

AI-Driven Media and Its Impact on Moroccan Youth and Families

Mohamed JAAFARI
jaafarimd@usms.ma
Associate Professor at Sultan Moulay Slimane University

ARTICLE INFO

Published on 12th of June 2026.
Doi: <https://doi.org/10.54878/1gm37029>

KEYWORDS:

Artificial intelligence (AI), social media, Family dynamics, youth identity Formation

HOW TO CITE:

JAAFARI, M. (2026). AI-Driven Media and Its Impact on Moroccan Youth and Families. In Proceedings of the 3rd International Dialogue of Civilizations & Tolerance Conference (IDCT 2026). Emirates Scholar Center for Research & Studies, Abu Dhabi, United Arab Emirates.
<https://doi.org/10.54878/1gm37029>



© 2026 Emirates Scholar Center
For Research & Studies.

ABSTRACT

This paper examines how artificial intelligence (AI)-driven social media platforms are reshaping family dynamics and youth identity formation in Morocco. Drawing on recent studies of digital media usage, youth engagement, and psychosocial outcomes, it explores the dual role of AI-powered platforms in strengthening communication while also deepening generational divides. Social media offers new opportunities for expression, empowerment, and informal learning, particularly for marginalized groups such as rural women and Socially Excluded Youth. However, it also introduces risks including misinformation, cultural fragmentation, and rising psychological distress among young users, often linked to algorithmic engagement patterns. Through a qualitative synthesis of existing literature and selected case studies, the paper argues that AI-mediated communication is redefining authority, values, and intergenerational dialogue within Moroccan families. It concludes by advocating for media literacy, ethical AI governance, and inclusive digital policies to ensure a balanced and socially beneficial integration of emerging technologies.