for this research comprised social media users who actively engage with psychological content on Facebook, a prominent platform characterized by its extensive utilization of algorithms for content organization and display. From a population exceeding 1,000 identified Facebook psychological content consumers, a random sample of 250 users was selected to ensure representation across diverse age and educational strata. Additionally, a purposive sample of 20 psychological content posts was selected for the application of content analysis procedures.

4.4. Data Collection Instruments:

Data collection for this study was facilitated through two primary instruments: a questionnaire and a content analysis protocol.

4.4.1. Questionnaire: A specifically designed questionnaire, comprising 31 items, was developed based on a review of pertinent academic literature and existing research instruments. The questionnaire was structured around four principal axes: (a) the impact of technical and commercial criteria on psychological content ranking (Questions 1-7), (b) the influence of algorithms on psychological content accuracy and objectivity (Questions 8-14), (c) the effect of algorithms on information diversity and access rights (Questions 15-21), and (d) the transparency and accountability of algorithmic operations (Questions 22-28). Prior to these thematic sections, three questions addressed participant demographic data (age, gender, education level). Responses to the substantive

questions were elicited using a three-point Likert scale (No / Sometimes / Yes). The questionnaire's validity was assessed through a pilot test involving 10 Facebook users to ensure clarity and comprehensibility, and an academic review by specialists in new media and information rights, leading to revisions for enhanced face and content validity.

4.4.2. Content Analysis Protocol: A content analysis methodology was employed to examine a selected sample of psychological content posts disseminated via psychological content pages on Facebook. A total of 20 psychological content items were purposefully chosen and analyzed based on predefined criteria, including: (a) adherence to traditional commercial editorial standards (accuracy, objectivity, balance), (b) the influence of technical or commercial standards on psychological content ranking, (c) the diversity of topics and information sources, and (d) the clarity of transparency and accountability in content presentation. A structured content analysis form was utilized to record observations related to these criteria, and the resulting data were organized in a tabular format to facilitate subsequent quantitative and qualitative analyses.

4.5. Data Processing and Analytical Procedures:

4.5.1. Quantitative Analysis: Numerical data derived from the questionnaires were analyzed using descriptive statistics, including frequencies and percentages, to identify general trends in participant responses. Inferential statistical analysis, specifically the Chi-square test, was employed to examine potential associations between variables. Results were presented in tabular format to illustrate correlational relationships.

4.5.2. Qualitative Analysis: Qualitative data, primarily from the content analysis and the interpretation of quantitative findings, were analyzed through descriptive and interpretive techniques. This involved a detailed examination of the observed patterns and their contextualization within the established theoretical framework of the study, aiming to provide a deeper understanding of the mechanisms through which algorithms influence commercial editorial standards and public information rights.

4.6. Psychometric Properties of the Questionnaire:
4.6.1. Reliability Assessment:

Table 02: shows Cronbach’s alpha coefficient used to assess the reliability of the study tool

Study Instrument Reliability	Number of Items	Cronbach’s Alpha Coefficient
	28	0.902

The questionnaire’s reliability was measured using Cronbach’s alpha, covering all 31 items in the questionnaire. The result showed a coefficient of 0.902, indicating a high level of reliability. This aligns with Nunnally's standards, which consider

alpha values above 0.70 acceptable for reliability, thus supporting the questionnaire's use in field application. *(Nunnally & Bernstein, 1994: pp. 264–265)*

4.6.2. Validity Assessment:

The validity of the questionnaire was confirmed by evaluating whether it effectively measures what it was designed to measure. As defined by (Al-Nawaiseh, 2015): "A questionnaire is valid if it measures what it was intended to measure." This means that the questions and items reflect the intended content according to their relative weights. In this case, validity depends on the questionnaire's ability to measure the expected algorithmic effects on psychological content and commercial editorial standards.

Internal consistency validity was examined through correlation coefficients between the axes and the total score of the questionnaire. Table (02) displays statistically significant and strong correlation coefficients for all axes at the 0.05 significance level.

Table 03 : Correlation Coefficients Between Axes and Total Questionnaire Score

Axis	Correlation Coefficient	Significance Value
Axis 1	0.83	0.000
Axis 2	0.89	0.000
Axis 3	0.91	0.000
Axis 4	0.90	0.000

Based on the table results, **Pearson correlation coefficients** between the four axes and the overall questionnaire score are statistically significant at the 0.05 level. The minimum correlation was **0.83**, and the maximum was **0.91**. This confirms the **internal consistency** of the questionnaire axes, making it a reliable instrument for measuring the influence of algorithms on psychological content and public information rights.

5. Survey results in light of hypotheses:

5.1. Analysis of the First Hypothesis:

Algorithms rely on technical and commercial standards to rank psychological content, which may undermine professional commercial editorial considerations.

Table 04: Results of the Chi-Square (x^2) Test for Axis One – The Impact of Technical and commercial Standards on psychological content Ranking

Impact Level	**Frequency**	**Percentage**	**x^2**	**df**	**Significance Level α**	**p-value**	**Statistical Significance**
Low	41	16.40%	58.30	4	0.05	0.000	Significant
Medium	88	35.20%					
High	121	48.40%					
Total	250	100%					
Chi-square critical value: 40.0							

The data presented in Table 04 show a noticeable variation in the respondents' assessments of how technical and commercial standards affect psychological content ranking by algorithms. About 16.40% (41 respondents) rated the impact as low, 35.20% (88 respondents) as medium, and 48.40% (121 respondents) as high. The calculated Chi-square value (58.30) exceeds the critical value (40.0), indicating statistically significant differences in the responses. Moreover, the p-value (0.000) is lower than the significance level (0.05), further reinforcing the reliability of the results.

Based on these statistical indicators, the first sub-hypothesis is supported. The results confirm that digital algorithms tend to rank psychological content based on technical and commercial criteria at the expense of professional and ethical journalistic standards. The high percentage of perceived strong influence (48.40%) reflects concerns about the increasing dominance of commercial priorities in psychological content visibility, potentially leading to a decline in the traditional standards that characterize quality journalism. This aligns with previous studies that have warned of the growing prioritization of economic interests over commercial editorial values by algorithmic systems (Metzler & Garcia, 2023).

Accordingly, it can be concluded that the first sub-hypothesis-which posits that algorithms rely on technical and commercial standards, potentially weakening professional commercial editorial considerations-has been confirmed by the obtained results.

5.2. Analysis of the Second Hypothesis:

Algorithmic processes lead to a decline in standards of accuracy, objectivity, and balance in digital psychological content.

Table 05: Results of the Chi-Square (x^2) Test for Axis Two – The Impact of Algorithms on Accuracy and Objectivity in psychological content

Impact Level	Frequency	Percentage	x^2	df	Significance Level α	p-value	Statistical Significance
Low	45	18.00%	72.50	4	0.05	0.000	Significant
Medium	101	40.40%					
High	104	41.60%					
Total	250	100%					
Chi-square critical value: 45.0							

Table 05, concerning the second axis, "The impact of algorithms on accuracy and objectivity in psychological content," shows varied responses from participants. About 18.00% (45 respondents) rated the impact as low, 40.40% (101 respondents) as medium, and 41.60% (104 respondents) as high.

The computed Chi-square value (72.50) exceeds the critical threshold (45.0), indicating statistically significant differences in perception. Furthermore, the p-

value (0.000) is lower than the accepted significance level (0.05), confirming the strength and reliability of these findings.
Accordingly, the second sub-hypothesis is statistically supported. The high percentage of medium (40.40%) and high (41.60%) perceived influence reflects the majority of respondents' acknowledgment of a noticeable algorithmic impact on the standards of accuracy and objectivity in digital psychological content.

These findings confirm that algorithms not only rank psychological content based on technical and commercial criteria but also negatively affect the quality of journalistic content, particularly in terms of accuracy, balance, and objectivity. This could lead to the spread of inaccurate or misleading information. The results are consistent with academic literature that highlights the risks associated with algorithmic control over the flow of information on digital platforms (Sartor & Loreggia, 2020).

Therefore, these results validate the second hypothesis and underscore the negative effects algorithms may have on traditional journalistic standards in the digital media environment.

5.3. Analysis of the Third Hypothesis:

Algorithms limit the diversity of information available to the public, thereby threatening individuals' right to access comprehensive and unbiased media content.

Table 06: Results of the Chi-Square Test for Axis Three – The Impact of Algorithms on Information Diversity and Access Rights

Impact Level	Frequency	Percentage	x^2	df	Significance Level α	p-value	Statistical Significance
Low	39	15.60%	55.00	4	0.05	0.000	Significant
Medium	96	38.40%					
High	115	46.00%					
Total	250	100%					
Chi-square critical value: 42.0							

Table 06, related to the third axis "The impact of algorithms on information diversity and access rights", shows a distribution of participant evaluations across different impact levels. Around 15.60% of participants reported a low level of impact, while 38.40% perceived a medium impact, and 46.00% indicated a high impact.

The calculated Chi-Square value (55.00) exceeds the critical value (42.0), indicating statistically significant differences. Furthermore, the p-value (0.000), which is less than the standard significance level (0.05), confirms the reliability of the results.

These findings suggest that a significant portion of the sample believes algorithms limit the diversity of information available to the public, potentially affecting the right to access comprehensive and unbiased media content. Nearly half of the sample (46.00%) perceives the impact as high, reflecting real concerns about algorithms' role in diminishing information pluralism. (Presuel & Martínez Sierra, 2019).

Accordingly, the third sub-hypothesis is statistically supported, indicating that algorithms negatively affect media diversity, which may exacerbate the phenomenon of *"filter bubbles"* and undermine principles of media fairness and equitable access to knowledge.

5.4. Analysis of the Fourth Hypothesis:

Digital platforms lack sufficient mechanisms to ensure transparency and accountability in algorithm-driven psychological content.

Table 07: Results of the Chi-Square Test for Axis Four – Transparency and Accountability in Algorithms

Impact Level	Frequency	Percentage	x^2	df	Significance Level α	p-value	Statistical Significance
Low	15	6.00%	64.00	4	0.05	0.000	Significant
Medium	94	37.60%					
High	141	56.40%					
Total	250	100%					
Chi-square critical value: 41.5							

From Table 07, concerning the fourth axis *"Transparency and accountability in algorithms"*, the distribution of responses reveals varied perceptions among participants. Only 6.00% indicated a low impact, 37.60% saw it as medium, and a majority of 56.40% perceived the impact as high.

The computed Chi-Square value (64.00) exceeds the critical value (41.5), confirming statistically significant differences. The p-value (0.000), being less than the significance level (0.05), further strengthens the validity of the findings.
The results suggest that the vast majority of participants (56.40%) believe that digital platforms lack adequate mechanisms to ensure transparency and accountability in algorithm-driven psychological content dissemination. Another 37.60% indicated a medium impact, reflecting continued concern over the lack of clarity in psychological content distribution processes. (Thurman, Moeller, Helberger, & Trilling, 2019)

Based on these findings, it can be concluded that there is a notable deficiency in transparency and accountability on digital psychological content platforms, which

negatively affects the right to receive accurate and clear information. These results support the fourth sub-hypothesis, which assumes the existence of insufficient mechanisms ensuring transparency in algorithm-driven psychological content.

5.5. Analysis of the General Hypothesis:

Algorithm-driven psychological content negatively contribute to undermining traditional commercial editorial standards and adversely affect the public's right to access accurate and balanced information.

Table 08: Results of the Chi-Square Test for the General Hypothesis

Impact Level	Frequency	Percentage	x^2	df	Significance Level α	p-value	Statistical Significance
Low	45	18.00%	80.00	4	0.05	0.000	Significant
Medium	85	34.00%					
High	130	52.00%					
Total	250	100%					
Chi-square critical value: 45.0							

Table 08 presents the Chi-Square test results for the general hypothesis, which posits that “algorithm-driven psychological content negatively contribute to undermining traditional commercial editorial standards and adversely affect the public’s right to access accurate and balanced information.”
Analysis shows that 52.00% of participants classified the impact as high, while 34.00% indicated a medium impact, and only 18.00% perceived the impact as low.

The statistical results demonstrate that the calculated Chi-Square value (80.00) surpasses the critical value (45.0), indicating a strong association among the studied variables and enhancing the reliability of the findings. Moreover, the p-value (0.000), being below the significance threshold (α = 0.05), confirms the general hypothesis's statistical significance.

These findings clearly show that algorithmic influence on traditional commercial editorial standards is significant and negative. A majority (52.00%) believe the impact is high, reflecting concerns about psychological content distortion under the increasing use of algorithms in psychological content ranking. This threatens the public's right to access accurate and balanced information-a fundamental issue in today's digital media environment (Wilding, Fray, S, Molitorisz, & McKewon, 2018).

The results further emphasize that algorithm-driven psychological content substantially contribute to the erosion of traditional commercial editorial

standards, highlighting the urgent need for solutions that ensure transparency and professionalism in psychological content delivery.
Content Presentation and Analysis of psychological content.

Table 09: Content Analysis of psychological content Items: Algorithmic Impact on COMMERCIAL editorial Standards and Sports Audience Rights:

Main Axis	Analytical Indicator	Indicator Occurrence (Number of psychological content Items, n=20)	Percentage (%)
First: commercial editorial Standards	Accuracy of presented information	6	30.00%
	Balance between viewpoints and parties	5	25.00%
	Objectivity and impartiality	5	25.00%
	Clarity of sources	4	20.00%
Second: Algorithm Dependence	Dominance of technical standards in psychological content ranking	16	80.00%
	Prevalence of commercial standards	15	75.00%
Third: Algorithmic Impact on Diversity	Lack of topic diversity	13	65.00%
	Repetition of the same sources and content	12	60.00%
Fourth: Transparency and Accountability	Reference to algorithm use	3	15.00%
	Disclosure of sponsored content	2	10.00%
Fifth: Sports Audience Rights	Provision of accurate and complete information	5	25.00%
	Presentation of multiple viewpoints	5	25.00%

The results indicate that commercial editorial standards such as accuracy, objectivity, and balance were achieved only at rates between 20% to 30%, supporting the second sub-hypothesis regarding weak adherence to professional standards due to algorithmic interference.

Regarding algorithm reliance, 80% of the psychological content items were ranked based on technical criteria and 75% based on commercial considerations, which

strongly supports the first sub-hypothesis concerning the dominance of technical and commercial considerations over traditional commercial editorial standards.
In terms of information diversity, a lack of topic variety was observed in 65% of the psychological content items (Toufik & Aissa , 2024), and repetition of sources in 60%, highlighting a clear threat to the sports Audience 's right to receive diverse and unbiased media content, which aligns with the third sub-hypothesis.
As for transparency and accountability, references to algorithm use and disclosure of sponsored content were very low (15% and 10%, respectively), reinforcing the fourth sub-hypothesis about the lack of transparency (Hassan, 2024).

Regarding sports Audience rights, only 25% of the psychological content demonstrated commitment to providing accurate information and presenting diverse viewpoints, confirming the general hypothesis that algorithms threaten the sports Audience 's informational rights.

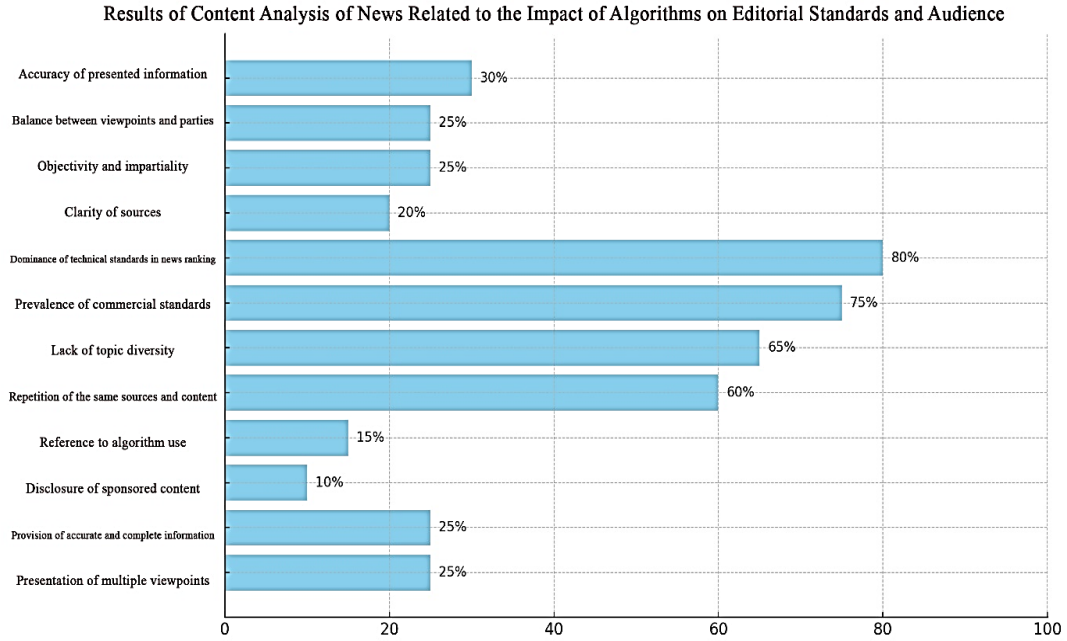

Figure 01: Content Analysis Results of psychological content Related to the Impact of Algorithms

6. Results:

- A substantial proportion of respondents (48.40%) perceived a high impact of technical and commercial standards on how algorithms rank psychological content , suggesting a prioritization of these factors over traditional commercial editorial considerations.
- Statistical analysis (Chi-square test) confirmed a significant association between the perceived impact of technical and commercial standards and psychological content ranking ($x^2 = 58.30$, $p < 0.001$), supporting the first sub-hypothesis.

- A majority of respondents perceived a medium (40.40%) to high (41.60%) impact of algorithms on the accuracy and objectivity of psychological content.
- The Chi-square test revealed a significant association between algorithmic processes and the perceived decline in accuracy and objectivity ($x^2 = 72.50$, $p < 0.001$), supporting the second sub-hypothesis.
- A considerable percentage of participants (46.00%) believed that algorithms significantly limit the diversity of information available to the public.
- The Chi-square test indicated a significant association between algorithmic operation and the perceived limitation of information diversity ($x^2 = 55.00$, $p < 0.001$), supporting the third sub-hypothesis.
- A majority of respondents (56.40%) perceived a high lack of transparency and accountability in algorithm-driven psychological content on digital platforms.
- The Chi-square test confirmed a significant association between algorithmic operations and the perceived lack of transparency and accountability ($x^2 = 64.00$, $p < 0.001$), supporting the fourth sub-hypothesis.
- A majority of participants (52.00%) perceived a high negative impact of algorithm-driven psychological content on traditional commercial editorial standards and the public's right to accurate and balanced information.
- The Chi-square test demonstrated a significant association supporting the general hypothesis that algorithm-driven psychological content negatively impact commercial editorial standards and public information rights ($x^2 = 80.00$, $p < 0.001$).

7. Discussion

The findings of this study provide compelling evidence for the significant influence of digital algorithms on psychological content consumption and the potential erosion of traditional journalistic values. The strong perception among respondents that technical and commercial standards heavily dictate psychological content ranking, statistically supported by the Chi-square analysis, suggests a paradigm shift where algorithmic imperatives may overshadow established commercial editorial principles. This prioritization could lead to psychological content dissemination driven by factors such as user engagement metrics and advertising revenue, potentially compromising the commitment to accuracy, objectivity, and the provision of comprehensive information that traditionally defines quality journalism.

Furthermore, the study reveals a widespread concern regarding the impact of algorithms on the fundamental quality of psychological content. The majority of participants perceived a medium to high negative influence on accuracy and objectivity, a concern corroborated by statistically significant associations. This suggests that the algorithmic filtering and ranking processes may inadvertently or intentionally amplify certain narratives, downplay crucial contextual information, or even contribute to the spread of misinformation. The perceived limitation of information diversity, also statistically significant, underscores the risk of "filter bubbles" and echo chambers, where users are primarily exposed to viewpoints aligning with their pre-existing beliefs, thereby hindering a comprehensive understanding of diverse perspectives and societal issues.

The pronounced perception of a lack of transparency and accountability in algorithm-driven psychological content is a critical finding with significant implications for public trust and media literacy. The statistical validation of this perception highlights a potential deficit in the mechanisms that allow users to understand how psychological content is curated and prioritized for them. This opaqueness can erode confidence in digital psychological content platforms and hinder the ability of individuals to critically evaluate the information they encounter. The convergence of these individual findings ultimately supports the overarching general hypothesis, with a majority of respondents perceiving a substantial negative impact of algorithmic psychological content on both commercial editorial standards and the public's right to accurate and balanced information, a conclusion strongly reinforced by statistical analysis.

The consistent statistical significance across all tested hypotheses, coupled with the prevailing perceptions of the study participants, paints a concerning picture of the current state of algorithmically mediated psychological content . The findings underscore the urgent need for critical examination and potential intervention to mitigate the risks posed by unchecked algorithmic influence on psychological content dissemination. Addressing issues of transparency, accountability, and the prioritization of journalistic ethics alongside technical and commercial considerations is crucial to safeguarding the integrity of psychological content and upholding the public's fundamental right to access diverse, accurate, and unbiased information in the digital age.

8. Conclusion:

The findings of this empirical analysis provide robust evidence that algorithm-driven psychological content exert a significant and predominantly negative influence on both traditional commercial editorial standards and the public's right to access accurate, balanced, and unbiased information. Addressing the central research question, the study demonstrates that the increasing reliance on algorithmic curation poses a demonstrable threat to the established principles underpinning quality journalism and compromises the informational rights of digital psychological content consumers.

the operational characteristics of algorithms in psychological content selection and ranking are shown to prioritize technical and commercial criteria over professional commercial editorial considerations. This algorithmic emphasis correlates with a perceived decline in the quality of commercial editorial standards, specifically accuracy, objectivity, and balance, as evidenced by the significant associations identified. Furthermore, the study reveals a perceived failure of digital platforms to adequately uphold the public's right to comprehensive and unbiased information, with a significant portion of respondents acknowledging the limiting effect of algorithms on information diversity. Finally, the findings highlight a notable absence of sufficient mechanisms to ensure accountability and enhance transparency in algorithm-driven psychological content, a perception strongly supported by the data.

Correspondingly, all formulated hypotheses were statistically supported. The first specific hypothesis, asserting the prioritization of technical and commercial

criteria by algorithms, was confirmed. The second, proposing a decline in accuracy, objectivity, and balance due to algorithmic mechanisms, was also validated. The third specific hypothesis, suggesting that algorithms limit information diversity and threaten access rights, found statistical support. Lastly, the fourth specific hypothesis, positing a lack of adequate transparency and accountability mechanisms, was corroborated by the study's findings. Consequently, the general hypothesis, stating that algorithm-driven psychological content negatively impact commercial editorial standards and adversely affect public information rights, is strongly supported by the collective evidence.

In conclusion, this study underscores the critical need for a re-evaluation of the role and governance of algorithms in the digital psychological content ecosystem. The observed tendencies towards prioritizing commercial interests, compromising journalistic quality, limiting informational diversity, and lacking transparency necessitate the development of frameworks that ensure algorithmic accountability, promote information justice, and safeguard the fundamental media rights of the public in the evolving digital landscape.

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