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The contribution of human values in the digital mobilization among Moroccan Internet users

Kawtar Mawas, *(PhD Student)*

Laboratory of Research in Management and Organizational Sciences
National School of Business and Management
Ibn Tofail University, Kenitra, Morocco

Abderrazak El Abbadi, *(PhD Professor)*
Director of the National School of Business and Management
Sidi Mohamed Ben Abdellah University, Fez, Morocco

Adresse de correspondance :	National School of Business and Management ENCG Kenitra B.P. 1420, 14000 Ibn Tofail University Morocco (Kenitra) k.mawas@hotmail.fr
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The contribution of human values in the digital mobilization among Moroccan Internet users

Abstract:

Nowadays, an incalculable number of social, economic or political mobilization actions are triggered on the web. The Internet, with its participative, interactive and anonymous character, encourages citizens to free their speech and express their disagreement and dismay.

Whether it is the blogosphere, microglobbing systems such as Twitter or the social network Facebook, the digital guerrilla warfare gives rise to new actors exercising their right to citizenship in the context of a democratic transition, particularly in the Maghreb. This digital movement involves several variables and we chose through this paper to study the impact of human values in the digital mobilization led by Internet Moroccan users.

Our objective is to explore the role played by the typology of values, the nature of the profile users and their relationship to human values in online mobilization and the degree of this mobilization. Our main research field is Facebook, which we have chosen objectively as the first global network.

The methodology adopted follows a hypothetical-deductive approach: the conceptual model established is derived from the literature, the reliability of its structure is tested through the analysis of the structural equation model using the PLS-SEM approach, the verification of the research hypotheses and the study of the relationships between the variables are carried out through the empirical analysis of the structural model. The data are collected online by administering the questionnaire to Moroccan Facebook users. This paper does not only tend to describe a phenomenon that intrigues us but we aim to establish relationships between the aspects that identify it.

Keywords: Digital mobilization, Human Values, Social media, Internet Users.
JEL Classification: D83
Paper type: Empirical research

1.   Introduction:

Information and Communication Technologies (ICT) offer new possibilities for sharing; thanks to this breath of fresh air, some individuals come out of their silence and links are created between them which inspire other Internet users and sometimes lead to online social movements. Since the Arab Spring, several studies have attempted to explain the role played by social media in this unprecedented mobilization. However, this issue is often treated in a caricatured way (Faris, 2012); some authors name social media as the main or even the only cause that leads to the revolt. To speak of a Facebook or Twitter revolution is indeed a journalistic shortcut. Others completely denigrate the role played by social media in these events. Our research takes a more tempered approach by focusing on one variable among others that influence the digital mobilization and contribute to creating a collective synergy.

In the social sciences, studying social media is part of a perspective that allows for a better understanding of the links between individuals, groups and the global society (Bidart, 2008). Those digital platforms represent a relational system that is built with its own communication codes and that allows interaction and sociability. The actions undertaken on social media can be then inscribed in the field of social sciences and be studied in the light of social phenomena that gives a considerable place to human values. In sociology, human values correspond to what people attribute importance to, what they appreciate, esteem, desire to obtain, recommend and sometimes propose as an ideal (Rezsohazy, 2006). They are subjective and vary according to different cultures.

In the light of these reflections, our paper proposes to study human values as a factor of digital mobilization; the values we believe in, the values we share through publications on social media and those we encounter on these same platforms. Concretely, we seek to explain digital mobilization through independent variables that surround human values.

In order to achieve this objective, we will first review the literature to identify the variables and items regarding the human values and the digital mobilization. Subsequently, these variables will serve as the basis for the development of hypotheses whose connections will lead to a conceptual model.

Finally, we will propose an analysis of the measurement model to test its reliability and ensure its validity through the analysis of the structural equation model using the PLS-SEM approach, followed by an empirical analysis of the structural model to study the relationships between the variables and test the research hypotheses.

2. Literature review and hypothesis development:

In the management sciences, research models have the advantage of facilitating the explanation of a phenomenon or a theory by contributing to their popularization. When we build a research model, we trace the path of our research by focusing on the elements to be verified that leads us to the outcome of our research work. It represents the transition between the theoretical part which gathers all the theories necessary to the understanding of a phenomenon and the empirical part which consists of verifying the hypotheses built around this phenomenon (Willett, 1996).

Thus, before introducing the research model, we will first review the literature that helps identify the hypothesis variables that are necessary for the construction of the conceptual model that will be verified afterwards and whose results are the subject of the last paragraphs.

2.1. Background

This paper aims to study the influence of human values, the explanatory variable also called the independent variable, on digital mobilization, the response variable which is the dependent one.

In order to identify the variables and items that concern human values, we looked at the research work on values in social psychology and more precisely to the theory of universal values as stated by Schwartz (1992) who has taken over Rokeach's theory (1973). These theories will allow us to identify the variables and items around human values. Thereafter, we will be interested in developing the items linked to the dependent variables to measure online engagement among Moroccan Internet users.

2.2. Hypotheses development

2.2.1. Independent variables

Rokeach (1973) develops five postulates around human values and we note three that we think are worth mentioning in our research context. He states that all individuals possess the same values, only the degree differs. Also, according to him, one's values are organized into systems and hierarchies and their consequences are manifested in almost every phenomenon studied in the social sciences.

According to Rokeach, if a study is about culture, society or personality, value should be treated as a dependent variable. If, on the other hand, it is a question of studying social attitudes or behaviors, value will in this case be seen as an independent variable.

Rokeach presents a definition of human values in which he attributes three components to them. Cognitively, he stipulates that the values allow the person to know the right way to behave or choose his or her goal. On the affective level, he states that each person feels emotion when it comes to values, he can be either for or against it. Finally, on the behavioral level, the human values intervene when it leads to an action or an attitude.

Table 1*: Typology of values according to the Rokeach inventory)*

INSTRUMENTAL VALUES		TERMINAL VALUES	
- Ambition	- Imagination	- Comfortable living	- Happiness
- Open-mindedness	- Autonomy	- Exciting life	- Inner harmony
- Competence	- Intelligence	- Sense of accomplishment	- Adult love
- Happiness	- Logic		- National security
- Cleanliness	- Affection	- Peace in the world	- Pleasure
- Courage	- Obedience	- World full of beauty	- Salvation
- Indulgence	- Politeness	- Equality	- Self-respect
- Carefulness	- Responsibility	- Security in the family	- Social recognition
- Honesty	- Self-control	- Freedom	- True friendship
			- Wisdom

Source: Rokeach (1973)

Following this reasoning, we consider that human values can be considered as independent values that can contribute to explain the social phenomenon in the digital space.

Considering human values as a factor that guides the choice and behavior of individuals, Rokeach finds it necessary to propose a typology of values in order to distinguish between terminal values, which represent goals in life, and instrumental values, which correspond to modes of conduct.

Schwartz's work (1992) is part of Rokeach's filiation; he expresses this alignment as much at the level of the theoretical posture and experimental tools as at the level of the ethical concerns that gnawed at Rokeach.

The interest for us in looking at Schwartz's model lies in the fact that it allows for the understanding and study of values outside of their context. This theory postulates that values are very general and can be studied independently of their contexts. This characteristic allows us to develop a model that can be verified in the Moroccan social media environment. Moreover, Schwartz proposes a model which he confronts with reality, thus

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passing through the theoretical, the normative, the descriptive and the positive.

Figure 1: *Schwartz values model (1992, 2006a)*
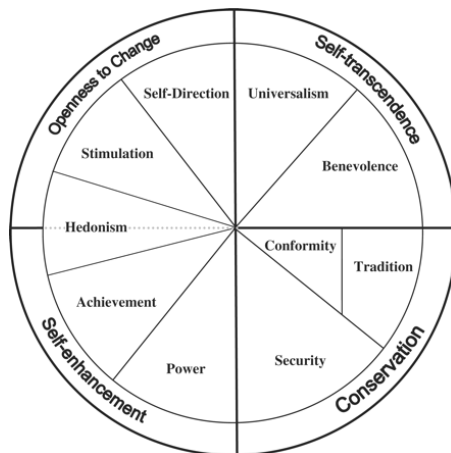
Source: Schwartz (1992, 2006a)

What characterizes Schwartz's theoretical model is the key parameter of "motivation"; underlying motivations are considered similar when two values are close in either direction around the circle; when they are far apart, it means that their motivations are antagonistic.

Through the study of his theorical model and its experimentation, Schwartz (2006a) led to interesting conclusions that also support what has been said above. Indeed, He theorized that basic values are organized into a coherent system that can help explaining individual decision-making, attitudes and behavior. Through the empirical studies on the theorical model, he confirms that all individuals possess the same values to varying degrees and that the hierarchy of humane values guide the behavioral choices and their consequences are manifested in almost all phenomena studied in the social sciences.

It's also important to mention that Schwartz considers it appropriate to treat the values as independent variables when it comes to study social attitudes or behaviors

Moreover, the value system is concretized by a set of norms governing behavior (Assael, 1984, cited in Rezsohazy, 2006); by regulating our conduct, values are distinguished by their normative dimension that guides our actions. In sociology, the hierarchization of values is also important and decides the mode of conduct to adopt; an actor with a hierarchical value system will choose the value that is most important to him or her, which will determine his or her choice.

Based on the above, we have identified three independent variables around human values that we are re going to implement in our own conceptual model.

Our first independent variable concerns the typology of values which refers the type of human values shared by Internet users on social networks. We have chosen to include 11 items that will be selected from the 36 universal values as identified by Rokeach (See Table 1).

The second independent variable is related to the Internet user profile referring to the values that they believe in and consider the most important in their value system hierarchy. They are all selected from the Shwartz values model (see Figure 1).

The last independent variable focuses on the relationship to values and it involves the compatibility or contradiction with the values encountered on social media by the Internet users.

2.2.2. Dependent variables:

At the beginning, in 1969 thanks to the ARPANET project, the Internet succeeded in linking four machines together, thus becoming the ancestor of the network messaging. A lot has been done since then, from a static web that does not offer any means of interaction called web 1.0 to the participative web called 2.0;

The participative or collaborative web shows that the Internet user has become a content producer, it designates a new generation of sites and applications allowing their users to share content and collaborate online and offers several possibilities: personalization of content, integration of one's own media, sharing with other Internet users, co-design of online content (Puren, 2020).

Web 2.0 is interactive, social and favors the dimension of sharing and exchange of information and content. It revolutionizes the web and prepares the birth of social networks. In Morocco, the seeds of digital mobilization are marked by the first case of online denunciation in 2007 known as the Sniper of Targuist1. This was followed by other online events and a series of debates and demands for social development, the modification of some laws and the repeal of others, etc. In 2011, inspired by their Maghrebian neighbors whose Arab Spring uprisings have not escaped anyone's attention thanks to the information continuously relayed

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[1] *Acting anonymously, a Moroccan citizen filmed and broadcast videos of officials caught in the act of corruption. He became famous thanks to his first video filmed at the entrance of the village of Targuist.*

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on social media, Moroccans went online and mobilized on Facebook and Twitter, thus giving birth to the February 20 movement.

Social media represent a practical communication tool that allows the average citizen to express himself on the web. They include ease, anonymity, speed of transmission of information, immediacy and the multiplicity of platforms, mostly free, adapted and appropriate for different uses. These features and the viral nature of messages transmitted via social media offer their users the possibility to think out loud and share thoughts with others who live in the four corners of the world.

We have chosen Facebook as our main research field for being the first global digital network as it attracts the largest number of users2. It also stands out for the diversity in terms of the type of content, sharing options and exchanges it offers on its platform. Facebook users chat with their "virtual friends", create interest groups, share with other Internet users and together they create a dynamic through debates around the issues that interest them. Facebook functionalities allows us to measure the digital mobilization through 2 variables: activity and mobilization degree.

Research hypothesis:

Based on the elements developed above, we support the following hypothesis:

Table 2: *Research hypothesis*

Research hypothesis	
H1	Value typology influences Facebook engagement
H2	The typology of values allows the variation of the degree of mobilization
H3	User profile influences engagement on Facebook
H4	The user's profile determines the degree of online engagement
H5	The relationship to values has an impact on Facebook engagement
H6	Relationship to values influences the degree of online engagement

Source: Authors.

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[2] *According to numbers compiled for 2018 by the agency We Are Social Singapore and Hootsuite, Facebook has 2.072 billion monthly active users*

3. Research method

We opt for a quantitative methodological approach, used especially to test theories, hypotheses and models, within the framework of a hypothetico-deductive approach (Thiétart, 2014).

Empirical validation of the conceptual model will be conducted by analyzing the structural equation model using a Partial Least Squares (PLS-SEM) approach. This is a least squares method mainly used to develop theories in exploratory research with a focus on explaining variance in the dependent variables. To analyze the conceptual model, we will follow two steps: the analysis of the measurement model to test the reliability of the measurement model and ensure its validity (step 1) and the empirical analysis of the structural model to investigate the relationships between the variables and test the research hypotheses (step 2).

3.1. Research model

The theoretical model represents the transition between the theoretical part, which includes all the theories necessary to understand a phenomenon, and the empirical part, which consists of verifying the hypotheses built around this phenomenon.

Bulle (2005) classifies theoretical models into four types. These are predictive, cognitive, decisional and normative models. In the information and communication sciences, we generally rely on the cognitive model, which "serves to represent an existing system and to highlight its structural or functional properties deemed to be the most important and interesting" (pp. 19-34).

Considering the research hypotheses, our model is as follows:

Figure 2: *Research model. Source: Authors*
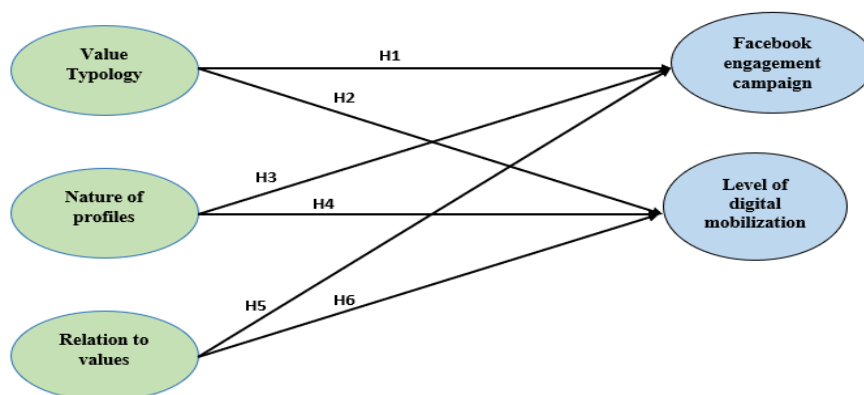
Source: Authors.

Each variable in the theoretical model will be measured by a set of items represented as questions in the questionnaire. To analyze each of these items and measure the relationships between the independent and dependent variables, we represent them as follows:

Table 3: *Items coding.*

Variables	Items	Codes
Value Typology	Ambition	Typology1
	Joy	Typology2
	Courage	Typology3
	Honesty	Typology4
	Comfortable living	Typology5
	Security in the family	Typology6
	Inner harmony	Typology7
	Pleasure	Typology8
	Peace in the world	Typology9
	Equality	Typology10
	World full of beauty	Typology11
Nature of profiles	Tolerance, equality, social justice, respect for the environment, world peace, solidarity, true friendship, concern for the welfare of others.	Profile1
	Compliance, politeness, obedience, responsibility, loyalty, tradition, respect for customs, piety, national security, family security, social order.	Profiel2
	Power, authority, influence, social recognition, achievement, ambition, success.	Profile3

	Pleasure, enjoyment, varied and exciting life, new challenges, enthusiasm, independence, freedom, creativity.	Profile4
Relation to values	Have you ever encountered content on Facebook that contradicts your own values?	Ralation_valeur
Facebook engagement campaign	Have you ever participated in a Facebook mobilization campaign?	Mobil_face
Level of digital mobilization	I change my profile or cover picture	Degr_mobil1
	I create hashtags or use existing ones	Degr_mobil2
	I post content on my wall that serves the mobilization campaign	Degr_mobil3
	I interact with comments in discussion groups, on my friends' walls and on the pages of news sites	Degr_mobil4
	I generate debate via "Facebook Live" by inviting my friends to discuss the topic	Degr_mobil5
	I create pages and discussion groups about the topic	Degr_mobil6
	I create petitions and/or sign existing ones	Degr_mobil7

Source: Authors.

3.2. Sample and description

Our sample is made up of social network users and more specifically Facebook users who represent our research field. Naturally, the mode of administration that best suits our survey is an online one. Kaplowitz and al (2004) suggest using an online survey to obtain a higher response rate when the participants are Internet users (Dillman and al., 1998).

Given the need to have an account on Facebook to answer our questionnaire, we use different tools that this social media offers, mainly discussion groups, virtual friends by posting on our own Facebook wall, friends of our friends thanks to the sharing option, messaging, and any other means that we see appropriate.

The questionnaire is created online on Google Forms generator. Among the advantages of this type of online forms, we note:

- Inexpensive method that allows the control of a geographically dispersed sample.
- Availability of the survey and the ability to track results as the questionnaire is sent to respondents.
- Data entry and saving are done automatically.
- According to the study conducted in January 2018[3] by We Are Social (https://wearesocial.com/), an organization specializing in social

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[3] *In 2018, the questionnaire was administered to the sample*

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media analysis, we count 16 million social media users in Morocco. This corresponds to the size of the parent population.

To calculate our sample size *n*, we use a margin of error of 0.05 and a confidence level of 0.95 which are generally adopted in management sciences.

Furthermore, we assume that the estimated proportion of the population that has the characteristic is unknown. Statistically, when *p* is unknown it takes the default value of 0.5.

P is estimated from the fifth question: "Do you share posts on Facebook?": the choice of this question is justified by its principal character; this question is primordial for the course of the answers intimately linked to the verification of our research hypotheses.

The formula used to calculate the sample is the following:

$$n = \frac{Z^2 p(1-p)}{m^2}$$

Including:

$z = 1.96$ (for 95% confidence)

$m = 0.05$

$p = 0.5$ as a default starting value

And therefore: $n = 384.16 = 384$

As were receiving answers to our questionnaire, the *p*-value tends towards 0.8. Beyond 250 responses, the *p*-value systematically equals 0.8. Believing that we had reached a representative sample, we stopped at 271 responses.

4. Results and Discussion

In order to test the reliability of the research model, we choose the Partial Least Squares SEM (PLS-SEM) of the structural equation method. PLS-SEM is an exploratory method based on the least square method; it is mainly used to develop theories in exploratory research with emphasis on explaining the variance in the dependent variables. We rely on the reasons given by Chin and Newsted (1999) in choosing this method:

- The objective of our research is more exploratory than confirmatory (non-existent and developed model, to be confirmed in a lambda context).
- The model is new, and the structural relationships are not firmly established.
- The model is complex with several variables.

- The normal distribution of the data is not respected; if our statistical data followed the normal distribution, this study would not have been feasible by following the PLS-SEM method.
- In our study we have variables measured by a set of items following an ordinary scale from 1 to 5. To analyze our research model, we follow two steps:
- Step 1: Analysis of the measurement model to test the reliability of the measurement model and ensure its validity.
- Step 2: Empirical analysis of the structural model to investigate the relationships between the variables and test the research hypotheses.

4.1. Analysis of the measurement model

The analysis of the reliability and convergent validity of the measurement items of the variables of our model gives results that show that some scales require some adjustments. The variable Typology is measured by 11 items which give a significant Cronbache alpha which largely exceeds the accepted threshold, on the other hand, we record an AVE lower than the accepted threshold of 0.5, which is due mainly to 4 items that give weak factor loading, that is to say the items (Typology1, Typology2, Typology3, and Typology8), therefore it is advisable to remove these 4 items in order to increase the average variance extracted (AVE) and to ensure a good convergent validity of the scale of measurement of the variable typology. This same result is recorded for the measurement scales of the variables (Nature of the profiles, Degree of online mobilization, and Offline mobilization). We have two items with a low loading factor for the variable nature of profiles and two for the degree of mobilization. These items influence the AVE value and Cronbach's alpha value. It makes sense to remove them to ensure better reliability.

The following table shows the results of the measurement model analysis after the removal of the above items:

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**Table 4:** *Validity analysis of the measurement scale of explanatory and explained variables. Source: Authors*

Variables	Items	Charge des facteurs*	Alpha de Cronbach*	Fiabilité composite*	AVE**
Value typology	Typology4	0,679	**0,782**	**0,815**	**0,593**
	Typology5	0,594			
	Typology6	0,526			
	Typology7	0,631			
	Typology9	0,675			
	Typology10	0,788			
	Typology11	0,540			
Nature of profiles	Profil2	0,875	**0,760**	**0,854**	**0,746**
	Profil3	0,852			
Relation to values	Relation_valeur	1,000	**1,000**	**1,000**	**1,000**
Facebook engagement campaign	Mobil_face	1,000	**1,000**	**1,000**	**1,000**
Level of digital mobilization	Degr_mobil1	0,629	**0,702**	**0,796**	**0,547**
	Degr_mobil2	0,602			
	Degr_mobil3	0,799			
	Degr_mobil4	0,804			
	Degr_mobil7	0,555			

***Source:** Authors.*

Based on the results of the reliability and convergent validity analysis of the measurement scales, we can conclude that the items used in our questionnaire to measure the variables of our research model give a good reliability and convergent validity.

The following figure represents the diagram produced by the SmartPLS software which illustrates all the results of the measurement models in our model.

Figure 3: *Results of the indicators of the variable measurement models.*
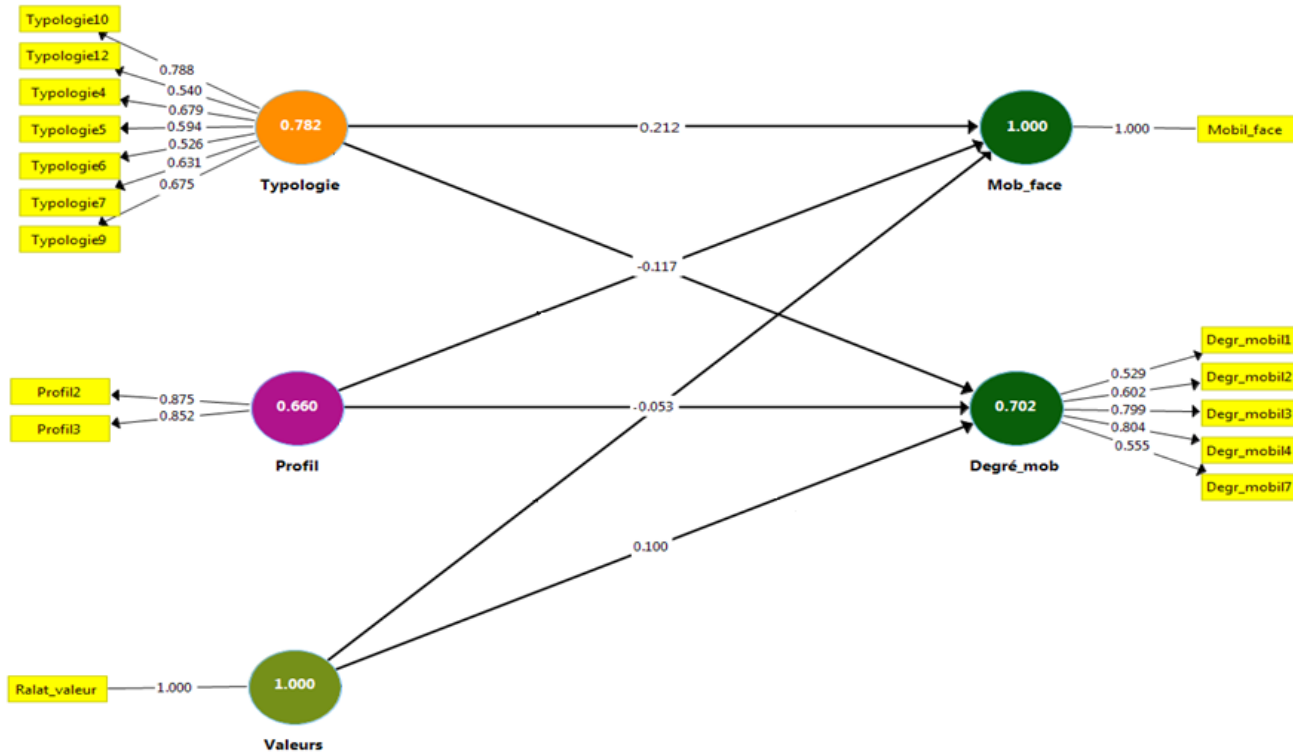
Source: Authors.

We proceed to the analysis of the discriminant validity based on two matrices: the Fornell-Larcker Criterion matrix and the cross-loading matrix.

Table 5: *Analysis of the discriminant validity of the variables via the Fornwell-Larcker Criterion matrix.*

	Degre_mob	Mob_face	Profil	Typology	Valeurs
Degre_mob	**0,669**				
Mob_face	0,509	**1,000**			
Profil	-0,153	-0,103	**0,864**		
Typology	0,261	0,199	0,097	**0,627**	
Values	0,113	0,062	-0,133	-0,033	**1,000**

Source: Authors.

The matrix gives a result that shows that each item explains the variable where it is placed better than any other variable, as the highest correlation coefficient is recorded at the intersections between each variable with itself. This result shows us that there is a significant divergence between the group of items for each variable which means that there is no measurement redundancy between the dimensions.

Table 6: *Analysis of the discriminant validity of the variables via the Cross-loading.*

	Degré_mob	Mob_eco	Mob_face	Profil	Typology	Valeurs
Action_mob2	-0,184	1,000	-0,139	0,122	-0,030	-0,113
Degr_mobil1	0,529	-0,022	0,376	-0,052	0,105	0,017
Degr_mobil2	0,602	-0,170	0,327	-0,135	0,047	0,094
Degr_mobil3	0,799	-0,187	0,500	-0,120	0,201	0,051
Degr_mobil4	0,804	-0,138	0,293	-0,125	0,297	0,088
Degr_mobil7	0,555	-0,066	0,287	-0,068	0,087	0,143
Mobil_face	0,509	-0,139	1,000	-0,103	0,199	0,062
Profil2	-0,149	0,084	-0,104	0,875	0,113	-0,155
Profil3	-0,114	0,129	-0,072	0,852	0,053	-0,072
Ralat_valeur	0,113	-0,113	0,062	-0,133	-0,033	1,000
Typology10	0,240	-0,043	0,227	-0,030	0,788	0,039
Typology12	0,080	-0,073	0,017	0,206	0,540	-0,001
Typology4	0,228	-0,009	0,101	0,024	0,679	0,028
Typology5	0,034	0,058	0,018	0,142	0,494	-0,086
Typology6	0,036	0,039	0,040	0,194	0,526	-0,158
Typology7	0,142	-0,022	0,156	0,172	0,631	-0,128
Typology9	0,142	0,004	0,083	0,065	0,675	-0,043

Source: Authors.

The cross-loading table clearly shows that the items give their highest value with the dimension they are supposed to measure. The share of correlations of the items with the other dimensions remains relatively lower. This result combines a good divergent validity of the items, and that there is no measurement redundancy between the dimensions.

4.2. Structural Model Analysis

Structural models represent the influential relationships that exist between variables (Hair and al. 2017). In order to evaluate a reflective structural model, we need to calculate a set of indicators that allow the measurement of:

- Coefficient of determination (R²)
- The Beta (ß) / Original simple
- Predictive relevance Model (Q²)
- Goodness of Fit (GoF)

In the following table, we present the validity of our hypothesis through the analysis of theses indicators. These calculations will allow us to determine whether some, or all, of our hypothesis are confirmed:

Table 7: *Hypothesis.*

Hypo	Relation	Std. Beta (β)	Std. Dev	T-Value	P-value	Decision
H1	*Typology -> Mob_face*	*0,212*	*0,058*	*3,635*	**0,000***	***Accepted***
H2	*Typology -> Degré_mob*	*0,281*	*0,057*	*4,903*	**0,000***	***Accepted***
*The value is significant at the 0.01 level						
H3	*Profile -> Mob_face*	*-0,117*	*0,056*	*2,068*	*0,039**	***Accepted***
H4	*Profile -> Degré_mob*	*-0,167*	*0,058*	*2,862*	*0,004**	***Accepted***
*The value is significant at the 0.05 level						
H5	*Values -> Mob_face*	*0,053*	*0,061*	*0,878*	*0,381*	***Rejected***
H6	*Values -> Degre_mob*	*0,1*	*0,062*	*1,617*	*0,106*	***Rejected***

Source: Authors.

The table below summarizes the results of the hypothesis tests:

Table 8*: Hypothesis results. Source: Authors*

Research hypothesis		Decision
H1	Value typology influences Facebook engagement	Accepted
H2	The typology of values allows the variation of the degree of mobilization	Accepted
H3	User profile influences engagement on Facebook	Accepted
H4	The user's profile determines the degree of online engagement	Accepted
H5	The relationship to values has an impact on Facebook engagement	Rejected
H6	Relationship to values influences the degree of online engagement	Rejected

Source: Authors.

The following model is an illustrative diagram of the results of the hypothesis tests of our research model which presents all the results of the measurement models and structural relationships:

**Figure 4**: *SmartPLS structural equation modeling.*
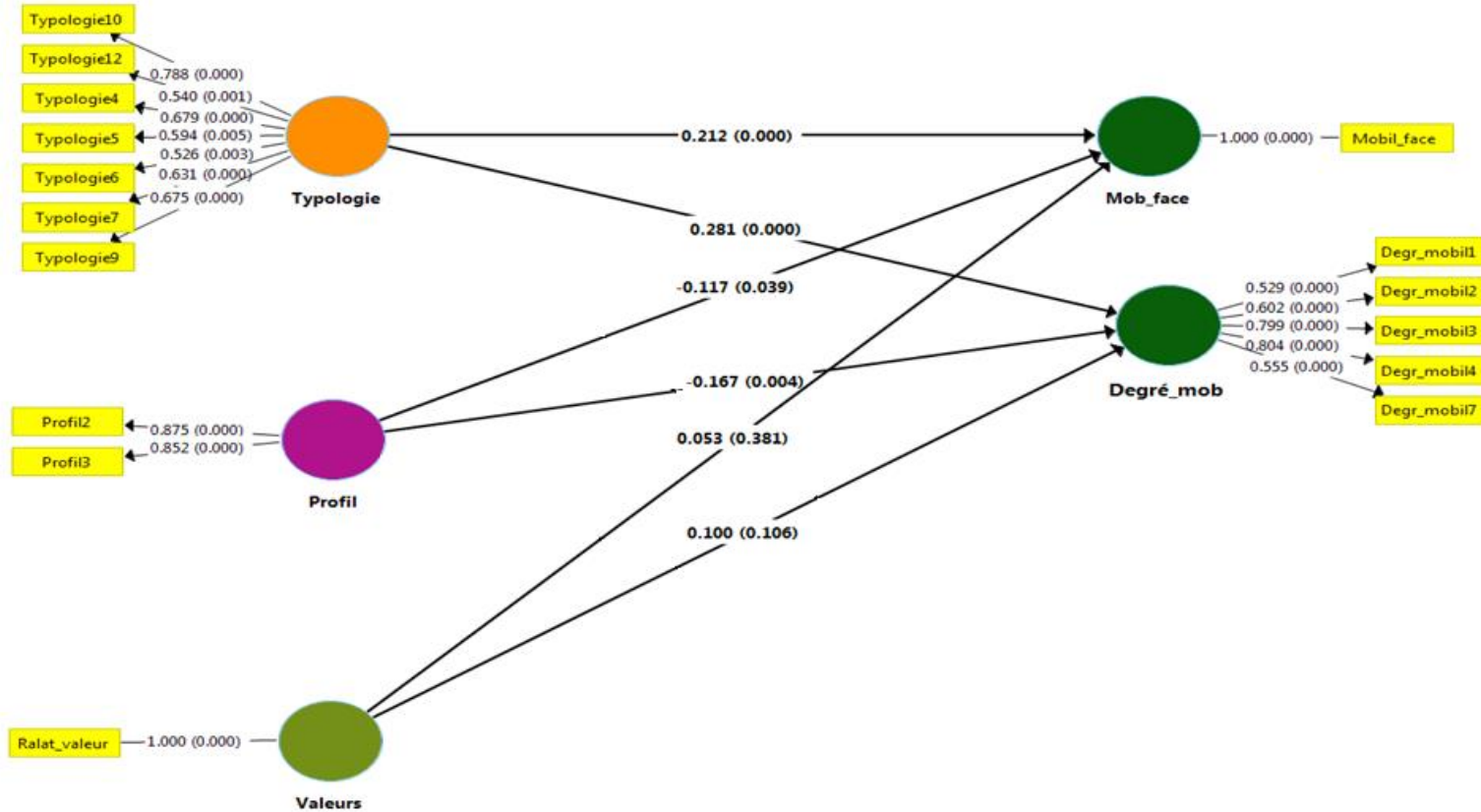
4.3. Discussion of the results

Hypothesis testing through structural model analysis confirmed that the content (human values) that circulates on social media influences online mobilization and the degree of mobilization. This degree implies the types of campaigns that can be triggered in the shape of online mobilization actions: changing one's profile or cover photo, creating hashtags or using existing ones, posting content on one's wall that serves the mobilization campaign, interacting in discussion groups, on one's friends' walls and on the pages of news sites, sparking debate via Facebook Live by inviting one's friends to debate around the topic, creating pages and discussion groups around the topic, creating petitions and/or signing existing ones, etc.

However, the analysis of the structural model forced us to reject the two hypotheses that state that the relationship to values influences mobilization and the degree of online mobilization.

In order to discuss these results, we seek to better understand the behavior of our data through a graph whose visualization determines the type(s) of user profiles that most often encounter contradictory values on Facebook:

Figure 5: *Bubble chart illustrating the different profiles of our sample and the degree of incompatibility with the values found on Facebook.*
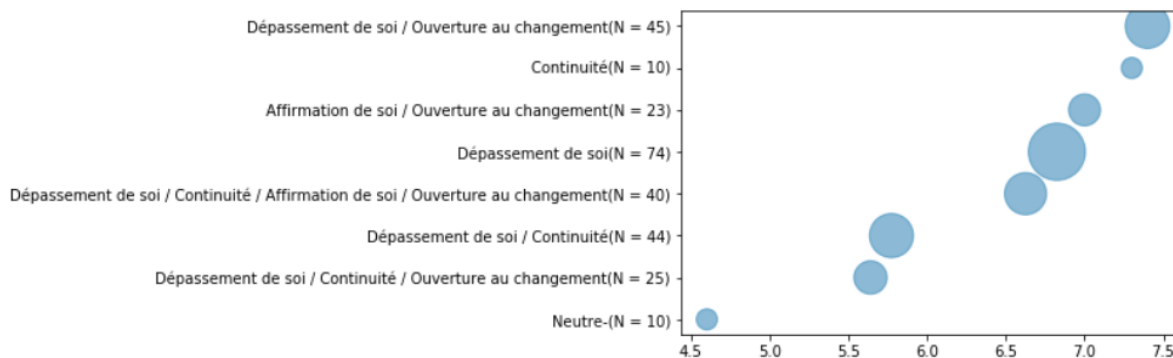
Source: Authors.

According to the graphs, the profiles that most often encounter values on social media that contradict their own value system (average > 6.5) are of two kinds:

- Profiles that affiliate themselves with the values of universalism are attached to their autonomy and remain open to change
- Profiles that are attached to traditions and advocate conformity

These antagonistic situations are almost common in contexts of social change, which explains why these two profiles are the ones that most often encounter values that are contradictory to their own value system. In a country in transition, some find that their fellow citizens are no longer attached to traditions and others find that they are not open enough to change.

We now compare this result with a national survey of Moroccans' values that was conducted in 2005 as part of the work of the report, "50 Years of Human Development in Morocco and Prospects for 2025". The results of the National Values Survey show that 67% of the respondents find that Moroccans are less attached to tradition than the previous generation and 74% find that they are more attached to tradition than the next generation. It is almost trivial: each generation finds that the generation before it is more respectful of tradition and the one after it is less so.

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This partly explains the online behavior of Moroccan Internet users, which is not necessarily influenced by the relationship of values, given that in the context of social change, Internet users encounter both compatible and contradictory human values with their own value system.

5. Summary and conclusions:

The originality of this work is that we have succeeded in transposing theories that study the influence of human values on the behavior of individuals in everyday life to the mobilization actions that take place on social media. Far be it from us to consider our research work as a precursor in the study of online mobilization, however, this issue is often treated in a caricatured way (Faris, 2012); out of caution, we decided to dismiss the hypothesis that digital social media are the main cause of online mobilizations, as well as we refuse to believe that they do not play any role. Thus, we have adopted a more tempered approach by focusing on one variable among others that influence mobilization on digital social media and contribute to creating an online collective synergy.

Indeed, this research has shown that human values play a role in online mobilization. The measurement of two variables among the three chosen in the identification of human values has revealed a significant influence on the mobilization action undertaken by Moroccan Internet users on social media.

In terms of the nature of the profile, this result confirms that "the consequences of human values are manifested in just about every phenomenon studied in the social sciences" (Rokeach, 1973, p.3). Rokeach also argues that having a value means that "cognitively, because of that value, the person knows the right way to behave or choose his or her goal" (p.7). Furthermore, the "typology of values" as presented in the questionnaire is composed of instrumental values that correspond to modes of conduct and terminal values that represent goals in life and can be either intra-personal self-centered or interpersonal society centered. The results of the empirical analysis prove that this typology influences online engagement, which supports Rokeach's (1973) theory that "people's attitudes and behaviors will differ depending on whether their personal values or their social values are prioritized." Schwartz (1992), whose work is in line with Rokeach's work, also explains the motivation of behavioral choices by the hierarchy of our value system and points out in his work that researchers specializing in the sciences that study human behavior consider values as criteria that people use to select and justify actions. He refers in particular to Kluckhohn and Strodtbeck (1961) in addition to Rokeach.

The rejection of the third independent variable "relation to values" means that when used alone, this variable does not explain online mobilization and can only do so if we also take into account the human values of the Internet user in question. In our sample, the Internet users who encounter human values that are contradictory to their values and who experience significant online mobilization are the "self-transcendence", "conservation" and "self-transcendence/openness to change" profiles. These profiles are homogeneous insofar as a single basic value predominates in their value hierarchy system or two basic values coexist which are juxtaposed and therefore compatible. The online mobilization of Internet users with a heterogeneous profile, where diametrically opposed basic values predominate, is not strongly influenced by the "value relationship" variable. This can be explained by the fact that their behavior can be tempered because they encounter both compatible and contradictory human values to their own system which includes several values.

These results remind us that values and their prioritization help motivate behavioral choices (Schwartz, 1992, cited in Hammer & Wach, 2003). Value prioritization is therefore a cross-cutting independent variable to consider when studying the values encountered. Both combined could give us a better explanation of online mobilization actions.

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