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**THE ROLE OF VIRTUAL WORLDS IN FOSTERING CULTURAL IDENTITY AMONG  
YOUTH: A CASE STUDY OF THE UAE**

by

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This dissertation report is submitted in partial fulfillment of the award of Master of  
Innovation Management

## Declaration

I, the undersigned, **Shaikha Alsuwaidi**, declare that this Dissertation is my original work, that all material presented to Mohammed Bin Rashid School of Government is my own, and has not been previously submitted to any other university for a higher degree. I also declare that the publications cited in this work have been personally consulted. I understand that if at any time it is shown that I have significantly misrepresented material presented to Mohammed Bin Rashid School of Government, any degree or credits awarded to me on the basis of that material may be revoked.

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## Abstract

This study investigates how a popular virtual world, Roblox, may contribute to influencing the cultural identity of Emirati youth, depicting the possible significance and effect of digital platforms in contemporary acculturation processes. The research was conducted by watching the top 100 trending Roblox videos on UAE YouTube, selecting 50 in English and the other 50 in Arabic. Based on themes, values, beliefs, technology, and language, a detailed analysis was performed. Few studies have explored the representation of cultural identity in these virtual worlds, particularly in the UAE, despite their substantial impact. The analysis reveals that Roblox as a platform provides a space for acculturation, assimilation, and integration into several different cultures. It offers youth the opportunity to engage with others, learn, share ideas, and express their sense of cultural identity. Despite the fact that one of the uploaded YouTube videos is a UAE channel with a viewership of 147,000, there was no Emirati representation in the video. The channel didn't seem to embody Emirati culture, and no cultural institutions appeared to have uploaded any of the trending videos. The study highlights the need for cultural institutions to design immersive experiences to promote cultural values in virtual worlds. It also recommends studying the dynamics of cultural identity within those virtual worlds and developing interventions to better assess cultural identity formation among Emirati youth. By utilizing such digital platforms, the UAE can effectively and successfully navigate the entanglements of globalization while promoting and preserving its culture and heritage. This study provides a basis for future research and policymaking in the area of digital cultural identity.

Keywords: *Cultural Identity; Roblox; YouTube; Globalization; Youth, Virtual Worlds, Gaming, Cultural Values, Emirati Values*

## ملخص البحث

تستكشف هذه الدراسة مساهمة ودور العالم الافتراضي الشهير "روبوكس" في التأثير وتشكيل الهوية الثقافية للشباب الإماراتي، وتصور الأهمية والتأثير المحتملين للمنصات الرقمية في عمليات التثاقف المعاصرة. تم إجراء البحث من خلال مشاهدة أفضل 100 مقطع فيديو عن "روبوكس" على منصة يوتيوب في دولة الإمارات العربية المتحدة، وتم اختيار 50 منها باللغة الإنجليزية والـ 50 الأخرى باللغة العربية. تم إجراء تحليل مفصل استناداً إلى المواضيع والقيم، والمعتقدات، والتكنولوجيا، واللغة. وفي حين أن لهذه العوالم الافتراضية تأثير كبير، إلا أن القليل من الدراسات تناولت كيفية تمثيل الهوية الثقافية ضمن هذه العوالم الافتراضية، خاصة في دولة الإمارات العربية المتحدة. يكشف التحليل أن "روبوكس" كمنصة توفر مساحة للتثاقف والاستيعاب والاندماج في العديد من الثقافات المختلفة، وتوفر للشباب فرصة التفاعل مع الآخرين والتعلم ومشاركة الأفكار والتعبير عن هويتهم الثقافية. وعلى الرغم من أن أحد الفيديوهات المرفوعة على منصة اليوتيوب تابعة لقناة إماراتية، وبلغ عدد المشاهدات 147 ألف مشاهد، إلا أنه لم يكن هناك أي تمثيل إماراتي في الفيديو، ويبدو أن القناة لا تمثل الثقافة الإماراتية. ولا يبدو أن أياً من مقاطع الفيديو الرائجة قد تم تحميلها من قبل أي مؤسسة ثقافية. وتسلط الدراسة الضوء على حاجة المؤسسات الثقافية إلى تصميم تجارب غامرة لتعزيز القيم الثقافية في العوالم الافتراضية. كما توصي بدراسة ديناميكيات الهوية الثقافية ضمن تلك العوالم الافتراضية، وتطوير إجراءات لتقييم ودعم تشكيل الهوية الثقافية بشكل أفضل بين فئة الشباب الإماراتي. ومن خلال الاستفادة من هذه المنصات الرقمية، تستطيع دولة الإمارات العربية المتحدة التنقل بفعالية ونجاح في التغييرات المستمرة والعولمة، مع تعزيز ثقافتها وتراثها والحفاظ عليهما. تخدم هذه الدراسة كقاعدة للأبحاث المستقبلية وتطوير السياسات في مجال الهوية الثقافية الرقمية.

الكلمات الرئيسية: الهوية الثقافية؛ روبوكس؛ يوتيوب؛ العولمة؛ الشباب، العوالم الافتراضية، الألعاب، القيم الثقافية، القيم الإماراتية.

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# Chapter 1: Introduction

## 1.1 Background

By the end of 2023, the United Arab Emirates (UAE) had a total population of 10.17 million, of which 9 million was the expat population and 1.17 million was the Emirati population (Global Media Insight, 2024). Due to the high percentage of expats living in the UAE (88.52%) compared to locals (11.84%), language, customs, traditions, and cultures must have a significant influence on Emiratis. The majority of expats come from different countries, with India, Pakistan, and Bangladesh being the top three. The ratio of males to females is 6.97 million to 3.20 million, with approximately 50% of the population considered youth, which falls between the ages of 15 and 35 (Strategy& part of the PwC network, 2021).

As a part of a statement by His Highness Sheikh Mohamed Bin Zayed during the UAE's 52<sup>nd</sup> Union Day, he mentioned: "The first aspiration relates to Emirati values, which are a fundamental pillar of our society, reflecting not only our people, but also our nation and its reputation. I call upon everyone to promote this Emirati spirit both locally and globally, so the world can see the pride we take in our own identity and our openness to other cultures. Our society's deep-rooted values should remain a constant guiding light for our unity, solidarity, respect for others, and support passed down from generation to generation. In the workplace, strong work ethics, including dedication, hard work, integrity, and efficiency, should come to be seen as a distinctive Emirati trait." (Gulf Today, 2023).

As the population in the UAE continues to grow (Global Media Insight, 2024), certain aspects of modernization and globalization start to influence the lives of the societies living here. The embracing of new technologies, shifts in social values, structures, and norms, and the exposure of Emiratis, particularly youths, to global viewpoints and trends can have both positive and negative consequences for their cultural identity (Katumo & Waswa, 2023). Adding to that, the spread of western-influenced lifestyles resulted in a loss of cultural identity among the college students (Alsisy and Alsewiket, 2020).

Cultural identity, from a psychological standpoint, is a complex aspect of self-concept that includes values, beliefs, and behaviors linked to one's cultural community. It has an important effect on well-being and influences relationships with others, facilitating positive connections between groups through understanding and acceptance of diversity (Yan, 2018). And according to Kuang, Gao, & Liu (2023), recognizing a group's status, ethnicity, values, emotions, opinions, and belongings is important for maintaining cultural cohesion and stability. However, forming a cultural identity can be difficult if differences arise, such as historical background and geography, which may have a direct influence on behaviors and lifestyles.

## **1.2 Cultural Identity and Youth in the UAE**

The UAE's Ministry of Culture plays a huge role in supporting the country's institutions that are concerned with art, culture, and heritage. It also provides a platform for young people to do so. The ministry's mission and vision focus on promoting the country's identity and culture through youth investment (Ministry of Culture, n.d.). At the Abu Dhabi International Book Fair, the Ministry of Culture signed a Memorandum of Understanding with the Fujairah Culture and Media Authority. This partnership aims to promote national culture and identity. It demonstrates the Ministry's dedication to enriching national culture through strategic collaborations, raising societal awareness, and preserving cultural heritage (Ministry of Culture, 2024).

While the Ministry of Culture's website does not provide a specific definition of cultural identity, it emphasizes the significance of its strategic objectives and mission. The Ministry dedicates itself to safeguarding the rich national heritage of the UAE, fostering the growth of creative and cultural industries, and enhancing the UAE's global cultural influence (Ministry of Culture, 2024). Appreciating and understanding diversity plays a crucial role in fostering positive relationships and promoting well-being, as cultural identity greatly influences our interactions with others (Yan, 2018). It involves recognizing and understanding a group's attitudes, emotions, sense of belonging, principles, values, and social identities such as class and nationality. It is essential for cultural unity and national stability. Nevertheless, establishing a cultural identity can be quite a daunting task, as it

is influenced by factors such as geography, history, and ethnicity, which in turn shape our lifestyles and behaviors (Kuang, Gao and Liu, 2023).

There are about 35 museums in the UAE, with 1,153,500 visitors in 2021, according to the "culture and recreation" data from the Federal Competitiveness and Statistics Center. About 3,245 books were published in total, with the highest in Arabic at 2,489 books. Musical instruments, books, magazines, newspapers, and electronic games were among the cultural-related foreign trade items, with electronic games accounting for the most imports of USD 443,509,504 (Statistics by Subject - Culture and Recreation 2021). While there are efforts to promote culture in the traditional way, like museums and books, the reality is that this is not enough.

Table 1.1: UAE Cultural Statistic in 2021

<b>Museums and Visitors</b>	a. Number of Museums:	35
	b. Number of Visitors:	1,153,500
<b>Issued Books</b>	a. Number of Languages:	20
	o Arabic	2,489
	o English	536
	o Arabic and English	113
	b. Total Issued Books:	3,245
<b>Culture-Related Foreign Trade Data (Unit: USD \$)</b>	Exports Value of Musical Instruments:	76,455,236
	Imports Value of Musical Instruments:	81,254,764
	Value of Foreign Imported Books:	124,281,361
	Value of Foreign Imported Magazines:	5,020,724
	Value of Foreign Imported Newspapers:	171,942
	Value of Local Exported Books:	209,180,535
	Value of Local Exported Magazines:	662,055
	Value of Local Exported Newspapers:	747,863
	Value of Imported Electronic Games:	443,509,504
	Value of Exported Electronic Games:	243,527,149
<b>Source: Federal Competitiveness and Statistics Centre (2024)</b>		

It is crucial to recognize how the development of contemporary technology has shaped youth's identity and way of life. The internet serves as a powerful tool for spreading culture and encouraging the adoption of unique cultural identities. According to Hatherley-Greene (2012), for cultural institutions to effectively promote cultural regeneration among community members, they must have a comprehensive understanding of cultural identity and make coordinated use of technological

advancements. Considering this, cultural institutions play a crucial role in identifying and promoting culture among youth in various settings using technology (Brock and Tulasiewicz, 2018; Stanley et al., 2021). According to the Ministry of Economy, more than 75% of the population are gamers, with 68% watching video-streamed content, and this is a big industry for growth (UAE MoE, 2022).

### **1.2.1 Impact of Globalization, Technology, and YouTube on Youth's Cultural Identity**

For decades, the oil-based model shaped the UAE's progress, the lives of its residents, and their expectations. Today, however, the country must integrate into a more complex and complicated setup. Population, sustainability, and the global economy dominate the current Emirati agenda, yet the country's youth require innovative solutions to maintain a strong cultural identity (Al-Sarihi et al., 2023). Globalization refers to our increasingly interconnected world, in which events in other parts of the world affect individuals and communities. Globalization has greatly influenced the United Arab Emirates over the last few decades. Transportation, communication, and technological enhancements have facilitated the flow of goods and services, people, and ideas across territorial borders, contributing to this interconnectedness (Aninat, 2001; Held et al., 2000). For instance, the increase in trade and investment has significantly fueled economic growth and development. This has prompted more cultural exchange, as people from many continents have arrived to work and live here. Moreover, the UAE has experienced a great deal of migration and immigration, and the global media and pop culture have also greatly influenced the cultural identity of UAE youth. Television, music, and other forms of media expose them to diverse cultures, potentially transforming their attitudes and values.

Youth around the world credit technology as a game-changer in their daily lives (The National News, 2023). Many academics believe that the advantages of globalization and technology outweigh the disadvantages (Kye, 2021, p. 18). Others are concerned that youth will lose themselves in the digital age. Using technology, youth engage in daily globalization. This interaction with people from different parts of the world has altered their lifestyles and behaviors. Cultural identities are constantly shifting because of the

growing impact of social media on the lives of young people all over the world (Vasylenko et al., 2020, p. 109). The UAE's youth, specifically those aged 18 to 34, exhibit the highest engagement rate of 61.4% (Global Media Insight, 2024). The use of social media has both positive and negative effects on this age demographic (Brown & Czerniewicz, 2010). This would lead to the creation of a foreign and mixed identity that would replace the national and authentic one.

Table 1.2: UAE Social Media Statistics in 2023

<b>Population (10.17 Million)</b>	c. Total internet users	10.07 Million	99%
	d. Social media users	9.97 Million	98.99%
	e. Social media users including business accounts	10.73 Million	105.5%
<b>Social Media (Time spent)</b>	c. Average daily time using internet	7H 29M	
	d. Average daily time using social media	2H 50M	
<b>5 most used social media platforms<sup>1</sup></b>	1. YouTube	6.73 M	79.60%
	2. Facebook	6.65 M	78.70%
	3. Instagram	6.21 M	73.40%
	4. TikTok	5.70 M	67.40%
	5. Facebook Messenger	5.34 M	63.20%
<b>5 main reasons for using social media<sup>2</sup></b>	1. Keeping in touch with friends and family	3.957 M	46.80%
	2. Filling spare time	2.858 M	33.80%
	3. Reading news	2.731 M	32.30%
	4. Finding inspiration for things to do and buy	2.570 M	30.40%
	5. Watching or following sports	2.469 M	29.20%
<b>Source: Global Media Insight (Global Media Insight, 2024)</b>			

<sup>1</sup> Percentage of the internet users aged 15+ years who use each platform each month. There are 10 main platforms, the above are the top 5.

<sup>2</sup> Primary reasons why internet users aged 15+ years use social media platforms. There are 10 main reasons, the above are the top 5.

The internet and technology have become critical components of numerous aspects of life, including education, entertainment, employment, and maintaining relationships with family and friends. The United Arab Emirates has a 99% internet penetration rate, with many individuals possessing at least two mobile connections (Digital 2023: The United Arab Emirates - DataReportal – Global Digital Insights 2023). This enables users to easily access online portals. Online platforms and virtual worlds have become indispensable playgrounds in recent years, especially for young people who use them for self-expression and investigation. YouTube is one of the trending platforms, as it is a prominent medium for content creation and dissemination, providing a diverse selection of videos that appeal to a variety of interests and demographics. YouTube also provides a distinctive perspective and an insight into the ways in which young people utilize virtual worlds and environments such as Roblox to construct and exhibit various aspects of their cultures and identities (Lange, 2007; Pérez-Torres, Pastor, & Abarrou-Ben-Boubaker, 2018).

Youtubers' influence on youth identity has gained and received a lot of attention in recent years, highlighting and emphasizing the role of digital and social media influencers in shaping youth behaviors, values, beliefs, and perceptions. Drawing inspiration from (AKBAŞ & Gursel-Bilgin, 2022) study which examines the impact of YouTube on youth identity formation, and (Balleys, Milleran, Thoër, & Duque, 2020) study that explores two aspects of Youtube practices, video production and reception, where audience engagement is examined, highlighting how Youtubers use their own identities to establish connections with their viewers and fans.

### **1.3 Rational for the Study**

Given that the existing literature on virtual worlds and environments predates the latest technological waves (Lischer-Katz, Cook, and Boulden, 2018), further research on this topic is crucial to comprehend how user-generated content reflects cultural identity. In those virtual worlds, people from different cultures and backgrounds create diverse content, images, and scenarios, which can shape and sometimes distort how others see those cultural representations (Han, 2018). Spending a lot of time in these virtual worlds can make these representations seem real.

Though there is a push to move online and spend more of our time on virtual platforms or consume content on them, there is a need to understand how these can shape the country's aspirations for its youth and reinforce cultural identity. On July 15th, during World Youth Skills Day, His Highness Sheikh Mohamed bin Zayed Al Nahyan confirmed the UAE's obligation to the empowerment and development of youth. He tweeted, "Enabling our youth to flourish and grow is crucial and remains a key priority for the UAE. On World Youth Skills Day, I call on all young people to embrace your curiosity and enthusiasm to learn new skills that will help you contribute to the future progress of the world." (Gulf News, 2023). The UAE's leadership believes in the youth, as they are the country's future investment, and empowering them is critical to enabling them to lead in every field, regionally and globally. To implement the UAE's National Youth Strategy and to ensure that Emirati youth are proud of their nationality and identity (The United Arab Emirates' Government Portal, 2024), initiatives like the Youth Councils were created to attend to and answer the needs of youth and encourage them to invest in their energies and capacities (Youth Councils, 2020).

As part of the UAE Centennial 2071, a key focus is "building Emirati values and ethics for the future generations" (The United Arab Emirates' Government Portal, 2023). Through cultural preservation efforts, citizens can demonstrate pride in their nation's history, culture, and heritage (Hatherley-Greene, 2012). Further, the findings will help cultural institutions play a bigger role in teaching today's youth to be tolerant and accept differences (Rozmiarek et al., 2022). The research scrutinizes the representation of cultural identity in virtual worlds, with a specific focus on popular YouTube videos related to Roblox in the UAE. Roblox is the number one game in the UAE App Store's free games section under the Adventure category. It is available in 15 languages, but not Arabic, and is for ages 12 and older. It has a total rating of 170K, a 4.3 out of 5-star rating. The use of "Join Millions of Experiences" is inviting, and it can make the person curious and eager to explore those experiences. Focusing on three main pillars: meaningful connections, immersive experiences, and express yourself, Roblox is inviting youths to use their platform to connect with their friends, enjoy different settings and virtual worlds, and customize their own avatars (Apple App Store, 2024).

It is another vital educational and learning platform that can be actively utilized by cultural institutions to reach a massive number of users in a virtual environment (Han, Liu and Gao, 2023). This interactive platform can link individuals in isolation, potentially facilitating social connections and communications (Du et al., 2021). Roblox, which is increasingly popular as a fun game in youth entertainment (Margolis et al., 2024), can be utilized by the UAE for this purpose, aiming to instill in this generation of youth the values and culture that represent the UAE, thereby enhancing their pride and sense of identity. These findings can be used to guide policymaking and enable the use of technology for knowledge delivery.

## **1.4 Research Objective and Questions**

### Objective

The purpose of this dissertation is to understand and explore how virtual worlds influence cultural identity in the context of Emirati culture.

### Questions

This dissertation aims to address the following research questions:

- How do virtual platforms influence cultural identity?
- How can the UAE use these findings to promote Emirati culture?

### The sub-questions are:

- What factors affect cultural identity?
- How is cultural identity portrayed through Roblox videos?
- What are the implications for cultural institutions and policies that focus on virtual worlds for the creation of cultural identity?

## **1.5 Overview, Importance and Contribution to Theory**

### 1.5.1 Overview of the Dissertation

The dissertation comprises the following sections: a review of scholarly articles on cultural identity, definitions, aspects, and factors. It also covers virtual worlds and, finally, Roblox.

The exploratory methodology, a blend of literature and video analysis, follows, employing a qualitative approach to investigate the potential of technology, particularly Roblox, in promoting cultural identity among young people in the UAE, based on an analysis of 100 Roblox videos currently trending in the country.

### 1.5.2 Research Importance

There are a number of reasons why the UAE should prioritize fostering a sense of cultural identity among its youth:

1. Rapid cultural change: In recent decades, the United Arab Emirates has experienced substantial cultural transformation and modernization. Consequently, it may be challenging for youths to preserve their cultural heritage and identity. In the context of these changes, it may be essential to comprehend the ways in which cultural institutions can assist in the preservation and promotion of cultural heritage, values, and traditions.
2. Multicultural society: the Emirati way of life has undergone rapid changes and shifts as a result of rapid modernization (Alexander & Mazzucco, 2021), as well as the fact that the majority of the population (88.5%) is foreign-born, with over 200 nationalities representing different cultures. Consequently, it is imperative to preserve cultural values (Kotsi & Stephens, 2017). Cultural institutions can be instrumental in the cultivation of a shared cultural identity and a sense of unity among youth, as well as the promotion of understanding and appreciation among various cultural groups.
3. National identity: "Whoever does not have an identity does not exist in the present and does not have a place in the future," said the late Sheikh Khalifa bin Zayed Al Nahyan. His perspective on national identity served as the basis for individuals, businesses, and governments to work towards its reinforcement and integration within society. Deeply held values and beliefs underpin this dedication to the heart of national identity, necessitating a certain level of understanding. Embracing and celebrating one's national identity brings about a sense of pride and significance, tapping into the depths of our conscience and making us feel unique and cherished (Al Suwaidi, 2020). Cultural institutions play a crucial role in helping young people develop a strong sense of national pride and identity. They do this by highlighting our country's rich cultural heritage and impressive achievements.

### 1.5.3 Contribution to Theory

This topic is pertinent to many cultural studies, sociology, and education theories more broadly. It provides a background on the sociological theory of socialization (which refers to the ways in which we learn culture, language, knowledge, and becoming social human beings generally), which is defined as how individuals learn language, knowledge, and social skills through interactions with others (Höppner, 2017). Whether it is music, literature, paintings, or other forms of art, culture and its institutions are the places where many young people forge their identity and their values. It gives them invaluable opportunities to interact with their cultural lineage and traditions. Moreover, the topic supports the idea of cultural diversity, underscoring the relevance of recognizing and respecting such distinctions. Through the presentation of the various ways of life of our neighbors around the world, cultural institutions can break down cultural divides and build friendships and mutual camaraderie (Cox, 1994).

Such research can contribute to the preservation of cultural heritage and traditions by ensuring that they are handed down from generation to generation, expanding the overall knowledge base, and serving multiple interested parties: youth, cultural services, educators, government and policymakers, and scholars and researchers. While there aren't many scholarly articles examining the relationship between cultural identity and Roblox, some studies have provided some valuable insights. In this journal article titled "Not Just a Game: Identity Fusion and Extremism in Gaming Cultures," they examine the idea of how gaming communication can influence identity change, leading to extreme attitudes (Kowert et al., 2022).

## Chapter 2: Literature Review

This chapter focuses on the historical context and definitions of cultural identity, aspects of cultural identity, factors influencing cultural identity, cultural institutions, virtual worlds, cultural studies in virtual spaces, and the use of Roblox in education.

### 2.1 Historical Context

For quite some time, cultural identity has been a topic of extensive academic inquiry. Researchers from various disciplines, such as psychology, sociology, anthropology, and education, have conducted extensive research on cultural identity. Erikson (Erikson, 1968), who conducted one of the pioneering studies on cultural identity, emphasized the significance of discovering one's own cultural identity as a crucial aspect of personal growth, particularly during adolescence. Erikson suggests that an individual's sense of self evolves through the process of harmonizing personal experiences with societal norms and beliefs.

Phinney's later studies in 1990 and 1992 helped us learn more about cultural identity by building a model of how ethnic identification has changed over time (Phinney, 1990; Phinney, 1992). Norton studied the link between learning a new language and making a new cultural identity in 1995. He found that students of foreign languages often create new personas within the community that speak their target language (Norton, 1995). Banks argued that schools and teachers could create a diverse and welcoming learning environment by introducing students to exploring their own and other cultures, thereby developing their own cultural identity (Banks, 2006).

The study of cultural identity has evolved over time. Today, studies focus on identity development and the acculturation process by which communities and individuals share or exchange knowledge and cultures. It entails maintaining your original lifestyle while also incorporating aspects of a new one. For example, it involves modifying one's conduct, gaining new cultural understanding, participating in diverse pursuits or activities, and adopting cultural jargon (Berry, 1997; Berry, 2005). Research also investigates social institutions and the relationship between language and identity. While this overview was barely a skim over the surface of the types of research completed to date, it illustrates the

depth and breadth of the different bodies of research that have contributed to our understanding of cultural identity and its effects on individuals and societies.

## **2.2 Cultural Identity Definitions**

There are many definitions of cultural identity. While each of these definitions offers a slightly different take on the concept of cultural identity, they all share an emphasis on the role that a person's sense of community, shared values, and individual experiences play in forging that identity.

### 2.2.1 Early Definitions

Erikson defines cultural identity as the extent to which an individual identifies with a specific ethnic, religious, or social group (Erikson, 1968). This definition highlights the importance of group identification in shaping cultural identity. According to Tajfel, cultural identity is a component of social identity. Social identity refers to the portion of a person's self-concept that comes from their awareness of belonging to a social group or groups, as well as the importance and emotional meaning associated with that membership (Tajfel, 1978). This definition helps connect the specific concept of cultural identity with the broader concept of social identity. According to Collier and Thomas, cultural identity is the acknowledgment of an individual's capacity for cultural awareness, cultural knowledge, and cultural behavior, which stems from their distinct blend of experiences, abilities, and predispositions (Collier & Thomas, 1988). This definition acknowledges that personal experiences, skills, and traits contribute to the formation of cultural identity.

### 2.2.2 Recent Definitions and Components of Cultural Identity

Cultural identity refers to the collective ways of life of individuals who have a shared history and ancestry. The components of cultural identity encompass common values, self-awareness, definitions, and beliefs (Daleure, 2019). Individual actions can easily alter these elements, making them highly susceptible to external influences. Some argue that cultural identity can be evaluated beyond simplistic binary concepts such as truth and falsity, good and evil, civilization and barbarism, and nobility and ignobility. Instead, it can also be understood through the lenses of racism, ethnocentrism, unity, and a sense of belonging (Garces-Bacsal et al., 2021). According to Karjalainen (2020), cultural identity

encompasses a range of cultural traits that shape a community. Bracons (2019) further defines the term as a system that encompasses various customs, values, and practices embraced by a community, reflecting the prevailing culture in their society. On the other hand, according to Lee (2019), cultural identity is a complex concept that encompasses different elements such as a constitution, state system, official language, history, religion, and ethnicity. Many people hold the belief that a multitude of factors influence cultural identity, not always predetermining it. For instance, according to Bracons (2019), a person's basic cultural context includes various factors such as age, ethnicity, gender, family, phases of life, socioeconomic situation, society, and nation. These factors form the foundation of one's cultural identity. Culture plays a role in shaping these factors, but the extent of its influence depends on one's personal journey and the passage of time. Table 2.1 highlights the various components of cultural identity identified by researchers over the years.

Table 2.1: List of Main Components of Cultural Identity Definitions

Author(s)	Year	Components
Tylor, Karjalainen (Tylor, 1871)	1871, 2020	Knowledge, Laws, Art, Belief, Morals, Customs, Habits
Erikson (Erikson, 1968)	1968	Identification with ethnic, religious, social group
Tajfel (Tajfel, 1978)	1978	Self-concept, Membership in a social group, Value, Emotional significance
Collier & Thomas (Collier & Thomas, 1988)	1988	Cultural awareness, behavior and knowledge, Experiences, Abilities
Hall (Hall, 1990)	1990	Points of identification, Dynamic
Phinney (Phinney, 1990)	1990	Actions, Thoughts, Feelings, Ethnic background
Kim (Kim, 1994)	1994	Socialization, Values, Beliefs, Norms
Triandis (Triandis, 1995)	1995	Shared cultural elements
Jenkins (Jenkins, 1996)	1996	Self-perception, Others' perception
Berry et al. (Berry et al., 2006)	2006	Process, Negotiation of identities, Social contexts

Banks (Banks, 2008)	2008	Feeling of belonging, Sentiment
Bracons (Bracons, 2019)	2019	Age, Ethnicity, Family, Gender, Life phases, Nation, Society, Socioeconomic status
Daleure (Daleure, 2019)	2019	Shared values, Self-awareness, Beliefs
Lee (Lee, 2019)	2019	Constitution, State system, Official language, History, Religion, Ethnicity
Karjalainen (Karjalainen, 2020)	2020	Cultural characteristics of a community
Garces-Bacsal et al. (Garces-Bacsal et al., 2021)	2021	Racism, Ethnocentrism, Unity, Belongingness

Source: Compiled by Author

Hence, cultural identity is a complex term that includes many aspects. For the purpose of this study, it can be defined and understood as a set of common values, beliefs, and practices that people relate to and share with their community, which help shape who they are and how they communicate with their society. With this definition in mind, analysis will be guided towards exploring how cultural identity is conveyed, portrayed, and changed within virtual worlds such as Roblox.

Simply put, a community of individuals recognizes and safeguards historical events and experiences as a crucial part of their identity, ensuring their transmission to future generations. These stories capture the essence of life on the Roblox platform, where the experience is remarkably relatable, highlighting the importance of family bonds over conflicts. Objects, figures, clothing, or sayings can serve as symbols that embody the traditions, values, and beliefs of a culture. It also communicates cultural identity to others in a broader society. This was represented visually in the form of different avatar clothes in Roblox, such as police and school uniforms, symbolizing societal roles.

### **2.3 Aspects and Factors of Cultural Identity**

Language, beliefs, values, norms, customs, and traditions all contribute to shaping an individual's cultural identity (Gajić, Vujadinović & Popović, 2017). Various factors influence the transmission of cultural identity, including ethnicity, family, socialization,

migration, education, religion, socioeconomic status, media, globalization, technology, and historical background. All these factors contribute to shaping an individual's sense of identity and worldview, which ultimately influence their behavior and interactions with others.

### 2.3.1 Aspects of Cultural Identity

Cultural identity is a multifaceted construct, composed of several core aspects that provide individuals with a sense of belonging and self-perception within a cultural context. Some of the key aspects include:

#### A. Language

Language plays a crucial role in shaping cultural identity by facilitating the exchange of ideas, emotions, and experiences. This exchange helps preserve cultural knowledge for future generations (Kramsch, 2009).

#### B. Values, Beliefs and Norms

Beliefs are states of mind that people hold with commitment and perceive to be true. They differ from knowledge in that they are not always supported by actual proof but rather by personal views about the truth of a proposition (Connors & Halligan, 2015). Values are defined as "trans-situational" objectives that vary in importance and serve as guidelines in an individual's or other social entity's life. They guide the selection or evaluation of behavior, people, and events by emphasizing the significance of desirable goals. Values influence decision-making, behavior, and perception, resulting in a hierarchy of priorities (Schwartz, 1994). Values and beliefs play a vital role in shaping how individuals perceive and interact with their environment. They have a significant impact on shaping behavior and decision-making within a culture (Schwartz, 2006). The established patterns of behavior, or norms, determine the acceptability and respectability of behaviors in a culture. They promote the inclusion of individuals in society (Hechter & Opp, 2001). Popular culture and the media expose individuals to various cultural values and norms (Kellner, 1995).

### C. Traditions, Customs and History

Traditions and customs are an integral part of our cultural heritage, connecting generations and fostering a sense of unity and belonging (Levinson & Ember, 1996). Historical settings, like political upheavals and colonization, leave a lasting impact on cultural identity (Smith, 1999).

### D. Artifacts and Symbols

Artifacts and symbols, such as clothes, houses, and artwork, have cultural value and let people show their allegiance to their own culture (Geertz, 1973).

Interactions with virtual worlds, where users create and explore cultural manifestations via digital avatars and environments, actively and fluidly convey these aspects.

## 2.3.2 Factors Influencing Cultural Identity

Although the fundamental aspects of cultural identity are essential, several external circumstances significantly influence and affect cultural identity as time progresses. These include:

### A. Ethnicity, Family, Religion and Social Class

Belonging to a particular ethnicity allows individuals to connect with others who share a common background and traditions (Phinney, 1990). The family plays a crucial role in shaping cultural upbringing (Parke & Buriel, 2006), while socialization through connections to others influences cultural identity (Arnett, 2016). It is closely tied to matters of faith and the spiritual realm (King & Boyatzis, 2004). Cultural identity is also shaped by factors such as social class and career, as discussed by Bourdieu (1984).

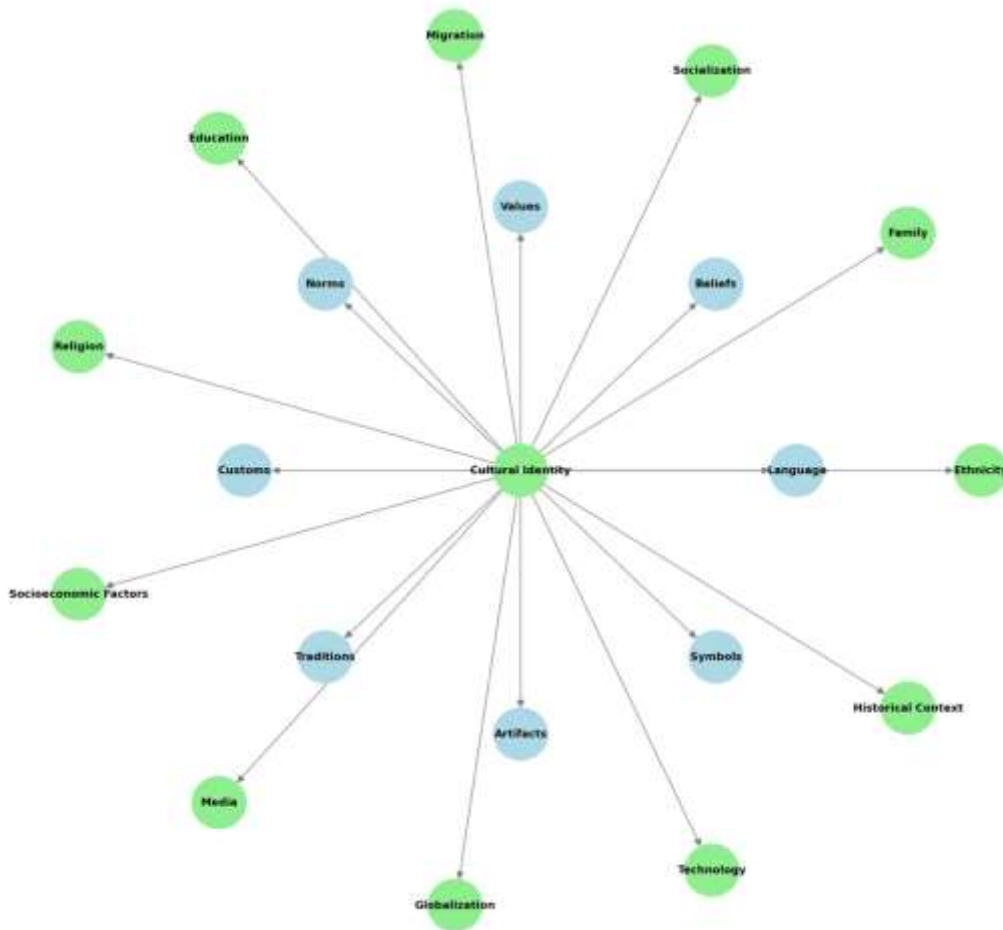
### B. Education, Environment and Globalization

Education plays a significant role in shaping cultural identity by imparting cultural norms and values (Banks, 2006). The various cultural environments individuals encounter during migration shape their cultural identity (Berry, 2005). Globalization and technology play a significant role in fostering cultural exchange and interrelationships, ultimately impacting cultural identity (Appadurai, 1996; Castells, 2010).

These factors interact with the core aspects of cultural identity, influencing their expression and perception in a globalized and digital age.

The radial diagram below is generated by OpenAI's ChatGPT<sup>3</sup>. It visually depicts the various features and factors that exert an influence on cultural identity. A shade of light blue represents the aspects, while a shade of light green represents the factors.

Figure 2.1: Visualization of Aspects and Factors Connection to Cultural Identity



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<sup>3</sup> The prompt used for creating a radial diagram of cultural identity is available in Appendix G: Prompt for Creating a Radial Diagram of Cultural Identity

Essential elements like language, beliefs, values, norms, customs, and traditions construct cultural identity. Numerous factors, such as ethnicity, family, socialization, migration, and technology, simultaneously shape the development, upkeep, and evolution of cultural identity. The intricate relationship between these factors and aspects highlights the ever-evolving and intricate nature of cultural identity, emphasizing the importance of personal experiences and societal influences in shaping individuals' understanding of their cultural heritage and self.

Table 2.2: Aspects and Factors Influencing Cultural Identity

Aspects of Cultural Identity	Factors Influencing Cultural Identity
<b>Language:</b> Facilitates exchange of ideas, emotions, and experiences (Kramsch, 2009)	<b>Ethnicity:</b> Connects individuals with a shared background (Phinney, 1990)
<b>Beliefs:</b> Personal views about the truth of a proposition (Connors & Halligan, 2015)	<b>Family:</b> Shapes cultural upbringing (Parke & Buriel, 2006)
<b>Values:</b> Guide decision-making and behavior (Schwartz, 1994, 2006)	<b>Religion:</b> Tied to matters of faith and spirituality (King & Boyatzis, 2004)
<b>Norms:</b> Establish acceptable behaviors in a culture (Hechter & Opp, 2001)	<b>Social Class:</b> Impacts cultural identity and career (Bourdieu, 1984)
<b>Media and popular culture</b> expose individuals to various values and norms (Kellner, 1995)	<b>Education:</b> Imparts cultural norms and values (Banks, 2006)
<b>Traditions and customs</b> connect generations, foster unity (Levinson & Ember, 1996)	<b>Environment:</b> Cultural environments during migration shape identity (Berry, 2005)
<b>Artifacts and symbols:</b> Hold cultural value and express cultural allegiance (Geertz, 1973)	<b>Globalization:</b> Fosters cultural exchange and interrelationships (Appadurai, 1996; Castells, 2010)

Source: Compiled by Author

## **2.4. Cultural Institutions**

Libraries, museums, and art galleries are examples of cultural institutions that work to promote and conserve culture while also allowing people to interact with it (Maletkovic, 2021). They are multipurpose spaces that promote learning and education, permit cultural accessibility, and encourage participation in culturally relevant activities (Pfeifere, 2022). They play an important role in preserving, promoting, and advancing a society's cultural past and identity. These institutions are crucial for promoting cultural expression, creativity, and innovation, as well as maintaining social cohesion and a sense of belonging within societies (European Commission, 2012; UNESCO, 2013). Cultural institutions' principal duty is to gather, conserve, and interpret cultural artifacts and expressions (Hooper-Greenhill, 2000). They guarantee the preservation of a valuable cultural legacy for future generations. They provide a connection to the past and a sense of cultural identity (Australian Government, 2018). Cultural institutions assist the public in learning about, understanding, and appreciating various cultural traditions and histories by making cultural resources available (Stevenson, 2013).

In addition to the aforementioned, cultural institutions also contribute to the creation and production of new cultural works by providing venues for artists and creators to showcase their skills (Bakhshi, Freeman, & Higgs, 2012). They help keep cultural life alive by encouraging artistic expression, critical thinking, and cultural exchange (McCarthy et al., 2004). Cultural institutions promote cultural dialogue, cross-cultural understanding, and appreciation of diverse cultural perspectives (Throsby, 2010).

Cultural institutions are also particularly important for education, as they provide formal and informal learning opportunities for people from a variety of ages and backgrounds (Matarasso, 1997). Through exhibitions, workshops, lectures, and other events, they teach people about the arts, sciences, history, and other parts of culture (Hooper-Greenhill, 2000). This educational purpose makes individuals educated, active, and culturally literate. Cultural institutions also make a significant contribution to the economy. They contribute to the development of creative industries and have the potential to spur urban regeneration and tourism (Bakhshi, Freeman, & Higgs, 2012). Their focus is instead on job creation and stimulating economic activity, as cultural

institutions play a major role in local economic development, attracting visitors, and improving the quality of life in a given community (European Commission, 2012).

And based on this study, cultural institutions in virtual worlds are digital spaces that use immersive technologies to preserve, present, and teach about cultural heritage. These institutions use online environments, virtual exhibitions and museums to make cultural artifacts and culture more accessible to a broader audience (Veltman, 2017; Catton & Smith, 2021; Ciurea & Filip, 2019).

## **2.5 The Role of Technology and Virtual Worlds in Impacting Culture**

In a discussion on how young people in the United Arab Emirates are building their identities, technology's role takes on added significance. Technology, as an enabler of virtual worlds, shapes and strengthens the cultural identity of this generation. With the use of technology and the internet, people are able to access information to create and share content related to cultural aspects through different platforms, such as social media, streaming services, and virtual worlds (Khondker, 2018; Hopkyns, 2023). These settings, which include language, music, art, and literature, allow people to explore ancestral cultures. The youth in the United Arab Emirates gained advantages from technology in terms of community building and cultural content access (Zarrouk et al., 2021). When they use social media, individuals can interact with their contemporaries who come from similar cultural backgrounds and share their experiences. This lets people form meaningful relationships and explore their culture in a safe environment. Technological advancements have enabled individuals to access and create content about their culture, which they can then share with a wider audience (Hopkyns, 2014). This allows people to express themselves and their cultures creatively and meaningfully. The Internet and social media also allow young people in the UAE to network with people from various nations and cultures and share information with them. As a result, the UAE has produced a more tolerant and global generation of young people.

According to (Nikolaou and Tsolakidis, 2013) virtual worlds are a relatively new area that facilitates cooperative activities such as work, education, and entertainment. Users create characters and engage socially in ongoing, fully immersive virtual worlds that replicate real-world elements in virtual environments, according to a different

perspective (Nagy & Koles, 2016). In this three-dimensional virtual world, people engage with one another economically and in daily life through avatars that either reflect or represent their real selves (Tili et al., 2022).

Han, Liu, and Gao (2023) conducted a recent study that found Roblox to be highly effective in educational settings, particularly when utilized within social and collaborative learning environments. The platform's VR setup is excellent for enhancing programming skills, especially in STEM areas. When utilized as an educational resource, Roblox has the ability to enhance student engagement, foster creativity, and promote teamwork. Allowing students to create and construct virtual worlds fosters the growth of problem-solving abilities and promotes collaboration and effective communication. Discover the joy of coding with Roblox, where learning technical subjects becomes engaging and accessible (Alhasan, Alhasan, & Al Hashimi, 2023).

Roblox also encourages teamwork. For example, teachers can design collaborative, multiplayer games and challenge-based puzzles for learners to collaborate, communicate, and problem-solve together (Lewis, Popov, & Fatima, 2024). Roblox enhances learning in topics such as anatomy and physiology by visualizing complex biological structures in 3D. By using virtual models and simulations, students are capable of having a better understanding of anatomy and physiology (Moro, 2023). Using platforms such as Roblox, educators can build immersive learning experiences that promote cultural awareness and understanding. Virtual environments allow students to learn the art and culture of digitizing their brains (Meier et al., 2020).

### **2.5.1 Cultural Studies in Virtual Worlds**

Users of these virtual worlds not only find an escape, but they also develop valuable leadership skills, experience a range of emotions, and form meaningful relationships through their interactions. Several factors, including indicators based on avatars representing different racial groups, can influence one's virtual cultural identity. Warburton (2009) investigated the impact of virtual worlds on education and identity exploration in online learning environments. The study explored the evolving nature of identity

construction in digital environments, shedding light on the intricate details of cultural expression and representation in virtual spaces. It placed a strong emphasis on psychology and affordances to better understand this phenomenon. Lee and Park highlight the concern that when ethno-racial minorities encounter avatar-based signals of white supremacy, they might perceive virtual worlds as posing a threat to their identity (Lee & Park, 2011). In the virtual world, this perception can lead to feelings of psychological estrangement and detachment, which may impact a person's sense of cultural identification. It is crucial to acknowledge that cultural identities in virtual worlds may vary from those in the real world. Although numerous studies have delved into this topic, there is a scarcity of research examining the convergence of cultural identities in both the physical and virtual realms.

## **2.6 Context of Moral Education in the UAE**

The Moral Education Program (MEP), which was first implemented in UAE schools eight years ago, has become an important part of the educational landscape, encouraging the formation of cultural and ethical values among young Emiratis. The MEP is organized around four central pillars: character and morality, the individual and the community, civic studies, and cultural studies. This program not only teaches academic skills but also emphasizes the formation of morals and principles through a curriculum designed to cover all twelve years of schooling, from grade one to grade twelve. The program's educational strategy is particularly innovative, combining traditional classroom instruction with informal learning methods like field trips and community outreach initiatives. The aim is to enhance student engagement and foster active involvement in both the school and the broader community. Importantly, the MEP promotes an all-around school environment that incorporates parents and the community into the educational process, guaranteeing that moral education extends beyond the school setting and becomes a part of students' daily lives (Moral Education, 2017).

The MEP's structured approach to moral and cultural education significantly influences how young Emiratis navigate and express their cultural and moral values within virtual worlds like Roblox. By systematically embracing principles of fairness, responsibility, and community engagement, the program influences not only how they

communicate but also how they make decisions. In the dynamic world of virtual spaces, where youths face constant choices and social interactions, a foundation based on these moral and cultural principles helps them navigate complexities, manage conflicts, and make informed decisions. Thus, the Moral Education Program serves as an important foundation, shaping how Emirati youth perceive and interact with the broader digital community and reflecting their learned values and beliefs in both the virtual and real worlds.

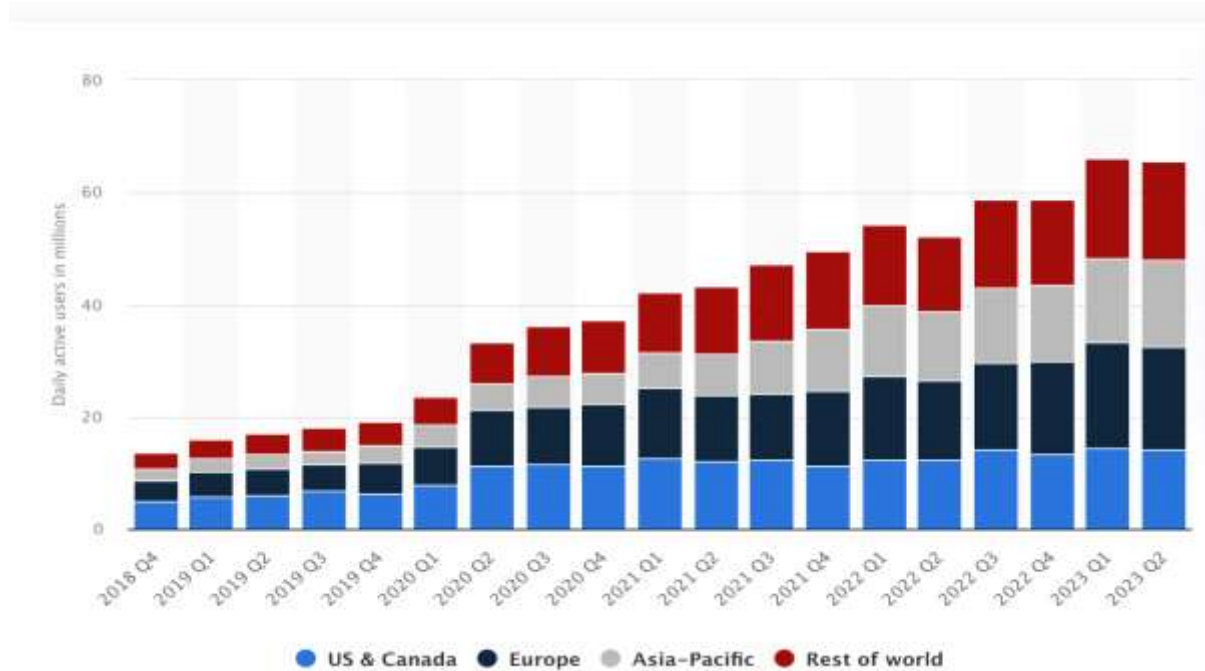
## **2.7 Roblox**

Roblox is not just a single game—it's a platform that offers a wide variety of games and worlds created by its users. Imagine a virtual playground where individuals have the resources to create their own games and immersive experiences. Roblox Studio, an amazing integrated tool, enables anyone, regardless of coding skills, to create their own virtual spaces. Thanks to its user-friendly interface, the platform has generated an impressive number of over 40 million games and experiences. Roblox provides a diverse array of virtual worlds and experiences to cater to various preferences, including exciting adventures, challenging obstacle courses, social interactions, and immersive role-playing experiences. Players can connect and engage with others online, forming connections, collaborating on tasks, and participating in social events across the vast Roblox world. Roblox offers its unique digital currency, known as Robux, that players can either purchase with real money or earn through various in-game activities. Players can use Robux to customize their avatars with a diverse selection of accessories and outfits. Additionally, they can unlock exclusive features in certain games by purchasing game passes (Roblox Corporation, 2023). The California-based Roblox Corporation introduced Roblox, an online game platform, to a young audience in 2006. Interestingly, individuals aged 13 and above comprise a significant portion of the platform's user base. In 2023, the platform recorded an impressive 58.8 million daily active users worldwide (Statista, 2023). Roblox's popularity in early childhood education has led to its widespread use in shaping young minds, particularly in the United States (Han, Liu, and Gao, 2023). Educational institutions and educators frequently support Roblox, and parents embrace it as a valuable learning tool (Zhai, 2024).

### 2.7.1: Daily Active Users:

Based on Statista 2023 data, it is evident that Roblox experienced significant user engagement in the Asia-Pacific region during the fourth quarter of 2022. An estimated count of 8.5 million daily active users supports this, demonstrating the platform's growing popularity in this thriving gaming market. In addition, the "Rest of the World" section has experienced significant growth, with approximately 5.7 million users actively participating on a daily basis. This data emphasizes the growing influence of Roblox in developing countries (Statista, 2023). This data not only highlights the immense popularity of Roblox but also emphasizes its significant potential for global expansion in the future.

Figure 2.2: Daily Active Users of Roblox Worldwide

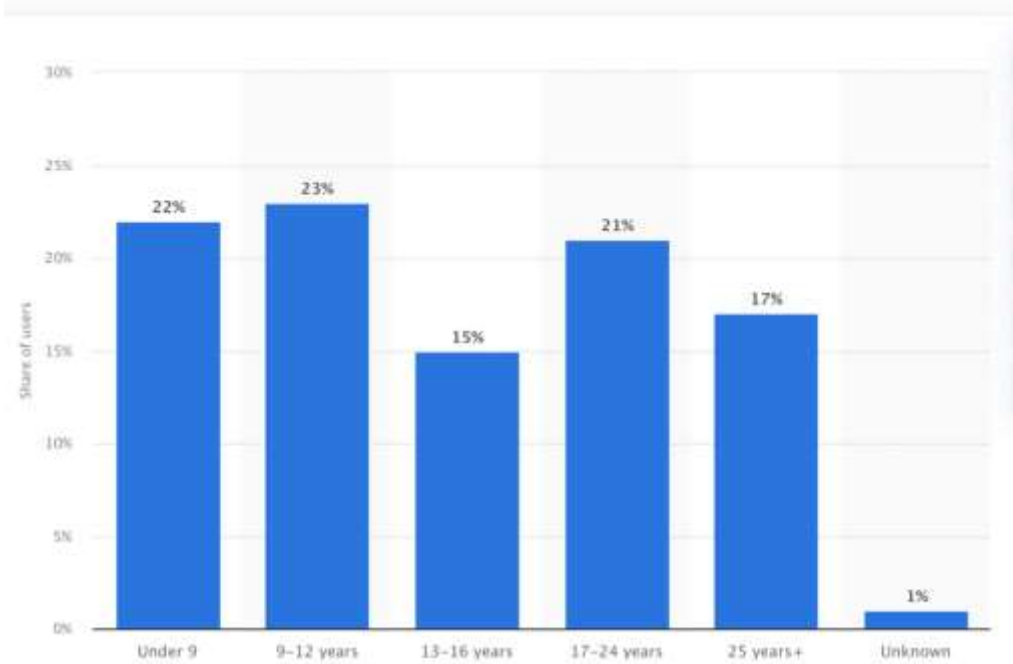


### 2.7.2: Distribution of Roblox Gamers:

According to Statista data from 2023, the majority of Roblox's user base consists of young individuals. Roblox's widespread popularity among young audiences is evident from the statistics, showing that a significant majority of its users, 54%, are under the age of 13. Furthermore, a considerable portion of this demographic consists of children under the age of nine (Statista, 2023). The high number of users under the age of 9 is particularly worrisome, as it brings up significant concerns about online safety, the appropriateness

of content, and the potential impact of early exposure to digital gaming platforms. (Source: Statista, 2023) The 13–17 age group makes up an additional 21%, further solidifying Roblox's appeal to both children and adolescents. The data underscores Roblox's substantial impact on digital entertainment for young people and emphasizes the critical need for ensuring user safety and managing content for our youngest players. Roblox can readily be downloaded from app stores and played on mobile phones and tablets.

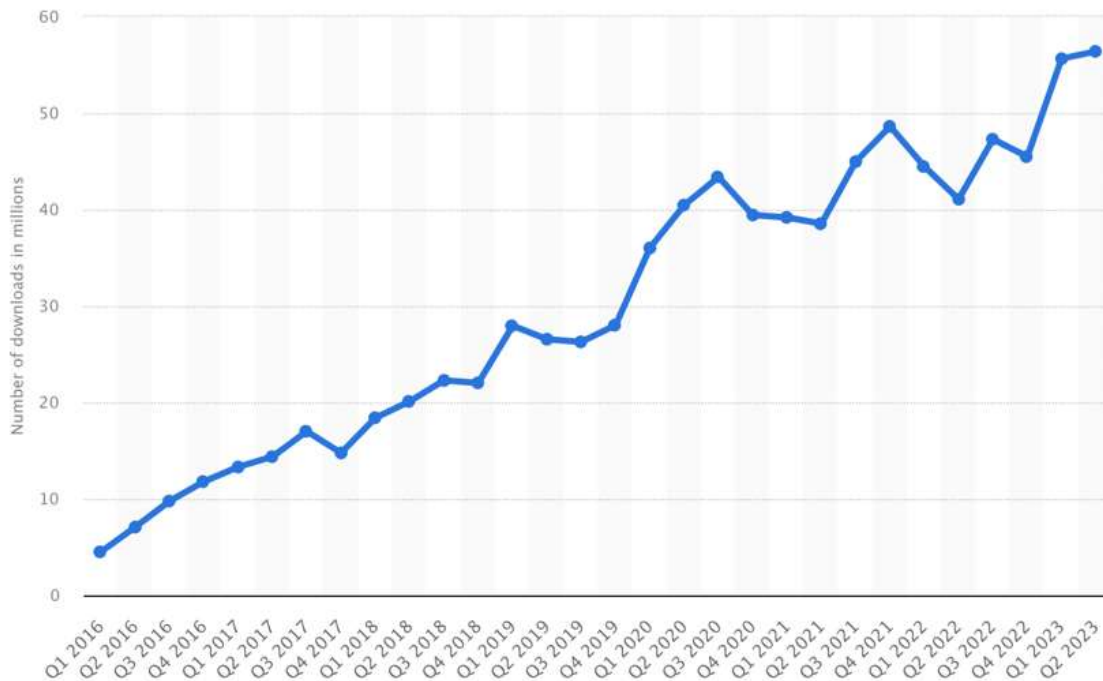
Figure 2.3: Distribution of Roblox Gamers Worldwide by Age Group



2.7.3: Number of App Downloads:

The global Roblox application downloads have shown a steady increase, starting in the first quarter of 2016 and continuing until the second quarter of 2023. The graph's data shows a steady increase, with some ups and downs, but overall progress over the course of several years. Based on the observed trend line, it seems that the Roblox application has been gaining popularity. Statista predicts that the number of downloads will skyrocket into the millions by the second quarter of 2023. We can attribute the observed expansion to the growing popularity of online gaming platforms, underscoring Roblox's increasing prominence within the gaming industry.

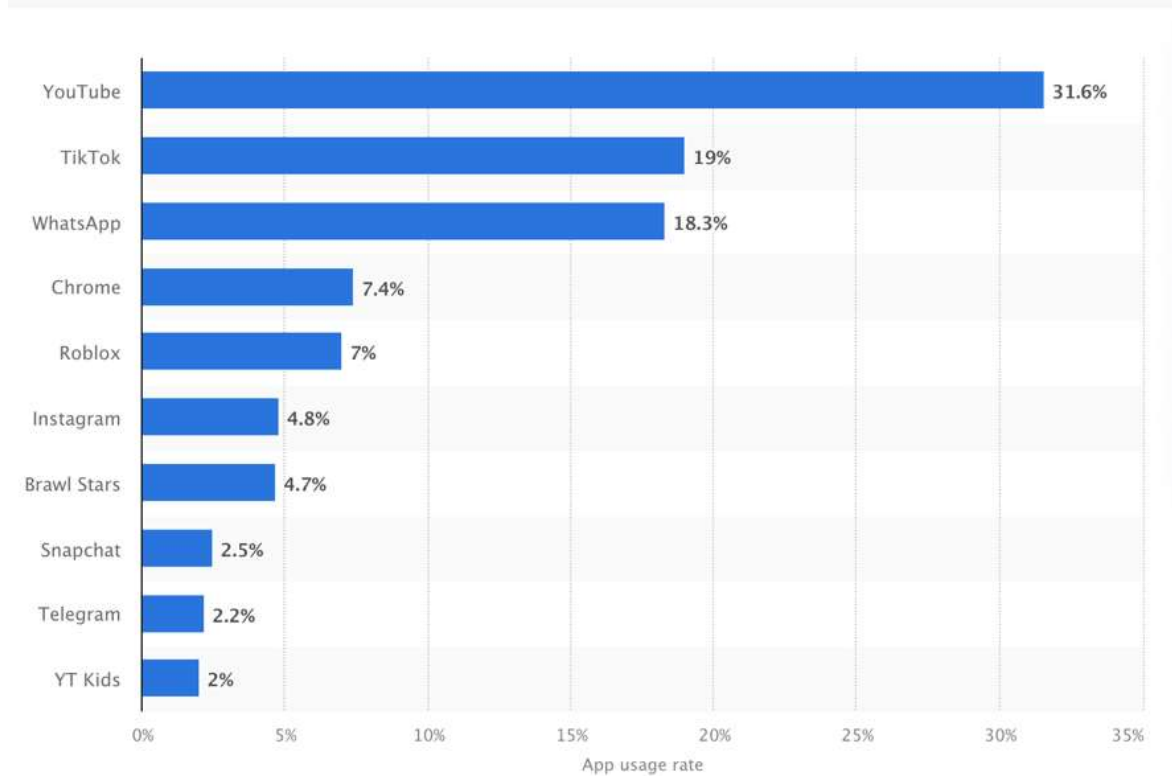
Figure 2.4: Number of Roblox App Downloads (in Millions)



2.7.4: Children’s Most Popular Mobile Applications:

From February to May 2022, YouTube experienced a significant increase in usage among children using Android devices worldwide, reaching a usage rate of 31.6%. In addition, it served as a way for children to engage with the gaming community, particularly through platforms like Roblox. Roblox, as an application, has gained a 7% usage rate. However, it is important to recognize the broader trend of children enjoying watching others play games on YouTube. (Source: Statista, 2022). When kids can't get their hands on games like Roblox, they often turn to YouTube to find gameplay videos by searching for specific terms. Through voice search or manual input, users can easily find and observe other players as they explore the virtual world of Roblox, allowing them to stay connected to the gaming community in a unique way. This behavior emphasizes the close connection between gaming and content consumption in the digital interactions of children.

Figure 2.5: Children's Most Popular Mobile Applications Around the World



This literature review delves into the definitions of cultural identity and the various factors that shape it. It also explored aspects such as values, beliefs, and norms that shape individuals' self-perception and their interactions within societies. Additionally, examine the various factors that contribute to cultural identity, such as ethnicity, family, globalization, and technology. Cultural institutions play a crucial role in preserving and promoting cultural elements and practices. Exploring the use of virtual worlds, particularly Roblox, to understand how these digital realms can enhance cultural expression. For this study, the methodology involved analyzing 100 popular Roblox videos on YouTube. The goal was to investigate whether these videos have the potential to mirror cultural elements or shape cultural identity among UAE youth.

## Chapter 3: Methodology

### 3.1 Research Method

Corporations today face the significant challenge and opportunity of truly understanding their customer base. This understanding, which includes everything from customer feedback and concerns to their approval and advocacy, is critical for corporations to effectively improve and refine their customer experiences (Qualtrics, n.d.). While qualitative research methods such as interviewing, focus group discussions, and ethnographic research provide the foundation for this understanding, they frequently have limitations due to their cost, complexity, and lack of scalability.

Researchers quickly investigate the potential applications of emerging communication technologies in their studies. For instance, Alfred Haddon made one of the earliest anthropological films in 1898, just three years after the invention of the first portable film camera (Banks, 2007; McNiven, 2017). We can only imagine the challenges he encountered when bringing that equipment to the hot and remote Torres Strait Islands. Maybe he wanted to capture the cultural details in a way that words alone couldn't convey. These days, researchers can easily capture audio and video using their mobile devices, which is a huge improvement from the complicated setup that Haddon had to deal with. However, researchers must still make the crucial choice that Haddon faced, justifying the use of video for their particular research objectives and exercising caution in their visual narrative, acknowledging the inevitable omission of certain elements.

Using video in qualitative research offers a multitude of benefits. It allows for real-time recording and analysis of social interactions, resulting in a more genuine portrayal of the subject. Nonverbal cues are particularly powerful when using video, as they can be more easily understood and interpreted compared to other methods. In addition, video enhances the credibility and transparency of research findings because it enables peer review and data analysis by fellow researchers. In addition, video promotes participant engagement by enabling them to observe and reflect on their own interactions, providing them with a distinct perspective on the research context (Pink, 2001; Rice and Pinnegar, 2012). Video is an incredibly useful tool for data collection because it captures intricate visual and auditory details that are difficult to express through written words or spoken

language. It also offers a platform for presenting research findings in a captivating and comprehensible manner. Nevertheless, the inclusion of video in research methods presents a unique set of obstacles. These challenges encompass ethical considerations, the requirement for specialized equipment and technical know-how, and the potential for interpretive bias when analyzing visual data. Despite these challenges, integrating video into research methodologies can greatly enhance the depth and quality of qualitative research.

According to Rebecca Whiting (Whiting et al., 2016), there are four video research methods:

- a. **Participatory Video Research:** This methodology allows individuals to create their own video content, thus connecting the theoretical frameworks used by researchers with the real-life experiences of the participants. This platform enables users to document and share their personal experiences in a way that is easily accessible to others.
- b. **Videographic Research:** This approach involves capturing individuals in their natural environments, including unedited and spontaneous interactions and activities. Having a good grasp of routine practices and social dynamics can be extremely beneficial in organizational settings.
- c. **Use of Existing Videos:** Scholars analyze the content of pre-existing videos, including those obtained from online platforms. This approach often combines a thorough analysis that considers both the visual and textual elements within the broader context of the video content.
- d. **Video Elicitation:** Interviewers use or create videos as prompts to generate conversation or facilitate memory retrieval. People use the videos to reflect on themselves, and consider the resulting discussions as crucial components of the data they collect.

Some scholars prefer to analyze pre-existing videos for their research. One example is Pereira and colleagues' (2016) research titled "Breaking news: 'I have an eating disorder.' Video testimonials on YouTube." They viewed videos on YouTube where

individuals openly discussed their personal battles with eating disorders. Due to the prevalence of personal videos, they were able to gather a significant amount of data from the platform. After that, they decided to narrow their focus by excluding content from mainstream media sources. Instead, they decided to focus on the initial 50 user-generated videos that appeared in their search results. To ensure the accuracy of their findings, the researchers enlisted the help of two individuals to independently analyze the videos. The researchers employed a technique known as inter-rater reliability to ensure the accuracy and validity of their analysis (Pereira et al., 2016).

When developing the methodological approach for this study, the use of qualitative thematic analysis of YouTube videos stood out as a particularly relevant and effective technique. Levinson, Greenfield, and Signorelli (2020) showcase the mentioned methodology in their scholarly investigation. Their study explored the responses of young people to YouTube videos that portray the experiences of sexual and gender minorities. Levinson, Greenfield, and Signorelli's (2020) study underscored the significance of YouTube as a digital platform that fosters community engagement and streamlines information retrieval. By conducting a thorough thematic analysis, the researchers were able to uncover common themes that emerged in relation to the formation of identity, the development of communities, and the tendencies of young people to seek information. Parabhoi et al. (2021) conducted another study that underscores YouTube's remarkable impact as a valuable source of public health information during the COVID-19 pandemic. The researchers analyzed YouTube video content using specific search terms. This analysis offered valuable insights into the characteristics and consequences of the information shared on the platform (Parabhoi et al., 2021). This methodology is particularly appropriate for this research because it enables a comprehensive examination of how youth portray cultural identity on the Roblox digital platform, as seen through YouTube videos. The findings from the study conducted by Levinson et al. (Levinson, Greenfield, and Signorelli, 2020) highlight the importance of using YouTube content analysis to uncover diverse perspectives and experiences within specific communities. As a result, this study provides valuable insights into our research methodology for analyzing digital expressions of cultural identity. This approach emphasizes the unique value of YouTube as a platform for understanding community

engagement and cultural expressions. As a result, it is an essential tool for conducting qualitative research in the field of cultural studies.

### **3.2 Research Philosophy and Design**

Stebbins (2001) suggests that this study's qualitative research design, which focuses on video analysis, is ideal for exploratory research. Stebbins emphasizes the significance of these methods in exploring areas with limited existing research. The study's emphasis on video analysis contributes to the design's suitability for exploratory research. According to Heath, Hindmarsh, and Luff (2010), video analysis provides a dynamic approach to capturing and analyzing social interactions. This is particularly important in contexts with evolving cultural dynamics, like those of UAE youth, where video analysis can provide insights into changing cultural norms. This strategy aligns with Pink's (2001) principles in visual ethnography, which employs visual media to explore cultural phenomena. In their work, Denzin and Lincoln (2011) highlight the potential for new themes and directions to emerge during exploratory research. Denzin and Lincoln (2011) attribute this to the interpretive flexibility inherent in video analysis. This is due to the open-ended nature of the research, which enables the investigation to proceed without any preconceived notions or biases. Establishing a solid groundwork for future research paths that are better defined necessitates this investigative method, as advocated by Yin (2018).

This study employs a qualitative research strategy, specifically thematic video analysis, which enables a rich, contextually embedded understanding of social interactions (Heath et al., 2010). By analyzing gameplay and interactions within Roblox videos popular on the UAE YouTube channel, the research digitally articulates cultural distinctions, reflecting Pink's (2001) advocacy for media as a means of accessing lived experiences.

The methodological design incorporates an inclusive search feature to facilitate a comprehensive cross-cultural analysis, catering to the preferences of young Emiratis who may seek videos in their native language. This design incorporates the phenomenological approach of Moustakas (1994), which aims to capture the essence of experiences from different cultural perspectives. We will employ the interpretivist lens, renowned for its capacity to delve into subjective meanings and intricate layers of cultural

identity (Schwandt, 2000), to identify themes. When analyzing data, it is important to carefully examine patterns and themes in digital interactions. Braun and Clarke's (2006) framework for thematic analysis is one useful framework. This analytical process will provide valuable information about the ever-changing expression of cultural identities, influenced by language, social norms, fashion, and technology. This supports Creswell's (2013) assertion that social interaction shapes reality.

The information collected is carefully analyzed to assess its potential to enhance the understanding of the cultural landscape among youth in the UAE. The widespread use of digital platforms like Roblox, which offer immersive experiences, significantly influences this landscape.

### **3.3 Data Collection**

The main objective of this study was to gather qualitative data by examining 100 YouTube videos pertaining to Roblox. The selection of videos is determined by their relevancy and popularity among audiences in the UAE. The research employed a two-phase methodology: first, videos were chosen by doing searches for "Roblox" in both English and Arabic languages to ensure a broad spectrum of cultural and linguistic variety. The trending videos were selected based on their popularity on the exclusive YouTube channel for the United Arab Emirates. By explicitly referencing the term 'Roblox' in English, the initial 50 English videos were chosen. Subsequently, the same methodology was applied to the remaining 50 Arabic videos, employing the phrase "روبلكس" to identify the Arabic material. Nevertheless, there is a subtle distinction when conducting searches in Arabic. Several popular English videos appeared in the search results due to the inclusion of the term 'Roblox' in their Arabic names. Therefore, the videos were selected based on their relevance, not their popularity. The selected videos have been trending for a year, with data collected from February to May 2024.

Metadata such as video code, title, creator, subscriber count, country, likes, comments, view count, and duration were systematically collected from each video. This metadata provided valuable insights into the reach and impact of each video, helping to guide the process of analyzing themes. It illuminated audience engagement and video popularity, aspects essential to grasping the nuances of cultural identity among youth.

Additional data sources, such as academic articles and reports or further research on the YouTube channel content creator, were also utilized to gain a better understanding of how cultural identity is portrayed in digital spaces. These articles were selected for their alignment with the study's theme and their insights into the impact of technology, specifically virtual worlds and games, on the cultural identity of youth. The quality and completeness of each source were thoroughly evaluated to establish a strong foundation for the research.

### **3.3.1 Inclusion and Exclusion Criteria for Sample Videos**

To ensure the selection of a representative sample of videos for detailed analysis, specific inclusion and exclusion criteria were meticulously applied.

#### Inclusion Criteria:

- A. Language: Videos in English and Arabic were included to cover the primary languages spoken by the target demographic in the UAE.
- B. Popularity: Videos with a high view count, indicative of greater impact and reach within the community, were prioritized.
- C. Recency: Only videos published within the year were considered to ensure the content reflected current cultural expressions and practices.
- D. Public Accessibility: Videos had to be publicly accessible without any restrictions, ensuring they could be freely viewed and analyzed.

#### Exclusion Criteria:

- A. Non-target Languages: Videos in languages other than English and Arabic were excluded to maintain focus on culturally relevant content for the UAE.
- B. Off-topic Content: Videos that primarily focused on gameplay mechanics or virtual worlds other than Roblox were omitted.
- C. Older Content: Videos older than one year were not considered to avoid outdated cultural representations.
- D. Restricted Access: Videos that were private or required special access were excluded to ensure the feasibility of analysis and reproducibility of the study.

### **3.3.2 Ethical Considerations**

This study follows strict ethical guidelines to ensure the integrity of the research and the protection of participants' rights. All data obtained from the public domain, specifically YouTube videos, required no direct interaction with individuals, eliminating the need for personal consent. However, to protect privacy, no personal or identifying information from the video content or comments was used in the analysis. Furthermore, the study aims to positively contribute to our understanding of cultural identity in virtual worlds while avoiding harm or misinterpretation of the communities involved.

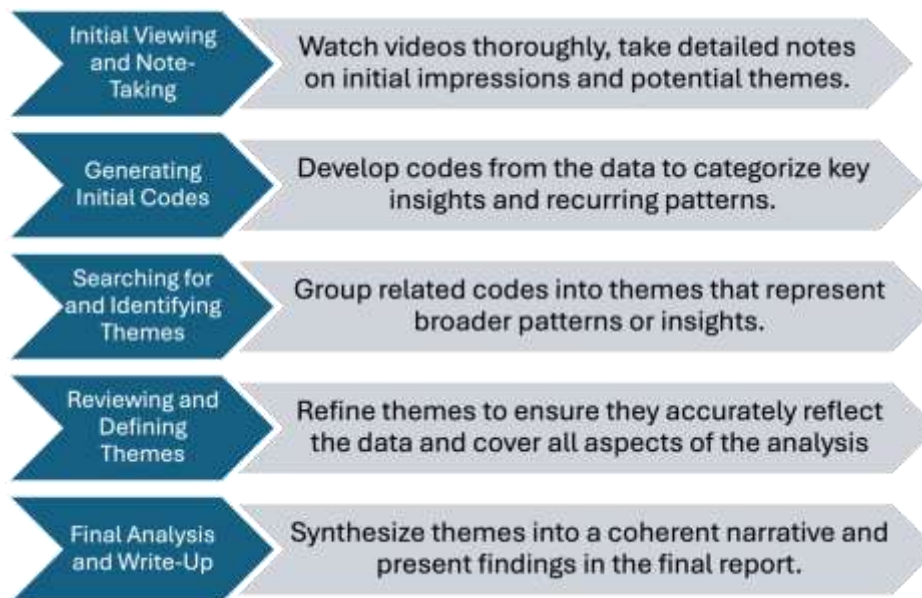
### **3.4 Data Analysis**

The study employs a thematic analysis method to capture and analyze the intricate expressions of cultural identity in the videos. This approach is particularly well suited to the qualitative nature of the data, allowing for a thorough examination of complex social phenomena such as cultural expression in virtual worlds. Thematic analysis adapts to the evolving nature of digital interactions, fostering an evolving understanding of the formation and portrayal of cultural identities in Roblox videos. This method's adaptability ensures that the analysis remains data-driven, providing comprehensive perspectives on the cultural dynamics experienced by UAE youth.

Thematic analysis is a method of data analysis that involves identifying themes or patterns in qualitative data. Kiger and Varpio (2020) regard thematic analysis as the primary qualitative approach for learning, as it imparts fundamental skills that are applicable to various other types of analysis. Another benefit is that it is more of a technique than a methodology, which is particularly advantageous from an educational and instructional standpoint. This suggests that unlike many qualitative techniques, it remains unrestricted by a specific theoretical perspective. The variety of tasks in learning and teaching makes it a highly adaptable strategy for this research. The data analysis is carried out following Kiger and Varpio's (2020) five-phase guide that provides a framework for thematic analysis. For its initial analysis, the study identified the following themes from the literature review: the use of Roblox in educational spaces; technological aspects; family-related issues; the representation of cultural institutions like museums and libraries; shared values and beliefs; and any historical events or concepts.

Figure 3.1 illustrates the step-by-step process of thematic analysis used to code and analyze the data from Roblox YouTube videos. Each step is linked to show the progression from raw data to the formulation of themes, highlighting the analytical flow that underpins the research findings.

Figure 3.1: Visual Schematic of the Coding Process



#### 3.4.1 Step 1: Getting to know the data.

The first step was to look at the content of the 100 YouTube videos. Prior to continuing, Kiger and Varpio (2020) suggest that one has to be quite comfortable with the complete body of data, also known as the data corpus, which includes the entire content of the selected videos. At this point, it was helpful to take notes and record initial thoughts. The researcher watched a total of 20 hours, 34 minutes, and 45 seconds of the total 100 videos during the period from February 24 to May 18, 2024. The researcher read approximately 158801 words from the transcripts, not counting the metadata. The videos were watched an additional two times, for about 41 hours, 9 minutes, and 30 seconds during the analysis from the end of May to June 8th, 2024, to ensure that all the codes were correct and the themes accurately captured the interpretation of the data.

### 3.4.2 Step 2: Generating initial codes.

At this stage, the data was meaningfully and methodically organized. Coding breaks down large amounts of data into manageable, meaningful units. There are several coding techniques, and the choice depends on the study's viewpoint and objectives. This study aimed to develop a theoretical theme to answer a social research question. Any piece of data that related to or illustrated an intriguing aspect of the study problem was coded. Open coding was also employed, meaning that codes were created and adjusted as the coding process progressed, rather than using pre-set codes.

### 3.5.3 Step 3: Searching for themes.

As previously mentioned, a theme is a pattern conveying something important about the study problem. According to Kiger and Varpio (2020), there are no strict guidelines as to what constitutes a theme; rather, the importance of a theme defines it. Cases of overlap were experienced when coding<sup>4</sup>, which prompted the discovery of preliminary themes. When examining the codes, some of them could be matched into a pattern. These were compiled into a preliminary topic. The codes were then arranged into broad themes that appeared to speak specifically to this study subject.

There are **258** themes identified in the dataset, of which **181** are non-repetitive<sup>5</sup>. The analysis of themes from Roblox YouTube videos reveals a rich diversity of topics that resonate with the audience. The most recurring themes include community and engagement, family and relationships, challenges and conflict, personal development and improvement, and ethics and morality. These themes not only drive the narrative but also reflect the values and interests of the Roblox community, making the content engaging and relatable for a wide audience.

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<sup>4</sup> For the video content coding guide, refer to Appendix A. Coding.

<sup>5</sup> For the complete identified themes, refer to Appendix B. Values, Practices, Beliefs and Themes

#### 3.4.4 Step 4: Reviewing and definition of themes.

The themes identified in Step 3 were evaluated, modified, and improved during this phase. The objective was to evaluate and verify the coherence of all the themes. Despite suggesting the use of qualitative data analysis tools to streamline and simplify the process, Kiger and Varpio (2020) ultimately deemed it unnecessary. Instead, an Excel sheet was used to cross-reference the themes and remove any instances of duplication. Then, thoroughly analyze the data related to each theme to assess its level of support. Next, an assessment was conducted to determine how effectively the themes aligned with the entire data set.

#### 3.4.5 Step 5: Write-up.

Usually, the final stage of every research is to develop a report. As the last stage of the analysis, a written report was developed based on the themes that were identified, with evidence from the respective sources.

Thematic analysis was chosen as it has been proven to be effective in identifying and interpreting themes within qualitative data, particularly data with high cultural content. By concentrating on themes, we can enhance our comprehension of the representation, negotiation, and evolution of cultural identities in virtual environments. This approach aligns with the exploratory and interpretative nature of this study, which aims to significantly enhance the understanding of the formation of cultural identities among youth in the digital age.

### **3.5 Methodological Strength and Limitations**

Analyzing content from a wide range of users, with a focus on existing YouTube videos, allowed for an in-depth understanding of the subject. This method allowed for the discovery of themes and issues that may have been overlooked if only data from individual sources had been used. However, one could question the reliability and validity of the findings. Applying the traditional standards of reliability and validity to the qualitative data obtained from the thematic analysis of YouTube videos can be quite challenging, given its subjective nature. Furthermore, the videos' unique contexts, contents, and interactions make it difficult to apply the research findings to a wider range of situations.

The use of YouTube videos for this research provides several advantages, including the opportunity to analyze societal behaviors and interactions and access a vast amount of user-generated content. However, this approach has some challenges, such as handling the technical aspects of video analysis and addressing potential biases in the analysis. The integration of video analysis greatly enhances the depth and quality of qualitative research. It allows researchers to gather rich, visual data that captures the intricate details of cultural identity and social dynamics in digital spaces like Roblox, despite the challenges involved. Adding a coder to ensure inter-coder reliability was ideal, but the project scope and timelines made this difficult.

## Chapter 4: Results and Findings

### 4.1 Roblox: A Cultural Exploration Playground

Cultural institutions around the world are now embracing Roblox as an invaluable educational tool, evolving from its humble beginnings as a gaming platform. There is a growing trend toward creating immersive and captivating experiences that pique the curiosity of younger audiences in subjects such as history, art, and science (Fast Company, 2024). For instance, the Louvre has collaborated with Roblox to develop a digital replica of a portion of the museum (Figure 4.1). This partnership allows users to digitally immerse themselves in and interact with renowned artworks, creating a truly captivating experience (Roblox, 2024). This initiative highlights the remarkable potential of Roblox to engage and educate users with its unique digital experiences.

Figure 4.1: Louvre Museum in Roblox



Louvre Museum Paris (YouTube, 2023)

The above example showcases the various ways cultural institutions can utilize Roblox. The platform's dynamic nature along with its capacity to create immersive experiences make it an effective tool for education and engagement, especially for younger generations who are already adept at navigating virtual environments (Lee & Gu, 2022). Experts see this as a hopeful path to improving cultural accessibility and nurturing a passion for education through an enjoyable and engaging approach.

## **4.2 Construction of Cultural Identity in a Virtual World**

Roblox, with its wide range of user-generated experiences, goes beyond being just a platform for entertainment. It serves as fertile ground for the exploration and creation of cultural identity. In this virtual world, players have the freedom to create avatars that truly represent their unique cultural backgrounds or personal aspirations. These avatars, dressed in virtual clothing, hairstyles, and accessories, serve as a means of self-expression, enabling players to explore various cultural elements. Roblox experiences themselves can also provide opportunities for cultural exploration and exchange. Games created by fans can bring cultural landmarks and traditional festivals to life, giving players the opportunity to explore these places and engage in cultural activities. Roblox provides a one-of-a-kind platform for users to delve into and build their own cultural identities. The platform enables users to showcase their cultural expression through avatars and user-generated content, while also promoting cross-cultural exchange and fostering understanding. As Roblox continues to evolve, it will undoubtedly have a profound impact on how younger generations perceive and engage with culture in an ever-expanding virtual world.

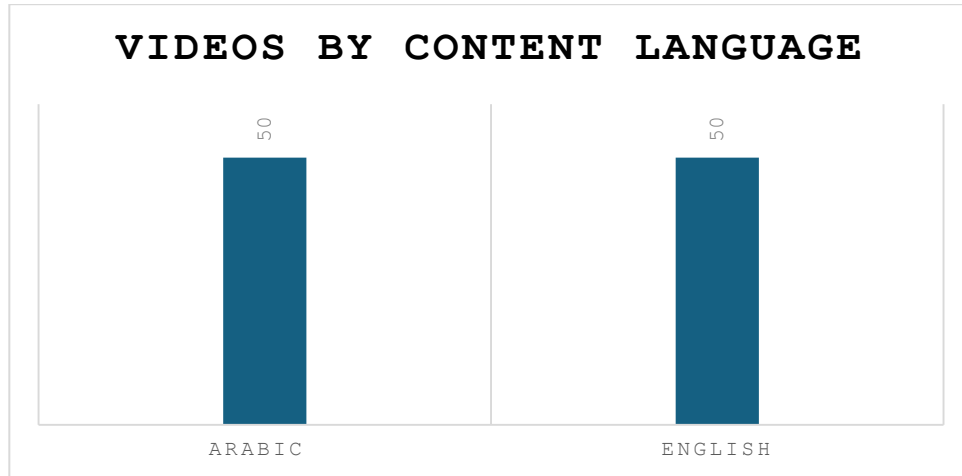
## **4.3 Roblox YouTube Videos – Meta Analysis**

The data was extracted under YouTube AE settings from February 24 to May 18, 2024, emphasizing videos published within the past year with durations between 4 and 20 minutes.

### **4.3.1 Language**

Table 4.1 displays two separate datasets of Roblox-themed YouTube videos, one in English and the other in Arabic. The bar chart illustrates the two main content languages used for the video analysis. There are 50 videos in Arabic and another 50 in English.

Table 4.1: Content Language



#### 4.3.2 View Count

This analysis compares the metadata from the videos. The number of views (Table 4.2) was the first. The English dataset was organized based on view count, guaranteeing that the videos with the highest number of views were included. However, certain videos in languages like Russian, Spanish, and Indian were excluded because the primary research was focused on English content. On the other hand, the Arabic dataset was organized based on relevance, ensuring that the displayed content included titles that were more relevant to Arabic-speaking audiences. This was done even if the titles contained English words such as "Roblox." This method ensured a culturally and linguistically relevant selection, filtering out videos that were not in Arabic but appeared due to shared terms.

Table 4.2: The Total Number of Metrics in English and Arabic Videos<sup>6</sup>

(100 videos/ 50 in each language)	English dataset	Arabic dataset
<b>Total subscribers</b>	35,456,000	25,307,200
<b>Total likes</b>	815,000	21,835
<b>Total comments</b>	33,525	2,345
<b>Total view count</b>	135,500,000	302,000
<b>Total videos length</b>	80.43 minutes	71.47 minutes

Both datasets were carefully examined to identify the most popular videos in their respective linguistic realms (Table 4.1). This analysis provides valuable insights into the customization and consumption of Roblox content across diverse cultural boundaries. There were notable disparities in viewership numbers, likes, and engagement metrics for Arabic and English content. This introduction provides a foundation for a thorough analysis of these datasets, providing insights into the distinct ways in which global online gaming communities such as Roblox emerge in various regions.

#### 4.3.3: Content Type

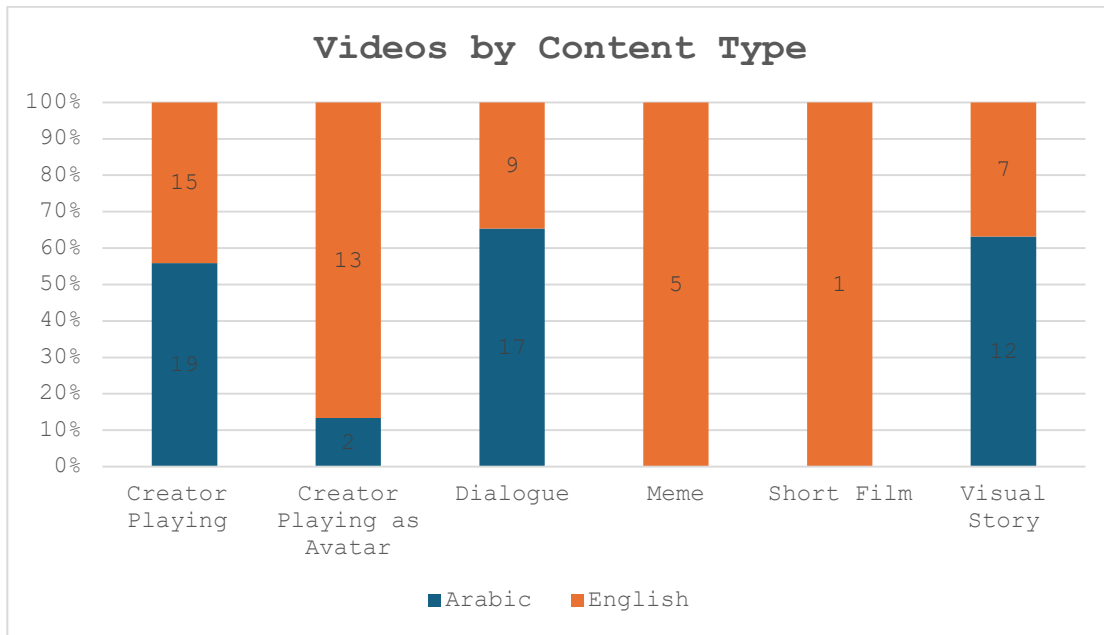
In addition, it is important to note the variations in content preferences, engagement, and creator strategies within these linguistic communities. Table 4.2's analysis reveals core similarities in the consumption of Roblox content across language barriers. However, there are also significant differences in engagement levels and content preferences, which emphasize the need for cultural and linguistic adaptations. English-speaking creators often enjoy higher engagement metrics and a wider audience reach, likely due to the widespread use and understanding of English. Meanwhile, Arabic content creators make a strong connection with their audience by incorporating culturally relevant themes,

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<sup>6</sup> Metric analysis of Arabic and English videos is available in Appendix D. Additional insights and metrics

although their overall engagement metrics may be lower. These insights can help content creators customize their strategies to optimize reach and engagement in different linguistic markets.

Figure 4.2: Content Type



The bar chart illustrates the distribution of videos across various content types and their categorization by language, particularly Arabic and English. Videos are further categorized based on the content created by the YouTubers. Here is a breakdown of the categories:

- Creator Playing: refers to the videos in which the YouTuber demonstrates their own reactions while playing. In total, there are about 19 Arabic videos and 15 English videos.

Figure 4.3: The creator, FGTEEV, is playing Roblox with his son



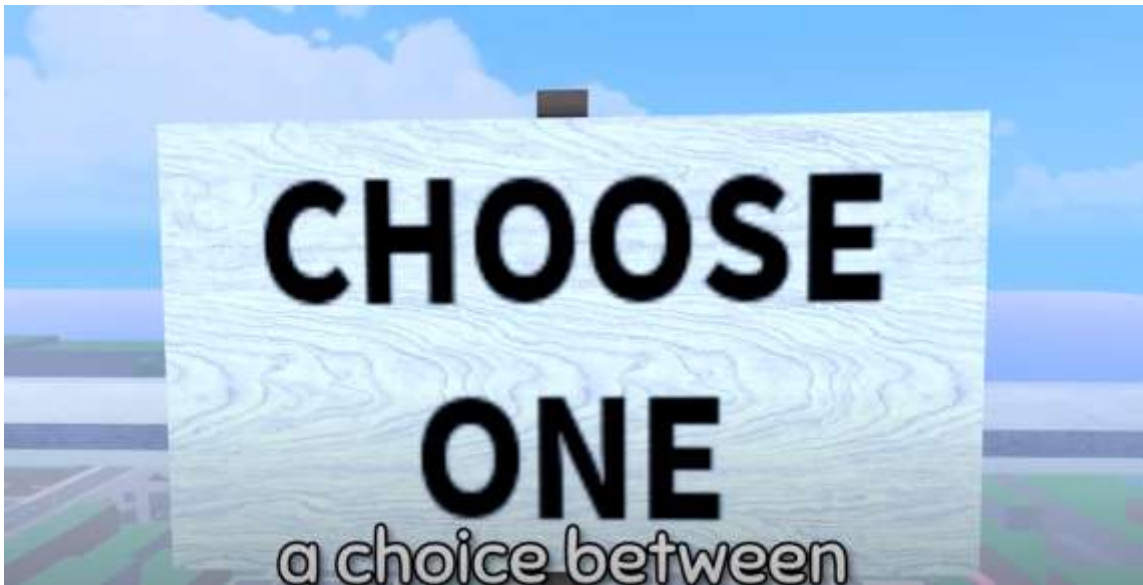
- Creator Playing as Avatar: refers to the videos where the YouTuber shows a video of themselves as personalized avatars reacting while playing. There are about 13 videos in English and 2 in Arabic.

Figure 4.4: The creator, Moody, is playing a Roblox game called Speed Draw with her friends as avatars.



- Dialogue videos: refer to videos where the YouTuber is not showing a video of themselves reacting while playing, not personally or as an avatar. In total, there are about 17 Arabic videos and 9 English videos.

Figure 4.5: In this video, the creator is not showing himself or using an avatar, but rather making a video of the gameplay.



- Meme videos: refer to short videos created by YouTubers. Basically, it's a collection of humorous videos with text overlays that feature ironic or sarcastic content. Arabic doesn't have any produced videos, whereas English boasts approximately five.

Figure 4.6: This is a snippet of a meme video where the creator uses different snapshots from different sources to make a relatable joke.



- Short Flim: refers to videos produced by production companies to promote specific content. In this category, only one English-language video exists.

Figure 4.7: Dhar Mann Studios, a US-based scripted content creator, produced the video aimed at creating positive content for global audiences.



- Visual Story: refers to the videos produced by Youtubers that are visually animated, have no visible content creator, and can be with or without narration. In total, there are about 12 Arabic videos and 7 English videos.

Figure 4.8: Such a video demonstrates a scripted story by the creator using Roblox World.



#### 4.3.4 Country of Origin

The videos were analyzed based on their country of origin or upload location. The top country was the USA, as Roblox is based there. In the case of unknown, it means a place of origin was not mentioned in the metadata (Table 4.3).

Table 4.3: Country Origin

Country	Number of Videos	Percentage of Total Videos
United States	33	34.38%
Saudi Arabia	26	27.08%
Unknown	18	18.75%
Egypt	7	7.29%
Netherlands	3	3.13%
Algeria	2	2.08%
Germany	1	1.04%
Jordan	1	1.04%
Norway	1	1.04%

<b>Qatar</b>	1	1.04%
<b>South Korea</b>	1	1.04%
<b>Turkey</b>	1	1.04%
<b>United Arab Emirates</b>	1	1.04%
<b>TOTAL</b>	100	100%

- High Activity Regions: The United States and Saudi Arabia are leading in content creation, indicating a strong creator community in these countries.
- Low Activity Regions: Several countries have minimal contributions, which could be due to smaller creator communities or other regional factors.
- It is worth noting that the creator “Migo9”<sup>7</sup> is listed under the United Arab Emirates; however, the creator speaks with an Egyptian accent. Despite numerous attempts to reach the creator, the attempt was not successful. However, after a thorough investigation, the same individual manages another channel, and the channel's origin is in Egypt. This suggests that the creator may be based in Egypt or be of Egyptian descent and live in the UAE.
- Creators from countries like Saudi Arabia and Egypt cater primarily to Arabic-speaking audiences, evident from their video language and content style.

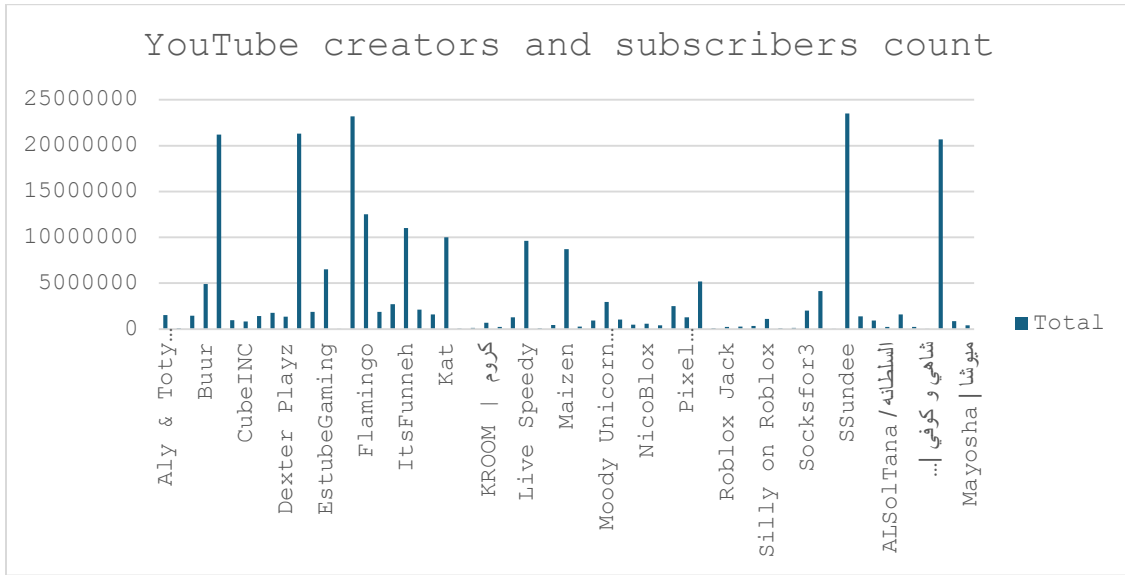
#### 4.3.5 Creators and subscribers

Figures 4.9, 4.10, and Tables 4.4 and 4.5 below present an analysis of the video creators and their subscriber count.

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<sup>7</sup> An email communication was sent out to the YouTuber mentioned above. See Appendix C.

**Figure 4.9: Creators and Subscribers Count**

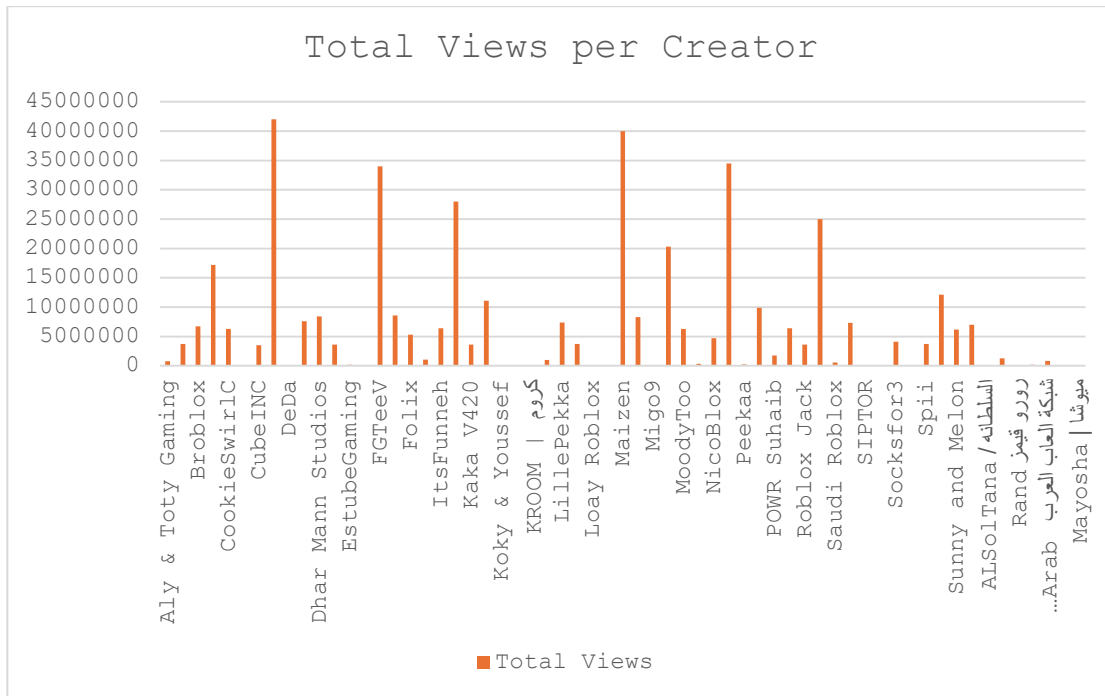


**Table 4.4: Top 5 YouTube Channels**

YouTube Channel	Subscribers	Country
<b>SSundee</b>	23.5 million	United States
<b>FGTeeV</b>	23.2 million	United States
<b>Dhar Mann Studios</b>	21.3 million	United States
<b>CookieSwirlC</b>	21.2 million	United States
<b>Arab Games Network</b>	20.7 million	Saudi Arabia

Various factors contribute to the prevalence of U.S.-based YouTube creators among the most subscribed channels. English, a common language for international communication and media consumption, has a notable global influence. Furthermore, the United States is home to prominent online gaming platforms like Roblox, which is based in California. The popularity of Roblox, along with the platform's focus on user-generated content, creates a rich environment for content creators in the U.S. to make captivating and relatable videos that connect with a worldwide audience of young viewers.

**Figure 4.10: Total Views per YouTube Creator**



**Table 4.5: Highest and Lowest YouTube Channels in Views**

Category	Country	Creator	Total Views
High Performers	Unknown	Cutie The Bunny	42 million
	United States	Noob Roblox Story	34.5 million
	United States	Maizen	40 million
Low Performers	Egypt	DeDa	1,900
	Unknown	Koky & Youssef	10,000
	Egypt	SIPTOR	12,000

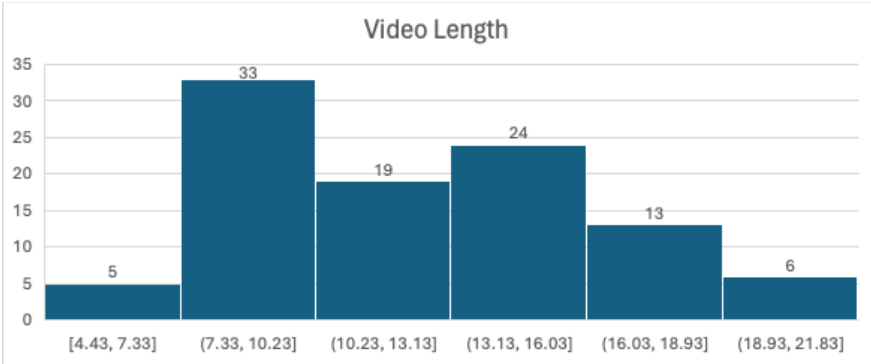
The graph and table data provided showcase the varying levels of viewer engagement across different YouTube creators, revealing significant disparities in the number of views. High performers like "Noob Roblox Story" and "Maizen" are both from the United States, which probably plays a role in their high view counts. The country's widespread use of English and strong digital infrastructure makes it easier for their content to reach and engage a large audience. On the other hand, the less successful performers, such as "DeDa" and "Koky & Youssef," have considerably fewer views, with 1,900 and 10,000 views, respectively. Various factors contribute to the low view counts of these channels,

which primarily feature Arabic content. Firstly, these videos are quite recent, so they haven't had as much time to gather views. Additionally, the number of subscribers for these channels is relatively low when compared to the top performers, which restricts their immediate reach and influence. This analysis indicates a connection between the language used in the content, the channel's maturity in terms of how long it has been established, and its geographical origin in relation to global digital media consumption patterns.

**4.3.6: Video Length**

Based on the video length (see Figure 4.11), the total duration of all 100 videos combined is 20 hours, 34 minutes, and 45 seconds. The figure provided presents the distribution of video lengths, categorizing them into intervals and indicating the number of videos in each range. The period between 7.33 and 10.23 minutes has the highest frequency of videos, suggesting that this duration range is the most popular among the datasets. An ideal duration for entertainment videos on YouTube is typically around 10 to 20 minutes. This allows viewers to fully immerse themselves in the content and actively participate in the experience (Hwung, 2024). Many videos are of varying lengths, as is common among online content creators who strive to maintain viewer engagement without making clips overly lengthy.

**Figure 4.11: Video Length**



#### 4.4 Roblox YouTube Videos – Content Analysis

The content of each video is carefully analyzed, considering various aspects such as values, practices, beliefs, themes, the appearance of the creator and their avatar, and the technology or products featured. These videos often highlight common values such as the importance of the family, the courage to face adversity, the determination to keep going, and the power of working together. These themes of struggle, survival, cooperation, and overcoming challenges are deeply resonant. In addition, the visual elements are given significant emphasis, with detailed descriptions of the creators' clothing and avatar skins, showcasing a strong dedication to visual storytelling and character design. The technology and products featured in the videos provide valuable insights into how they contribute to the development of each video's storyline.

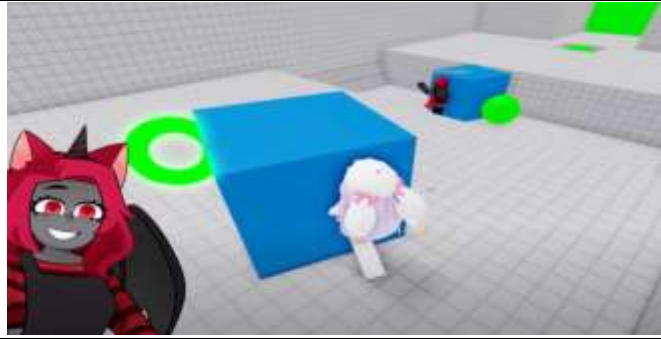


Number	Code	Title	Link	Values, Practices and Beliefs	Themes	Creator Clothes	Avatar skin	Technology and Products
1	Eng VS US	ROBLOX Brookhaven RP- THE BACON HAIR Sad Story Part 3 - Roblox Animation	<a href="https://www.youtube.com/watch?v=xmHplfGDMQ8&amp;list=17s">https://www.youtube.com/watch?v=xmHplfGDMQ8&amp;list=17s</a>	<ul style="list-style-type: none"> <li>• Family love and connection</li> <li>• Fighting injustice</li> <li>• Forgiveness</li> </ul>	<ul style="list-style-type: none"> <li>• Struggle against violence and crime</li> <li>• Authority and its failures</li> <li>• Family and protection</li> <li>• Innocence vs corruption</li> <li>• Personal justice and revenge</li> </ul>		<ul style="list-style-type: none"> <li>• Light green top with</li> <li>• Purple one-piece outfit</li> <li>• White shoes</li> <li>• Necklace with a pendant</li> </ul>	<ul style="list-style-type: none"> <li>• Hand cuffs</li> <li>• Heavy shredding machinery</li> </ul>
2	Eng VS KR	Complete Edition   Roblox Doors Animation	<a href="https://www.youtube.com/watch?v=8nOECrFhEv8&amp;list=119s">https://www.youtube.com/watch?v=8nOECrFhEv8&amp;list=119s</a>	<ul style="list-style-type: none"> <li>• Courage and resilience</li> <li>• Friendship and loyalty</li> <li>• Sacrifices</li> <li>• Teamwork</li> <li>• Exploration and vigilance</li> <li>• Fate and consequence</li> <li>• Hope and perseverance</li> <li>• Romantic devotion</li> </ul>	<ul style="list-style-type: none"> <li>• Survival and escape</li> <li>• Bravery and sacrifice</li> <li>• Problem-solving and resourcefulness</li> <li>• Consequences and reflection</li> <li>• Friendship and solidarity</li> </ul>		<ul style="list-style-type: none"> <li>• Red hair with a updo hairstyle</li> <li>• Dark colored jacket</li> <li>• Blue hair styled upwards</li> <li>• Dark jacket or hoodie</li> <li>• Long blonde hair</li> <li>• Light-colored jacket or coat with a high collar</li> </ul>	<ul style="list-style-type: none"> <li>• Flashlights</li> <li>• Locks and keys</li> <li>• Electricity cable</li> <li>• Elevator</li> </ul>
3	Eng VS US	ROBLOX JAILBEAK Song (Brookhaven RP) Roblox Animation	<a href="https://www.youtube.com/watch?v=tJUsJJ_BmMJJ">https://www.youtube.com/watch?v=tJUsJJ_BmMJJ</a>	<ul style="list-style-type: none"> <li>• Perseverance</li> <li>• Cooperation</li> <li>• Breaking the rules</li> <li>• Violence</li> <li>• Bullying (Us vs. them)</li> </ul>	<ul style="list-style-type: none"> <li>• Breaking free</li> <li>• Cooperation</li> <li>• Overcoming challenges</li> <li>• Power dynamic</li> <li>• Deception</li> </ul>		<ul style="list-style-type: none"> <li>• Regular clothes</li> <li>• Prison uniform</li> <li>• Police uniform</li> <li>• Shirtless (prisoner)</li> </ul>	<ul style="list-style-type: none"> <li>• Handcuffs</li> <li>• Locks and keys</li> <li>• Spray paint</li> <li>• Surveillance cameras</li> </ul>



The table above is a snapshot of the full content analysis of the videos<sup>8</sup>. There are overlaps between the values, beliefs, narratives, and practices. While watching the videos, the author judgment was based on the video content and storyline.

<sup>8</sup> The full analysis schedule is available in Appendix: E.

#### 4.4.1 Values

For the purpose of the study, and as indicated earlier, values serve as guidelines and people's typical conceptions of what is important or valuable. The most recurring values in popular Roblox videos can often be seen through the themes and messages conveyed in the content. Here are the top five values, along with its cultural significance:





Elements	Picture	Cultural Significance
1. Teamwork		Embraces cultures that prioritize collaboration and achieving goals as a team.
2. Perseverance		Embraces and honors the stories of resilience and triumph in different cultures.
3. Creativity		Emphasizes appreciation of culture for innovation and personal expression.

Elements	Picture	Cultural Significance
4. Humor		<p>Illustrates the way humor is employed to cultivate social connections and enhance enjoyment.</p>
5. Integrity		<p>Reflects cultures that prioritize ethical decision-making and the consequences it entails.</p>

4.4.2. Practices




In the context of this study, practices refer to the regular actions, behaviors, or procedures that individuals or organizations consistently engage in as part of their functioning routines or processes. These practices often mirror their underlying beliefs and values (Slavianska, 2012). The most recurring practices in popular Roblox videos can often be seen through the themes and messages conveyed in the content. Here are the top five practices, along with its cultural significance:



Elements	Picture	Cultural Significance
1. Education and Learning		<p>Highlights the significance of education and the acquisition of skills in our society.</p>

Elements	Picture	Cultural Significance
2. Problem-solving		<p>Highlights the significance of intellectual challenges and solutions in our culture.</p>
3. Collaboration		<p>Emphasizes the importance of working together, which is highly valued in cultures that prioritize community.</p>
4. Strategic Thinking		<p>Promotes a culture of forward-thinking and strategic planning.</p>
5. Engagement		<p>Embraces the importance of staying involved and actively participating, in line with cultural norms.</p>

### 4.4.3 Beliefs

Beliefs, in the context of this study, refer to the mental states that individuals hold with strong dedication and perceive as being true. It signifies the belief or perception held by individuals as being accurate or genuine (Connors & Halligan, 2015). The most recurring beliefs in popular Roblox videos can often be seen through the themes and messages conveyed in the content. Here are the top five beliefs, along with its cultural significance:

Elements	Picture	Cultural Significance
1. Family Bonds		Reinforces the cultural value placed on family as the cornerstone of social structure.
2. Fairness and Justice		Exemplifies a strong commitment to justice and fairness, which are essential in fostering ethical cultures.
3. Adaptability		Embraces flexibility and adaptiveness, perfectly suited for ever-changing cultural environments.

Elements	Picture	Cultural Significance
4. Community and Social Responsibility		Promotes a shared commitment to social responsibility and ethical behavior.
5. Respect for Tradition and Innovation		Emphasizes the delicate balance between upholding customs and embracing advancements.

Roblox offers a range of educational opportunities for youth, enabling them to gain new skills, knowledge, and cultural insights through interactive and captivating experiences. This encourages a lifelong passion for education and a deep respect for cultural traditions. These platforms also engage youth with a wide range of tasks and puzzles that encourage critical thinking and creativity, fostering the development of problem-solving skills necessary for navigating and appreciating diverse cultural contexts and values.

Virtual worlds highlight the crucial aspect of collaboration, where young individuals come together to work towards shared objectives. Through collaborative projects and games, individuals gain an understanding of the importance of working together and treating others with respect. This helps to create a strong sense of community and a shared cultural identity. Engaging in strategic planning and execution within these games not only enhances youth's foresight and decision-making skills, but also cultivates a sense of cultural identity by promoting strategic thinking, which is often shaped by traditional

practices and collective cultural wisdom. In addition, the strong level of involvement in virtual worlds helps youth stay connected and actively engaged in their cultural stories. Through their immersion in culturally themed virtual environments, individuals deepen their understanding and appreciation of their cultural identity. These elements work together to create a vibrant and ever-evolving cultural identity among young people in virtual worlds. This helps them stay connected to their cultural heritage while also participating in a global digital society.

#### 4.4.4 Narratives/Storytelling





Virtual worlds frequently include narratives and activities that highlight values, beliefs, and rituals. Fairness and justice are often woven into the gameplay and social interactions within virtual worlds, making them a common theme. Young people participate in situations that demand they make moral choices, advocate for justice, and promote fairness. These experiences contribute to the development of a strong moral compass and a deep understanding of justice, reflecting the cultural importance placed on these values. The dynamic and ever-changing nature of virtual worlds requires participants to be adaptable. Young people acquire the skills to navigate unfamiliar obstacles, adapt to diverse surroundings, and handle unexpected circumstances, promoting the cultural importance of adaptability and perseverance amid change.

Virtual worlds frequently promote the idea of players taking on roles that emphasize community service and cooperation, fostering an understanding of social responsibility and collective well-being. This emphasizes the cultural value of making a positive impact and taking responsibility as a member of the community. In virtual worlds, youth can explore and test out fresh ideas, cutting-edge technologies, and inventive problem-solving methods. This encourages a culture of innovation and creativity, which is crucial for personal and cultural growth. By embracing innovation in virtual environments, youth can seamlessly integrate this spirit into their cultural practices in the real world.

These elements, when combined, help shape a diverse cultural identity among youth. Using virtual worlds, individuals have the opportunity to delve into, strengthen, and

contemplate their cultural values and beliefs in a lively and interactive manner, allowing them to stay rooted in their heritage while adjusting to a worldwide digital society.

Themes:

Theme	Example from Document	Description	Cultural Significance
<p><b>Struggle against violence and crime</b></p>		<p>Involves players taking on roles to fight crime within the game.</p>	<p>Reflects community concerns about criminal activity and the importance of justice.</p>
<p><b>Survival and escape</b></p>		<p>Focuses on survival mechanics and escaping hazards or enemies.</p>	<p>Emphasizes the natural instincts and remarkable resilience displayed by individuals when confronted with challenges.</p>
<p><b>Personal justice and revenge</b></p>		<p>Focuses on themes of personal vengeance and justice through gameplay.</p>	<p>Explores the complicated moral intricacies and far-reaching consequences of seeking vengeance.</p>
<p><b>Exploration and discovery</b></p>		<p>Encourages curiosity and the joy of discovering new worlds and secrets.</p>	<p>Encourages a spirit of exploration and a thirst for learning.</p>

<b>Innovation and creativity</b>		Allows players to build, innovate, and express themselves creatively.	Embraces and values the diverse forms of creativity and personal expression.
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These themes are commonly found in virtual environments, where youths participate in scenarios that push them to face and conquer challenges. Exploring concepts of morality, ethics, and the importance of justice, the struggle against violence and crime in these worlds reflects cultural values that prioritize law, order, and social harmony.

Survival and escape scenarios are valuable experiences that help youths develop resilience and resourcefulness, which are important skills for overcoming challenges in both virtual and real-life situations. These experiences reflect cultural narratives of resilience and the indomitable spirit's capacity to conquer challenges, strengthening a sense of identity rooted in perseverance. Themes of personal justice and revenge offer a platform for young individuals to explore concepts of fairness, retribution, and the outcomes of their actions. These themes resonate with cultural narratives and beliefs surrounding justice and moral equilibrium.

Exploration and discovery within virtual worlds foster a sense of curiosity and a desire for knowledge, in line with cultural values that prioritize education, innovation, and the pursuit of new experiences. These virtual explorations provide an opportunity for young people to connect with and appreciate their cultural heritage while also broadening their horizons with global perspectives. Creativity, a common theme in many virtual environments, encourages self-expression and innovation, both of which are crucial for personal growth and cultural progress. Participating in creative activities gives youth the opportunity to showcase their individual cultural identities and make valuable contributions to the rich tapestry of culture.

#### 4.4.5 Symbols like Avatars, Clothing and Technology

Clothing: In Roblox videos, YouTube creators often opt for clothing styles that are not representative of their cultural heritage or traditional attire. Instead, creators often choose casual, comfortable attire that helps them connect with their audience on a more relatable level. This approach prioritizes ease of use and comfort over catering to specific cultural needs.

Figure 4.12: Creator Hope Rima is wearing casual clothes, a red blouse with a Minnie Mouse character on it, and a headscarf.



Source: <https://www.youtube.com/watch?v=qqjboEuhQNE>

Avatars: When it comes to avatars, the Roblox platform offers a wide range of customization options that users can use to showcase their creativity. These avatars frequently act as a representation of the YouTuber in the Roblox universe, showcasing unique characteristics like tails, wings, or themed outfits that align with the game's narrative. Occasionally, people adorn avatars with traditional garments representing distinct cultural or religious backgrounds, like Islamic attire. The YouTube video is uploaded by Nasser HD, who is also active on Instagram and has been creating content on Fortnite and Roblox. This customization allows YouTubers to showcase their unique personalities and tell compelling stories, showcasing the platform's versatility in capturing

a wide range of cultural expressions. Customizing an avatar usually comes with extra charges.

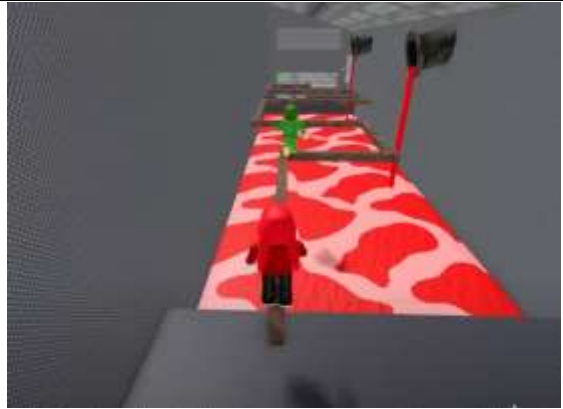
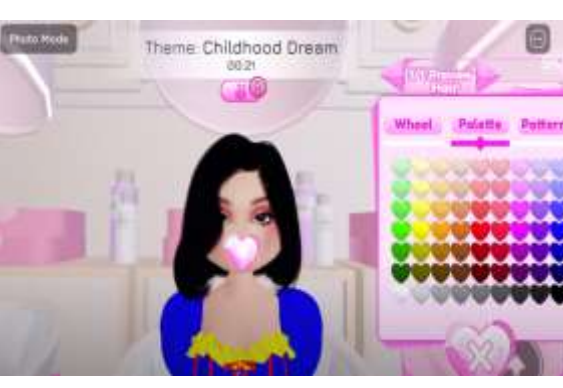
Figure 4.13: An avatar in Makkah wearing a Bisht, kandura, headscarf, and performing prayer, Nasser HD.



Source: <https://www.youtube.com/watch?v=GMt7CFMmU28>

**Technology:** Creators depend on top-notch audio and visual equipment to elevate their streaming experience and connect with viewers. Avatars in Roblox have access to a variety of interactive and functional items that help them navigate, customize, and succeed in diverse gaming environments. This blend of technology elevates the gameplay experience and enhances the overall quality of the content for viewers.

Category	Item type and description	Examples
<b>In-Game Items and Gadgets</b>	<b>Weapons and Tools:</b> Various weapons and tools are used for completing tasks or challenges in games.	
	<b>Transportation Devices:</b> Items are used to navigate game environments efficiently.	

Category	Item type and description	Examples
<b>Interactive and Functional Items</b>	Locks and Keys: Frequently used in puzzle or escape-themed games to advance gameplay or unlock new areas.	
	Elevators and Conveyor Belts: Used to move avatars through different levels or areas within a game, facilitating movement and progression.	
<b>Cosmetic and Customization Items</b>	Wearable Tech: Accessories that enhance the avatar's appearance with technological enhancements.	
	Gadgets for Appearance Change: Tools that allow for customization and altering of the avatar's appearance within the game.	

#### 4.5 Impact of Technology Used in Roblox on Cultural Identity

It is observed that technology symbols have an impact on cultural identity in the game and outside.

1. **Enhanced Representation:** By incorporating elements from diverse cultures and utilizing technology, games can create a welcoming and inclusive environment that celebrates and acknowledges the backgrounds of players from all walks of life. This can enhance user interaction and foster a more inclusive community.
2. **Educational Opportunities:** Incorporating cultural elements into game design can provide players with an educational experience, allowing them to learn about various traditions, clothing, histories, and artifacts through engaging narratives. This can help expand their knowledge and foster a greater appreciation for different world cultures.

3. Identity Expression: Customization tools that offer extensive personalization options empower players to showcase their individual cultural identities in the game. This expression contributes to creating a strong sense of belonging and pride among players. For example, HD Nasser's video of Mecca beautifully captures religious values and provides a glimpse into the unique experience of Muslims in Mecca.
4. Community Building: When players come across others who have similar or different cultural expressions, it can spark discussions, facilitate the exchange of knowledge, and foster the development of a more connected and culturally aware community.

#### **4.6 Findings**

- a. Appropriateness: Roblox content creators often tailor their videos to appeal to a younger audience, ensuring that the language used is suitable for all ages. Given the influence of younger populations on shaping national identity and cultural values, it may be necessary to highlight this aspect for future research.
- b. Positive Language: The language used is typically upbeat and inclusive, with the aim of fostering engagement and interaction. Expressions such as "Let's give it a shot!", "We have the capability!", and "Come on board!" are frequently used. This optimistic approach fosters a sense of unity and creates an inviting and inclusive atmosphere for the content.
- c. Encouraging Creativity and Cooperation: Many videos highlight the importance of working together, thinking outside the box, and finding solutions. For example, in building games or collaborative challenges, creators frequently employ language that encourages cooperation. ("Let's build something together," or "Help me choose the best design").
- d. Excitement and Enthusiasm: The tone is generally positive and full of excitement. Content creators frequently share their enthusiasm for the gameplay, updates, or new discoveries within the game, which keeps viewers engaged and excited. This is evident in the vibrant and dynamic presentation style.

- e. **Negative Aspects:** There are times when multiplayer environments can be marred by negative interactions or behaviors, including trolling, grieving, or in-game bullying. Videos can occasionally capture these less desirable aspects. It is unclear what policies YouTube has in place to prevent young children from watching such videos, and how society can address this issue to ensure safer viewing content.
- f. **Cultural Narratives and Values:** Every story or game scenario frequently incorporates culturally significant themes and values like the importance of family, education, determination, and fairness. These themes are relatable to all people, as they explore common human experiences. However, they are often portrayed from the perspective of specific cultures.
- g. **Family and Community:** Many scenarios highlight the significance of coming together as a family, working as a team, and receiving support from the community. These values hold immense importance in numerous cultures and exemplify the interconnectedness of societal interactions.
- h. **Hospitality and Inclusivity:** Instances involving gatherings, hotel administration, and communal festivities underscore the cultural significance of welcoming and embracing diversity.
- i. **Advanced Gaming Tools:** The utilization of different gaming tools and technologies such as VR sets, headsets, and advanced in-game items showcases a worldwide culture of technological involvement and advancement. This reflects the current societal shift towards digitalization and technology-driven lifestyles.
- j. **Diverse Clothing Choices:** The wide range of clothing choices embraced by avatars and creators, spanning from everyday outfits to elaborate costumes, showcases a harmonious fusion of classic and contemporary styles. This suggests a harmonious blend of personal expression and cultural heritage, creating a sense of cultural fluidity.
- k. **Customization and Personalization:** The ability to extensively customize avatars emphasizes the significance of personal identity and self-expression. This reflects cultural values that place a high importance on individual identity and distinctiveness.

- I. Heroism and Adventure: Themes of bravery, exploration, and conquering challenges are prominent, mirroring cultural patterns of the hero's path and the pursuit of personal growth.

The overall content highlights a diverse range of cultural identities expressed through language, values, technological engagement, clothing, and narratives. Through the incorporation of various cultural elements and a focus on universal values like family, education, and personal growth, the Roblox scenarios offer a rich and diverse cultural representation. This appeals to a wide range of people and encourages acceptance and diversity, showcasing the interconnectedness and variety of today's global society.

#### **4.7 Limitations**

This study offers valuable insights into the impact of virtual worlds on cultural identity, but it has limitations that should be acknowledged. The selection of the most watched YouTube videos limits the study. The purpose of watching videos is often for entertainment or educational purposes, such as learning languages, enhancing skills, personal enjoyment, and engagement (Toleuzhan et al., 2022; Retnaningsih et al., 2022; Pasha et al., 2021). This may limit the findings' applicability to the UAE. Furthermore, since it is not clear who is watching the videos, and given that 85% of the UAE population is expatriate, this may also impact the findings. The findings shed light on broad trends and patterns but may not fully capture Emirati culture and diversity. Therefore, the findings should be interpreted with caution, especially when making population-wide generalizations.

#### **4.8 Analysis Conclusion**

Roblox is an incredibly versatile platform that offers a wide range of user-generated games. It's accessible to everyone, regardless of their coding abilities. It promotes creativity and social interaction, enabling players to connect, collaborate, and engage in a wide range of activities using its in-game currency, Robux. In addition to gaming, Roblox

also serves as an educational tool. For instance, institutions like the Louvre have utilized the platform to create immersive digital experiences that captivate and educate younger audiences (Han, Liu, & Gao, 2023). The platform also allows users to express their culture, giving them the opportunity to create avatars that represent their backgrounds and discover cultural landmarks (Pasha, Rasheed, & Ali, 2021).

The meta-analysis of Roblox-themed YouTube videos reveals variations in content preferences and engagement between English- and Arabic-speaking communities. Creators who speak English often experience higher engagement because of the widespread use of the language, while Arabic creators connect with their audience on a deeper level by incorporating culturally relevant themes. Roblox content frequently encourages values like collaboration, perseverance, innovative thinking, joy in laughter, and self-authenticity (Toluzhan et al., 2022; Retnaningsih et al., 2022; Pasha et al., 2021). The platform's wide range of customization options ensures that users can represent diverse cultures, while the high-quality streaming tools enhance the overall user experience. Roblox embraces cultural diversity and inclusivity, showcasing a wide range of virtual worlds and community-driven content that reflects the richness of our global society (Nagy & Koles, 2016).

The results from the analysis of Roblox videos and user interactions provide significant insights into our core research questions:

Regarding Research Question 1, "How do virtual platforms like Roblox influence cultural identity?" According to the observations and data gathered, Roblox serves as a digital cultural playground for Emirati youth to interact with both local and global cultures. This dynamic interaction can have a significant impact on their cultural identity because they consume content while also creating elements that reflect games cultural norms and values which may not reflect Emirati culture and values. This finding is consistent with the Social Identity Theory (Tajfel, 1978), which explains how virtual identities and community affiliations shape and influence real-world cultural perceptions (Warburton, 2009).

Concerning Research Question 2, "How can the UAE use these findings to promote Emirati culture?" The analysis identifies several opportunities for cultural institutions to use Roblox as a platform for cultural programming. The lack of strong Emirati cultural representation in popular Roblox videos highlights an opportunity for strategic cultural promotion. This approach is consistent with the Cultural Ecology Theory (Steward, 1955), which proposes that digital environments such as Roblox can be used to foster a stronger sense of cultural identity and pride among youth (Bakhshi, Freeman, & Higgs, 2012).

These findings help to deepen our understanding of the impact of digital platforms on cultural identity formation, as well as offer practical implications for UAE cultural policy and education. By integrating these findings with established theoretical frameworks, this study not only answers the initial research questions but also paves the way for future research into digital cultural dynamics and their implications for identity formation in virtual worlds and environments.

## **Chapter 5: Conclusion**

This study investigated the impact of virtual worlds, particularly Roblox, on the cultural identity of youth in the UAE. The study investigated how these digital environments affect cultural representation and identity through a qualitative thematic analysis of 100 Roblox-themed YouTube videos. Videos in Arabic and English were analyzed together to offer a comparative viewpoint on thematic components, engagement levels, and content preferences.

### **5.1 Summary of Key Findings**

This study has explored the complex role of virtual platforms, specifically Roblox, in shaping cultural identity among Emirati youth and examined the potential for leveraging these findings to promote Emirati culture. The analysis of Roblox videos did not reveal direct evidence of cultural content that reflects Emirati values; however, the substantial engagement of Emirati youth with these platforms implies an underlying influence on their cultural identity. This influence, derived from the extensive time spent in these interactive digital environments, suggests that while explicit cultural expressions are limited, platforms play a significant role in shaping identity through subtler, interactive experiences.

In addressing the question of how virtual platforms like Roblox influence cultural identity, it is apparent that the impact is nuanced, primarily manifested through the platform's capacity to engage youth in prolonged and immersive interactions rather than direct cultural representations. The lack of visible Emirati cultural elements within the videos highlights a significant opportunity for the UAE to use Roblox as a medium for cultural promotion.

Furthermore, the sub-questions concerning the factors that affect cultural identity, the portrayal of cultural identity through Roblox videos, and the implications for cultural institutions and policies reveal that while the digital portrayal of cultural identity is globally oriented with little regional specificity, this offers a blank canvas for cultural institutions. These bodies can strategically use such platforms to instill a deeper connection with cultural heritage, particularly among the digital-native generation.

## 5.2 Key Contributions

According to the study's data, UAE content lags behind other countries' content. The analysis included only one video from the UAE, revealing that the creator is originally from Egypt and maintains a second channel. There is currently a limited amount of localized content on Roblox, but there is enormous potential for future creators to fill this gap. The study revealed a noticeable disparity in engagement metrics between Arabic Roblox videos and their English counterparts. English content's global dominance is likely the cause. There must be a better strategy for promoting Arabic content. Despite the differences in engagement, many of the videos touched on common themes that align with Emirati cultural values, such as respect for innovation, family ties, perseverance, and teamwork. These themes align with the cultural values that Emirati society and leadership prioritize.

This work extends the sociological literature on socialization by emphasizing the large role digital platforms (such as Roblox) are playing in the transmission of cultural norms and values. It illuminates the representation of cultural diversities within these virtual worlds, demonstrating the importance of cultural heterogeneity. The study supports the use of qualitative thematic analysis of YouTube videos for assessing cultural identity in digital contexts. This opens to future research in digital cultural studies a structure that can be applied to other contexts and to other platforms.

The results indicate the growing need for innovative virtual activities that engage a tech-savvy younger audience through exciting and interactive experiences. These videos' explosion of digital connections and virtual exchanges also initiates and shapes cultural processes of acculturation, assimilation, and integration into new and unfamiliar cultures. Roblox is an important part of these processes, offering chances for people to connect with friends and stay informed about current events. Cultural institutions can use these insights to customize their program offerings to foster the development of cultural identity. Qatar, for example, has created "Qatar Adventure" on Roblox to allow users worldwide to virtually experience Qatari cultural and iconic landmarks as a means of promoting the country and its culture (International Media Office, 2023). The aim of this

initiative was to showcase Qatar's extensive heritage and position it as a family-friendly travel destination.

Studies specifically examining the depiction of cultural identity in virtual worlds like Roblox are scarce. This gap is particularly evident in the UAE, where there has been a lack of substantial research on the representation and influence of cultural identity on digital platforms. Given the rapid growth of digital technology and its profound impact on youth, additional research is required to delve deeper into this area. Examining the influence of digital platforms like Roblox on cultural identity formation among UAE youth can provide valuable insights for cultural institutions and policymakers.

### **5.3 Key Recommendations**

As this study has identified through an extensive review in Chapter 2 and a detailed analysis in Chapter 4, virtual platforms like Roblox offer significant potential for influencing cultural identity, yet currently lack substantial content that reflects Emirati culture. The absence of localized cultural elements within these digital spaces presents both a challenge and an opportunity for cultural promotion. Based on the findings, the following strategic recommendations are proposed to harness the potential of virtual environments like Roblox for cultural enrichment and identity formation among Emirati youth.

#### **5.3.1 For Policy Makers**

1. Further research on Emirati values and cultural identity: Emphasize the crucial Emirati values for cultural identity that games need to reinforce.
2. Encourage more Emirati content through policies that focus on research, funding, recognition or awareness:
  - (a) Encourage more Emirati gamers to share their content and ensure that it is suitable for different age groups. This could also imply the creation of skins and technological items in the Roblox store, allowing children to showcase their unique cultural backgrounds.
  - (b) Highlighting cultural values and narratives: The enduring themes of strong family connections, academic accomplishments, and the unwavering support of the community in Roblox videos strike a chord with young

viewers. Cultural institutions can create exhibits and programs that highlight these important values, fostering a strong bond between young people and their cultural heritage. Storytelling sessions, workshops, and interactive displays can truly bring these values to life.

(c) Cultural ambassadors' program: Create a cultural ambassador program that empowers youth to serve as advocates for Emirati culture on digital platforms like Roblox. These ambassadors can generate and promote content that resonates with people, organize events, and facilitate conversations about cultural heritage.

(d) User-generated content competitions: Organize competitions that inspire youths to develop Roblox games or experiences that embody the rich culture and values of the Emirates. This can not only foster cultural awareness but also captivate young people with creative and educational activities.

3. Promoting digital literacy and critical engagement: Teaching youth how to thoughtfully interact with worldwide media and cultural material can assist them in navigating and embracing global influences while still holding onto their cultural identity. Workshops and educational programs that emphasize digital literacy can provide youth with the necessary skills to thoughtfully evaluate and value cultural content.

4. Set up an approval body to ensure content being introduced to children and schools is approved and safe for use.

5. Global leadership: Establish the UAE as a frontrunner in combining cultural identity and digital innovation on a global scale. Through innovative initiatives that combine cultural heritage with advanced technology, the UAE can serve as a role model for other countries in effectively preserving their cultural legacy in the digital age.

6. Digital literacy programs: Develop digital literacy programs that teach youths about the responsible use of digital platforms and the significance of cultural

representation. These programs are designed to assist youth in navigating the digital world while maintaining and celebrating their cultural identity.

### **5.3.2 For Cultural Institutions**

The findings from Chapter 4 indicate that while Emirati youth are actively engaging with virtual platforms, there is a significant potential to enhance this engagement with educational content that is culturally informative. This approach is supported by the theoretical frameworks discussed in Chapter 2, particularly the concepts of cultural capital and identity negotiation within digital realms.

1. Collaboration with the Ministry of Culture and Youth: Cultural institutions should collaborate with the Ministry of Culture and Youth to create programs that enhance cultural identity using digital platforms. Engaging activities like virtual cultural tours, approved educational games, and interactive storytelling sessions can highlight the rich cultural heritage of the UAE through collaborative efforts.

2. Leveraging digital and interactive platforms: Cultural institutions should embrace the power of technology to enhance cultural experiences and make them more engaging and immersive. Virtual tours, interactive exhibits, and gamified learning experiences, like the captivating elements found in Roblox videos, can captivate and educate youth about their cultural identity and heritage.

3. Providing customizable and inclusive experiences: Customization options in Roblox give players the freedom to showcase their unique style and personal preferences. Cultural institutions can provide programs and activities that encourage personal expression and individuality, giving youth the opportunity to explore and express their culture in unique and significant ways. This may also relate to the concept of acceptance, as people of different nationalities become more open to understanding and embracing others.

A. Embracing global influences while preserving local culture: Roblox videos clearly showcase the impact of global media and pop culture through their themed costumes and storylines. Cultural institutions should embrace

diverse cultural elements from around the world while also valuing and preserving the unique aspects of local culture. Exhibitions that explore the similarities and differences between local and global cultural artifacts and practices can provide a well-rounded cultural experience.

- B. Engaging with popular digital platforms: Cultural institutions can partner with popular digital platforms such as Roblox and YouTube to develop content that celebrates and showcases cultural identity. Collaborating with popular YouTube creators allows for the creation of content that resonates with young people, inspiring them to delve into their cultural roots through an engaging and interactive experience.
  - C. Creating online communities and events: Creating online communities and hosting virtual events can provide a platform for young people to connect with and explore their cultural heritage. Virtual festivals, cultural competitions, and collaborative projects can create an intense sense of community and cultural identity.
4. Partnerships with schools and universities: Collaborating with educational institutions can help expand the reach of cultural identity programs to a wider audience. By incorporating cultural content into the curriculum and providing extracurricular activities centered around cultural heritage, students can develop a stronger sense of connection.

#### **5.4 Research and Evaluation**

1. Ongoing monitoring and evaluation: Create systems to continuously monitor and assess cultural identity programs in virtual worlds and digital platforms. This can include gathering information on user engagement, the impact of content, and the effectiveness of various initiatives in promoting cultural identity.
2. User feedback and participation: Encourage youth to actively participate in the creation and assessment of cultural programs. Seek input through surveys, focus groups, and interactive sessions to ensure that the programs align with their desires and preferences.

3. Cultural preservation in a digital age: Explore the ways in which digital platforms can effectively safeguard and uphold cultural heritage and identity in today's world. Given their familiarity with technology, youth have a unique opportunity to contribute to the preservation and promotion of their cultural heritage and identity using digital tools.

### **5.5 Specific Recommendations for Further Research**

1. Comprehensive studies on virtual worlds: Future research should prioritize conducting comprehensive studies of virtual worlds such as Roblox to gain a deeper understanding of their impact on the cultural identity of young individuals. These studies should delve into different aspects, such as user interactions, content themes, and the portrayal of cultural values.
2. Focus on the UAE context: Considering the distinct cultural landscape of the UAE, it is crucial to concentrate research efforts on understanding the ways in which Emirati youth interact with digital platforms and how these platforms impact their cultural identity. This can provide valuable insights that are essential for developing targeted interventions and programs.
3. Collaboration with academic institutions: Promote collaboration between cultural institutions and academic researchers to conduct studies that delve into the relationship between digital technology and cultural identity. These collaborations can result in research outcomes that are more thorough and extensive.
4. Longitudinal studies: Conduct long-term studies to monitor the evolution of cultural identity as youth interact with virtual worlds and digital platforms. This can provide valuable insights into the lasting effects of digital technology on the development of cultural identity.
5. User-centred research: Emphasise user-centred research that involves direct engagement with youth to gain insights into their perspectives and experiences. This approach offers a more comprehensive understanding of how young people use and perceive digital platforms.

This paper focused on exploring the impact of virtual worlds like Roblox on the cultural identity development of Emirati youth. This study aimed to explore the impact of digital platforms on cultural representation. To do so, one hundred YouTube videos with a Roblox theme were analyzed. It highlighted the disparity in engagement levels between Arabic and English content, emphasizing the importance of integrating cultural values such as community support, perseverance, and familial connections into online games and experiences. Policymakers and cultural organizations can utilize the findings to develop new strategies that strengthen Emirati cultural identity in digital environments. The United Arab Emirates can utilize these findings to enhance cultural education and engage the youth, fostering a stronger connection to their heritage while embracing the digital era.

This study has various limitations that should be noted. Analyzing 100 Roblox-themed YouTube videos does not provide a comprehensive view of the platform's cultural representations. The study only examined videos in English and Arabic; the findings may not be generalizable to other languages. Having said that, the study's time period might not encompass the latest advancements in Roblox content. Again, without access to UAE-related content, there is a barrier to generalizing the findings to a broader Emirati cultural context. It is critical to recognize that Roblox is not the only digital platform that influences cultural identity. The analysis's qualitative nature raises the possibility of researcher biases and discrepancies in the conclusions. Future research should use a broader range of languages, cultural settings, and longitudinal approaches to examine the ever-changing nature of digital cultural identity. Because longitudinal data are missing, the available data provide only a limited knowledge of cultural identification.

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## Appendices

### Appendix A: Coding

To help understand and categorize the videos, a specific code based on language, content type, and country of origin were used. Here's a detailed breakdown of the coding system:

#### Language Codes:

**Ar:** Arabic

**Eng:** English

#### Content Type Codes:

**D (Dialogue):** Creator playing without showing themselves, reacting.

**CP (Creator Playing):** Creator playing, showing a video of themselves reacting.

**CPA (Creator Playing as Avatar):** Creator playing as an avatar.

**M (Meme):** Collection video.

**VS (Visual Story):** With or without narration.

**SF (Short Film):** Short film.

#### Country Codes:

**US:** United States

**KSA:** Saudi Arabia

**UNK:** Unknown country

#### Example Codes:

Each video is coded by combining the language code, content type code, and country code. Here are some examples:

**Eng.CP.KSA:** English, Creator Playing video from Saudi Arabia.

**Ar.CPA.UNK:** Arabic, Creator Playing as Avatar from an unknown country.

**Eng.M.US:** English, Meme video from the United States.

## Appendix B: Values, Practices, Beliefs and Themes

no.	Themes	Practices	Beliefs	Values
1	"real-life" like interactions	Analysis	Faith	Accountability
2	Absurdity	Appearance affect treatment	Fighting injustice	Authenticity
3	Academic pressure	Audience participation	Open-mindedness	Autonomy
4	Accomplishment	Breaking the rules	Optimism	Awareness
5	Achievement	Bullying	Innocence and guilt	Balance
6	Adaptability	Celebrating	Skepticism	Bravery
7	Addiction	Chaos	Environmental and ethical responsibility	Change
8	Adventure	Children safety	Equality	Compassion
9	Advice and independence	Collaboration	Family	Confidence
10	Appreciation	Communication	Fairness	Courage
11	Artistic exploration	Compensation	Justice	Creativity
12	Authority	Competition	Adaptability	Curiosity
13	Battle	Consequences	Community	Determination
14	Blended family	Controversy	Responsibility	Efficiency
15	Bravery and sacrifice	Cooperation	Respect	Empathy
16	Breaking free	Crisis management	Innovation	Excellence
17	Bullying and conflict	Customer service		Flexibility
18	Celebration	Decision-making		Forgiveness
19	Challenges	Disguise		Generosity
20	Change	Disruption		Gratitude
21	Chaos	Education		Honesty
22	Cheating	Engagement		Hope
23	Children protection	Entertainment		Humility
24	Chores	Entitlement		Imagination
25	Collaboration	Experimenting		Inclusivity
26	Comedy	Exploration		Integrity
27	Community	Expressing feelings		Kindness
28	Community engagement	Fate and consequence		Loyalty
29	Community identity	Feedback		Patience
30	Community impact	Forging document		Perseverance
31	Community interaction	Friendship		Persistence
32	Companionship	Fun		Resourcefulness
33	Competition	Gaming as a career		Resilience

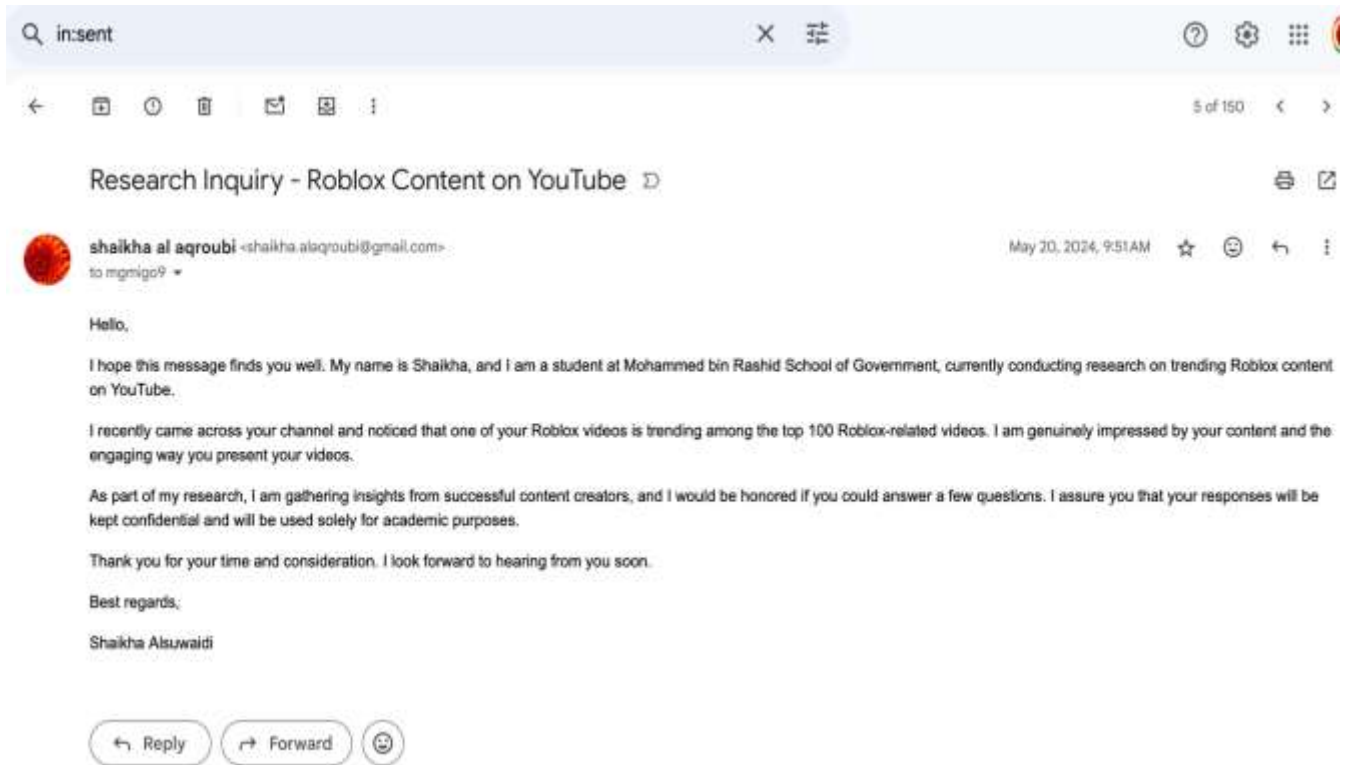
34	Conflict	Goal setting		Trustworthiness
35	Connectivity	Hard work		Transparency
36	Conquest	Hope and preservice		Unity
37	Consequences	Hospitality		Teamwork
38	Content creation	Impersonation		Humor
39	Continuous improvement	Improvement		
40	Control	Independence		
41	Cooperation	Interaction		
42	Corruption	Intervention		
43	Courage	Lack of respect		
44	Creativity	Language inclusion		
45	Crisis management	Law enforcement		
46	Cultural appreciation	Learning and exploration		
47	Curiosity	Love		
48	Deception	Manipulation		
49	Decision making	Medical accuracy		
50	Digital interaction	Meme		
51	Discovery	Monetization		
52	Economic struggle	Motivation		
53	Education	Non-traditional career		
54	Emergency response	Parental responsibility		
55	Engagement	Playfulness		
56	Enjoyment	Power and chaos		
57	Entertainment	Practices		
58	Entrepreneurial spirit	Pranking		
59	Escape	Privacy		
60	Ethics in virtual environments	Problem-solving		
61	Exaggeration	Protection		
62	Exhaustion	Purchasing upgrades		
63	Exploration	Pursuit of happiness and romance		
64	Failure	Quality		
65	Family and protection	Rebel		
66	Fan engagement	Rewards		
67	Fashion and design	Risk-taking		
68	Fear of failure	Role-playing		
69	Female empowerment	Romantic devotion		
70	Financial management	Rule-bending		

71	Fraud	Sacrifices		
72	Freedom	Safety		
73	Friendship	Security		
74	Frustration	Self-expression		
75	Fun	Self-improvement		
76	Gambling	Self-promotion		
77	Gaming	Self-reliance		
78	Generational trauma	Sharing experience		
79	Gift-giving	Skills		
80	Good and evil	Social interaction		
81	Growth	Speculation		
82	Handling fear	Sportsmanship		
83	Heroism	Strategic thinking		
84	Horror	Superficiality		
85	Humor	Support		
86	Identity	Talent recognition		
87	Imitation	Task management		
88	Improvement	Tolerance		
89	Impulse decisions	Tutoring		
90	Inappropriate behavior	Violence		
91	Inappropriate content	Voting		
92	Independence			
93	Influence			
94	Innocence vs corruption			
95	Innovation			
96	Interaction			
97	Jealousy			
98	Joy and excitement			
99	Justice			
100	Kindness			
101	Learning			
102	Liberation			
103	Love			
104	Media literacy			
105	Miscommunication			
106	Misinformation			
107	Misunderstanding			
108	Money management			
109	Moral lessons			

110	Mystery		
111	Negligence consequences		
112	Online predators		
113	Overcome challenges		
114	Parent and children relationship		
115	Parental approval		
116	Parental authority		
117	Parental expectations		
118	Parental influence		
119	Parental monitor		
120	Parental responsibility		
121	Partnership		
122	Passion		
123	Patience		
124	Personal improvement		
125	Personal justice and revenge		
126	Playfulness		
127	Power		
128	Practical jokes		
129	Practicality		
130	Prevention		
131	Problem-solving		
132	Problem-solving		
133	Progress		
134	Protection		
135	Rebellion		
136	Recognition		
137	Redemption		
138	Rejection		
139	Report scamming		
140	Rescue		
141	Research and verification		
142	Resilience		
143	Resolution		
144	Resourcefulness		
145	Responsibility		
146	Rewards		

147	Risk-taking		
148	Role-playing		
149	Romance		
150	Rumors		
151	Sacrifice		
152	Scamming		
153	Self-expression		
154	Self-promotion •		
155	Sibling rivalry		
156	Simulation vs. reality		
157	Social awareness		
158	Social bonding		
159	Social media impact		
160	Social mobility		
161	Story sharing		
162	Strategy		
163	Struggle		
164	Superficiality		
165	Superhero		
166	Support		
167	Surprise		
168	Survival		
169	Suspense		
170	Teamwork		
171	Technology		
172	Thrill		
173	Time management		
174	Tips		
175	Transformation		
176	Trial and error		
177	Triumph		
178	Trust		
179	Unexpected consequences		
180	Victory		
181	Virtual economy		

## Appendix C: Email communication



## Appendix D: Additional insights and metrics

### a. Creator Influence and Subscriber Base:

Both datasets indicate that creators with larger subscriber bases typically achieve higher engagement rates (likes and comments), which implies that established popularity and brand loyalty are significantly influencing factors in both Arabic and English-speaking markets. In the English dataset, creators with millions of subscribers (e.g., FGTeeV) and شبكة العاب العرب in the Arabic dataset are among the top performers in terms of views and engagement in both communities.

### b. Video Content and Themes:

English videos frequently emphasize animations, character narratives, and gameplay highlights, which is indicative of a comprehensive content creation strategy that encompasses both interactive experiences and storytelling. Arabic videos also prioritize narrative-driven content, but they frequently emphasize role-playing and "real-life" simulations, such as family excursions or themed challenges, which are particularly culturally resonant.

### c. Engagement and Interaction:

Videos in both languages that boast high levels of interaction (likes and comments) are typically those that contain creative or highly engaging content, such as challenges, dramatic scenarios, or original gameplay experiences. The Arabic content has a reduced optimal video length for maximizing engagement in comparison to the English content, which may be indicative of differences in viewer engagement patterns or platform algorithmic differences in content promotion.

### d. Cultural Adaptations:

A tailored approach to accommodate the preferences of the local audience is indicated by the Arabic videos, which demonstrate a clear preference for content that incorporates cultural elements, such as language, humor, or social conventions. English-language videos, which are also culturally nuanced, frequently resonate with a more global audience by incorporating a blend of international themes, pop culture allusions, and humor.

## Overview of Metrics – English Meta Data

### a. View Counts and Video Length:

The duration of videos can vary from four minutes to twenty minutes. In general, videos that are near the 10-minute mark have a higher view count, which may be attributed to the fact that YouTube's algorithm prioritizes lengthier watch times for ad placements.

### b. Likes and Comments:

High-engagement videos, like those by creators with millions of subscribers (e.g., FGTeeV and SSundee), show significant numbers of likes and comments. This suggests active community engagement and a loyal fanbase.

### c. Creator Impact:

Indicating the impact of established popularity on content performance, creators with higher subscriber counts consistently generate more views and engagement.

d. **Content Themes:**

The videos delve into a variety of themes, including character stories, gameplay with specific challenges, humorous moments, and animations. Each motif resonates with a distinct demographic within the Roblox community. Videos that incorporate character narratives and animations are exceedingly popular, indicating a robust audience interest in content that is narrative-driven.

e. **Insights:**

1. Engagement vs. Subscriber Base:

A direct correlation exists between the engagement metrics of the videos and the size of a creator's subscriber base. Smaller channels may capitalize on the increased engagement of larger channels by collaborating with larger entities or participating in popular trends within the Roblox community.

2. Optimal Video Length:

Videos that are between 10-15 minutes in length appear to be the most effective for engaging viewers, as they strike a balance between satisfying platform algorithms and maintaining viewer interest.

3. Content Diversity:

Diverse content, including animations and interactivity, resonates with a variety of viewer preferences. Within the Roblox YouTube community, creators frequently experiment with a variety of formats to determine which one resonates most with their audience. This suggests a dynamic and responsive content strategy. Dynamic and responsive content strategy within the Roblox YouTube community.

## **Overview of Metrics – Arabic Meta Data**

a. **View Counts and Video Length:**

Consistent with trends observed in other languages, videos that are approximately 10-15 minutes in duration tend to garner a greater number of views and engagement. The range of videos is from 6 to 18 minutes. The video with the highest number of views in this dataset is themed around a prison escape, which underscores a preference for action-packed and dramatic content.

b. **Likes and Comments:**

Unique or highly alluring content, such as dramatic scenarios or challenges, is frequently featured in videos with higher engagement. For instance, the prison escape video by HOPE Rima has received substantially more likes and comments than the average.

c. **Creator Impact:**

Creators like 'شبكة العاب العرب' Arab Games Network' with a larger subscriber base (20.7M) consistently show higher engagement rates, suggesting that well-established channels benefit from sustained viewer loyalty and brand recognition.

d. Content Themes:

Themes range from competitive challenges to family excursions, with a particular emphasis on narrative-driven content, such as "film-style" videos that narrate a story within the Roblox universe. Videos that involve "real-life" simulations or role-play (e.g., escaping a prison, managing a hotel) are particularly popular, suggesting a preference for relatable and immersive experiences.

e. Insights:

1. Engagement Patterns:

Engagement (likes and comments) is correlated with content that provides either interactive challenges or a narrative. This implies that content that resonates on a personal or interactive level is more engaging for the audience.

2. Optimal Video Length:

Maintaining viewer interest and maximizing engagement is likely achieved by limiting the duration of videos to 10-15 minutes, which effectively balances the profundity of content with the attention span of the audience.

3. Strategic Content Creation:

Creators frequently incorporate culturally pertinent themes or localized humor, which is well-received by the audience. This is evident in the use of Arabic dialects and region-specific content.

# Appendix E: Content Analysis of YouTube Videos

Number	Code	Title	Link	Values, Practices and Beliefs	Themes	Creator/Clothes	Avatar skin	Technology and Products
1	Eng.VS.US	ROBLOX Brookhaven RP - THE BACON HAIR Sad Story Part 3 - Roblox Animation	<a href="https://www.youtube.com/watch?v=xmHplIGDMQ8&amp;t=17s">https://www.youtube.com/watch?v=xmHplIGDMQ8&amp;t=17s</a>	<ul style="list-style-type: none"> <li>Family love and connection</li> <li>Fighting injustice</li> <li>Forgiveness</li> </ul>	<ul style="list-style-type: none"> <li>Struggle against violence and crime</li> <li>Authority and its failures</li> <li>Family and protection</li> <li>Innocence vs corruption</li> <li>Personal justice and revenge</li> </ul>		<ul style="list-style-type: none"> <li>Light green top with purple one-piece outfit</li> <li>White shoes</li> <li>Necklace with a pendant</li> </ul>	<ul style="list-style-type: none"> <li>Hand cuffs</li> <li>Heavy shredding machinery</li> </ul>
2	Eng.VS.KR	Complete Edition   Roblox Doors Animation	<a href="https://www.youtube.com/watch?v=8nCECArFhEw&amp;t=119s">https://www.youtube.com/watch?v=8nCECArFhEw&amp;t=119s</a>	<ul style="list-style-type: none"> <li>Courage and resilience</li> <li>Friendship and loyalty</li> <li>Sacrifices</li> <li>Teamwork</li> <li>Exploration and vigilance</li> <li>Fate and consequence</li> <li>Hope and perseverance</li> <li>Romantic devotion</li> </ul>	<ul style="list-style-type: none"> <li>Survival and escape</li> <li>Bravery and sacrifice</li> <li>Problem-solving and resourcefulness</li> <li>Consequences and reflection</li> <li>Friendship and solidarity</li> </ul>		<ul style="list-style-type: none"> <li>Red hair with a updo hairstyle</li> <li>Dark colored jacket</li> <li>Blue hair styled upwards</li> <li>Dark jacket or hoodie</li> <li>Long blonde hair</li> <li>Light-colored jacket or coat with a high collar</li> </ul>	<ul style="list-style-type: none"> <li>Flashlights</li> <li>Locks and keys</li> <li>Electricity cable</li> <li>Elevator</li> </ul>
3	Eng.VS.US	ROBLOX JAILBEAK Song (Brookhaven RP) - Roblox Animation	<a href="https://www.youtube.com/watch?v=UUsUj9mMLU">https://www.youtube.com/watch?v=UUsUj9mMLU</a>	<ul style="list-style-type: none"> <li>Perseverance</li> <li>Cooperation</li> <li>Breaking the rules</li> <li>Violence</li> <li>Bullying (Us vs. them)</li> </ul>	<ul style="list-style-type: none"> <li>Breaking free</li> <li>Cooperation</li> <li>Overcoming challenges</li> <li>Power dynamic</li> <li>Deception</li> </ul>		<ul style="list-style-type: none"> <li>Regular clothes</li> <li>Prison uniform</li> <li>Police uniform</li> <li>Shirtless (prisoner)</li> </ul>	<ul style="list-style-type: none"> <li>Handcuffs</li> <li>Locks and keys</li> <li>Spray paint</li> <li>Surveillance cameras</li> </ul>
4	Eng.CP.US	Roblox Rainbow Friends Chapter 2: Odd World (FGTeeV)	<a href="https://www.youtube.com/watch?v=2E0NBLQeW">https://www.youtube.com/watch?v=2E0NBLQeW</a>	<ul style="list-style-type: none"> <li>Family bond</li> <li>Strategy</li> <li>Imagination</li> <li>Problem-solving</li> <li>Humor</li> </ul>	<ul style="list-style-type: none"> <li>Overcome challenges</li> <li>Teamwork</li> <li>Cooperation and cooperation</li> <li>Teamwork</li> <li>Fun</li> </ul>	Regular clothes		<ul style="list-style-type: none"> <li>Light bulbs</li> <li>Helicopter</li> <li>Time machine</li> <li>Laser tag</li> </ul>
5	Eng.CPA.UNK	TEAMWORK PUZZLES With Moody! (Roblox)	<a href="https://www.youtube.com/watch?v=9_cafuCDXs">https://www.youtube.com/watch?v=9_cafuCDXs</a>	<ul style="list-style-type: none"> <li>Teamwork</li> <li>Communication</li> <li>Problem solving</li> </ul>	<ul style="list-style-type: none"> <li>Collaboration</li> <li>Learning and adaptability</li> <li>Patience</li> <li>Fun</li> <li>Support</li> </ul>		<ul style="list-style-type: none"> <li>Bat wings</li> <li>Red colored hair</li> <li>Pink hair</li> <li>Black clothes</li> <li>Bunny hat</li> </ul>	<ul style="list-style-type: none"> <li>Color-coded doors and buttons</li> <li>Mazes and paths</li> <li>Objects like boxes</li> </ul>
6	Eng.D.US	Make Cakes and Feed the Giant Noob - Roblox Obby	<a href="https://www.youtube.com/watch?v=ZBKYSMHCUBc">https://www.youtube.com/watch?v=ZBKYSMHCUBc</a>	<ul style="list-style-type: none"> <li>Imagination</li> <li>Friendship</li> <li>Learning and exploration</li> <li>Fun and adventure</li> <li>Resilience</li> </ul>	<ul style="list-style-type: none"> <li>Creativity</li> <li>Teamwork</li> <li>Learning</li> <li>Enjoyment</li> </ul>		<ul style="list-style-type: none"> <li>Tortoise Chesie</li> <li>Red hoodie with a bunny like ears at attached</li> <li>Cake avatars</li> </ul>	<ul style="list-style-type: none"> <li>Conveyor belts</li> <li>Levers</li> <li>Avatars</li> </ul>
7	Eng.CPA.UNK	RAINBOW FRIENDS 2 But We CANT Use Our BOX With Moody! (Roblox)	<a href="https://www.youtube.com/watch?v=MNA8KsQbEml">https://www.youtube.com/watch?v=MNA8KsQbEml</a>	<ul style="list-style-type: none"> <li>Teamwork</li> <li>Resilience</li> <li>Fun</li> <li>Communication</li> <li>Learning</li> </ul>	<ul style="list-style-type: none"> <li>Challenge</li> <li>Achievements</li> <li>Innovation</li> <li>Companionship</li> </ul>		<ul style="list-style-type: none"> <li>Bat wings</li> <li>Red colored hair</li> <li>Pink hair</li> <li>Black clothes</li> <li>Bunny hat</li> </ul>	<ul style="list-style-type: none"> <li>Light bulbs</li> <li>Zip lines</li> <li>Timers and triggers</li> </ul>
8	Eng.D.US	Escape The Butcher Shop - Roblox Obby	<a href="https://www.youtube.com/watch?v=IMIM3BF8Zg">https://www.youtube.com/watch?v=IMIM3BF8Zg</a>	<ul style="list-style-type: none"> <li>Teamwork</li> <li>Resilience</li> <li>Compassion</li> <li>Problem-solving</li> <li>Environmental and ethical responsibility</li> </ul>	<ul style="list-style-type: none"> <li>Adventure</li> <li>Exploration</li> <li>Survival</li> <li>Challenging the norms</li> </ul>		<ul style="list-style-type: none"> <li>Tortoise Chesie</li> <li>Red hoodie with a bunny like ears at attached</li> <li>Butcher</li> </ul>	<ul style="list-style-type: none"> <li>Grinders</li> <li>Conveyor belts</li> <li>Containers</li> <li>Moving platforms</li> <li>Blades</li> </ul>
9	Eng.D.US	Escape The Carnival of Terror - Roblox Obby	<a href="https://www.youtube.com/watch?v=CxylAgLy8">https://www.youtube.com/watch?v=CxylAgLy8</a>	<ul style="list-style-type: none"> <li>Teamwork</li> <li>Resilience</li> <li>Problem-solving</li> <li>Adaptability</li> <li>Persistence</li> </ul>	<ul style="list-style-type: none"> <li>Adventure</li> <li>Exploration</li> <li>Escape</li> <li>Liberation</li> <li>Growth</li> </ul>		<ul style="list-style-type: none"> <li>Tortoise Chesie</li> <li>Red hoodie with a bunny like ears at attached</li> <li>Clowns</li> </ul>	<ul style="list-style-type: none"> <li>Balloons</li> <li>Flames</li> </ul>
10	Eng.M.NL	ROBLOX Strongest Battlegrounds Funny Moments (MEMES)	<a href="https://www.youtube.com/watch?v=1X8FZdQuicM">https://www.youtube.com/watch?v=1X8FZdQuicM</a>	<ul style="list-style-type: none"> <li>Resilience</li> <li>Confidence</li> <li>Humor</li> <li>Sportsmanship</li> </ul>	<ul style="list-style-type: none"> <li>Competition</li> <li>Independence</li> <li>Adaptability</li> </ul>		<ul style="list-style-type: none"> <li>Cockroach themed attire</li> <li>Glasses</li> <li>Normal attire</li> <li>Dog attire</li> </ul>	<ul style="list-style-type: none"> <li>Laser guns</li> </ul>
11	Eng.CP.US	Roblox Barry's Prison Run! Escape the Fat Guard (FGTeeV Gets Out of Jail)	<a href="https://www.youtube.com/watch?v=C1Hw3NfQ3lo">https://www.youtube.com/watch?v=C1Hw3NfQ3lo</a>	<ul style="list-style-type: none"> <li>Creativity</li> <li>Humor</li> <li>Persistence</li> <li>Strategic thinking</li> </ul>	<ul style="list-style-type: none"> <li>Freedom</li> <li>Exploration</li> <li>Innovation</li> <li>Adaptation</li> </ul>		<ul style="list-style-type: none"> <li>Cowboy hat</li> <li>Escape</li> <li>Prison guard wearing bunny custom</li> <li>Prison clothes</li> </ul>	<ul style="list-style-type: none"> <li>Jetpack</li> <li>Grapppling gun</li> <li>Teleportation</li> <li>Flat forms</li> </ul>
12	Eng.M.NL	ROBLOX DOORS Funny Moments (MEMES)	<a href="https://www.youtube.com/watch?v=2HM0UEVv0bM">https://www.youtube.com/watch?v=2HM0UEVv0bM</a>	<ul style="list-style-type: none"> <li>Fun</li> <li>Problem-solving</li> <li>Cooperation</li> </ul>	<ul style="list-style-type: none"> <li>Entertainment</li> <li>Challenges</li> <li>Comedic</li> </ul>		<ul style="list-style-type: none"> <li>Black monster figure with one eye</li> <li>Monster with skeleton and wide mouth with set of teeth</li> <li>Gold pendant</li> </ul>	<ul style="list-style-type: none"> <li>Locks</li> <li>Electricity boxes</li> </ul>
13	Eng.CPA.UNK	Roblox Speed Draw with Sanna!	<a href="https://www.youtube.com/watch?v=1egVdft1">https://www.youtube.com/watch?v=1egVdft1</a>	<ul style="list-style-type: none"> <li>Creativity</li> <li>Competition</li> <li>Self development</li> <li>Engagement</li> <li>Improvement</li> </ul>	<ul style="list-style-type: none"> <li>Collaboration</li> <li>Competition</li> <li>Learning</li> <li>Challenges</li> <li>Artistic exploration</li> </ul>		<ul style="list-style-type: none"> <li>Bat wings</li> <li>Red colored hair</li> <li>Blonde hair</li> <li>Black clothes</li> <li>Pink dress</li> <li>Unicorn headband</li> </ul>	<ul style="list-style-type: none"> <li>Drawing tools</li> <li>Interactive canvas</li> <li>Timer</li> <li>Vote system</li> <li>Theme generator</li> <li>Multi player server</li> </ul>
14	Eng.SF.US	GIRL SHAMED For Playing ROBLOX GAMES Ft. @KreekCraft   Dhar Mann	<a href="https://www.youtube.com/watch?v=Dvx8nq_SFS">https://www.youtube.com/watch?v=Dvx8nq_SFS</a>	<ul style="list-style-type: none"> <li>Perseverance</li> <li>Support</li> <li>Talent recognition</li> <li>Non-traditional career</li> <li>Education</li> <li>Improvement</li> </ul>	<ul style="list-style-type: none"> <li>Passion</li> <li>Resilience</li> <li>Practicality</li> <li>Technology impact on dreams</li> </ul>	Regular attire (shirts, t-shirts, blouse, hoodie...)		<ul style="list-style-type: none"> <li>Tablet</li> <li>Computer</li> <li>iPhone</li> </ul>
15	Eng.CPA.UNK	Mario Plays ROBLOX RAINBOW FRIENDS CHAPTER 2	<a href="https://www.youtube.com/watch?v=5ioOd_Sy5t">https://www.youtube.com/watch?v=5ioOd_Sy5t</a>	<ul style="list-style-type: none"> <li>Entertainment</li> <li>Humor</li> <li>Engagement</li> </ul>	<ul style="list-style-type: none"> <li>Frustration</li> <li>Challenge</li> <li>Gaming as a form of expression</li> </ul>	The youtuber was shirtless	<ul style="list-style-type: none"> <li>Super Mario</li> <li>Black t-shirt and trouser</li> </ul>	<ul style="list-style-type: none"> <li>Big scissors</li> <li>Ziplines</li> <li>Colored buttons</li> <li>Karts</li> </ul>
16	Eng.CPA.UNK	Roblox Speed Draw with Cutie!	<a href="https://www.youtube.com/watch?v=DhLoXhcwbr0">https://www.youtube.com/watch?v=DhLoXhcwbr0</a>	<ul style="list-style-type: none"> <li>Creativity</li> <li>Sportsmanship</li> <li>Voting</li> <li>Feedback</li> <li>Learning through play</li> </ul>	<ul style="list-style-type: none"> <li>Fun</li> <li>Collaboration</li> <li>Friendship</li> <li>Entertainment</li> </ul>		<ul style="list-style-type: none"> <li>Bat wings</li> <li>Red colored hair</li> <li>Purple hair</li> <li>Black clothes</li> <li>Polka dot dress</li> <li>Bunny shaped hat</li> </ul>	<ul style="list-style-type: none"> <li>Drawing tools</li> <li>Interactive canvas</li> <li>Timer</li> <li>Vote system</li> <li>Theme generator</li> <li>Multi player server</li> </ul>
17	Eng.CPA.US	New Monsters Play Rainbow Friends Chapter 2 Odd World Update (Roblox)	<a href="https://www.youtube.com/watch?v=G9mV5oSCm3Y">https://www.youtube.com/watch?v=G9mV5oSCm3Y</a>	<ul style="list-style-type: none"> <li>Teamwork</li> <li>Cooperation</li> <li>Persistence</li> <li>Problem-solving</li> <li>Strategy</li> </ul>	<ul style="list-style-type: none"> <li>Adventure</li> <li>Challenge</li> <li>Humor</li> </ul>		<ul style="list-style-type: none"> <li>Leather jacket</li> <li>Glasses</li> <li>White hair and beard</li> <li>Grey shirt</li> <li>Black pants</li> <li>Weirdly shaped characters (different colors)</li> </ul>	<ul style="list-style-type: none"> <li>Aspin wheel</li> <li>Headsets</li> <li>Spotlight</li> <li>Nintendo</li> </ul>
18	Eng.CPA.UNK	SPEED DRAW With IAMSANNA And MOODY! (Roblox)	<a href="https://www.youtube.com/watch?v=xNbc3AVkz28">https://www.youtube.com/watch?v=xNbc3AVkz28</a>	<ul style="list-style-type: none"> <li>Creativity</li> <li>Fun</li> <li>Competition</li> <li>Feedback</li> </ul>	<ul style="list-style-type: none"> <li>Collaboration</li> <li>Competition</li> <li>Learning</li> <li>Challenges</li> <li>Artistic exploration</li> </ul>		<ul style="list-style-type: none"> <li>Bat wings</li> <li>Red colored hair</li> <li>Purple hair</li> <li>Black clothes</li> <li>Polka dot dress</li> <li>Bunny shaped hat</li> </ul>	<ul style="list-style-type: none"> <li>Drawing tools</li> <li>Interactive canvas</li> <li>Timer</li> <li>Vote system</li> <li>Theme generator</li> <li>Multi player server</li> </ul>
19	Eng.M.NO	ROBLOX Brookhaven RP - FUNNY MOMENTS (TAXI 15)	<a href="https://www.youtube.com/watch?v=ByDawu7yDkc">https://www.youtube.com/watch?v=ByDawu7yDkc</a>	<ul style="list-style-type: none"> <li>Compensation</li> <li>Fairness</li> <li>Flexibility</li> <li>Responsibility</li> <li>Adaptability</li> </ul>	<ul style="list-style-type: none"> <li>Comedy</li> <li>"real-life" like interactions</li> <li>Economic struggle</li> <li>Chaos</li> </ul>		<ul style="list-style-type: none"> <li>Sunglasses</li> <li>Tank top</li> <li>Short</li> <li>Sausage like custom</li> <li>Suit and tie</li> </ul>	<ul style="list-style-type: none"> <li>Taxi</li> <li>Turbo</li> <li>Mobile phones</li> <li>Console</li> </ul>

21	Eng.CP.ANL	Visiting My RAINBOW FRIENDS Chapter 2 (Roblox)	<a href="https://www.youtube.com/watch?v=9FVWdmevNkd">https://www.youtube.com/watch?v=9FVWdmevNkd</a>	<ul style="list-style-type: none"> <li>•Curiosity</li> <li>•Perseverance</li> <li>•Problem-solving</li> <li>•Exploration</li> <li>•Cooperation</li> </ul>	<ul style="list-style-type: none"> <li>•Adventure</li> <li>•Challenge</li> <li>•Exploration</li> <li>•Unexpected consequences</li> </ul>	<ul style="list-style-type: none"> <li>•Leather jacket</li> <li>•Glasses</li> <li>•White hair and beard</li> <li>•Grey shirt</li> <li>•Black pants</li> <li>•Rainbow top and short</li> </ul>	<ul style="list-style-type: none"> <li>•Light bulbs</li> <li>•Laser machine</li> <li>•Ziplines</li> <li>•Respawns</li> </ul>
22	Eng.D.US	I Let Random Players Control The Entire Roblox Game	<a href="https://www.youtube.com/watch?v=62nX5d1UJ4">https://www.youtube.com/watch?v=62nX5d1UJ4</a>	<ul style="list-style-type: none"> <li>•Accountability</li> <li>•Responsibility</li> <li>•Decision-making</li> <li>•Reward and punishment</li> </ul>	<ul style="list-style-type: none"> <li>•Power</li> <li>•Consequences</li> <li>•Justice</li> <li>•Redemption</li> <li>•Role-playing</li> </ul>	<ul style="list-style-type: none"> <li>•White buttoned onesie</li> <li>•Yellow masculine body</li> <li>•Bald head with beard</li> <li>•Police uniform</li> <li>•Rainbow hair</li> </ul>	<ul style="list-style-type: none"> <li>•Coin rain</li> <li>•Weapons</li> <li>•Transportation</li> <li>•Punishment area</li> </ul>
23	Eng.VS.US	Hagi Titan – Roblox animation	<a href="https://www.youtube.com/watch?v=Q1SNFYG1g2Y">https://www.youtube.com/watch?v=Q1SNFYG1g2Y</a>	<ul style="list-style-type: none"> <li>•Perseverance</li> <li>•Superficiality</li> <li>•Self-improvement</li> <li>•Pursuit of happiness and romance</li> </ul>	<ul style="list-style-type: none"> <li>•Transformation</li> <li>•Rejection</li> <li>•Redemption</li> <li>•Exaggeration</li> </ul>	<ul style="list-style-type: none"> <li>•Tank top</li> <li>•Mini skirt</li> <li>•Athletic attire</li> <li>•Shorts</li> </ul>	<ul style="list-style-type: none"> <li>•Avatars</li> <li>•Dumbbells</li> <li>•Weights</li> </ul>
24	Eng.CPA.LINK	Grow Obby with Moody! (Roblox)	<a href="https://www.youtube.com/watch?v=HGqJkZ1Ao">https://www.youtube.com/watch?v=HGqJkZ1Ao</a>	<ul style="list-style-type: none"> <li>•Cooperation</li> <li>•Teamwork</li> <li>•Adaptability</li> <li>•Resilience</li> <li>•Exploration</li> <li>•Experimenting</li> <li>•Inclusivity</li> </ul>	<ul style="list-style-type: none"> <li>•Challenge</li> <li>•Rewards</li> <li>•Change</li> </ul>	<ul style="list-style-type: none"> <li>•Bat wings</li> <li>•Red colored hair</li> <li>•Purple hair</li> <li>•Black clothes</li> <li>•Polka dot dress</li> <li>•Bunny shaped hat</li> </ul>	<ul style="list-style-type: none"> <li>•Moving platforms</li> <li>•Size-altering machine</li> <li>•Hooks</li> </ul>
25	Eng.VS.US	Roblox Song   Spider Man x Wednesday Movie   Imagine Dragons - Bones (Roblox Music Video)	<a href="https://www.youtube.com/watch?v=xBoBF2PjY6w">https://www.youtube.com/watch?v=xBoBF2PjY6w</a>	<ul style="list-style-type: none"> <li>•Strategy</li> <li>•Persistence</li> <li>•Courage</li> <li>•Responsibility</li> <li>•Protection</li> </ul>	<ul style="list-style-type: none"> <li>•Justice</li> <li>•Heroism</li> <li>•Partnership</li> <li>•Teamwork</li> <li>•Sacrifice</li> </ul>	<ul style="list-style-type: none"> <li>•Spider-man suit</li> <li>•Graduation gowns</li> <li>•Face masks</li> <li>•Police uniforms</li> <li>•Red onesies</li> <li>•Gold chain</li> </ul>	<ul style="list-style-type: none"> <li>•Weapons</li> <li>•Transportation</li> <li>•Communication devices</li> <li>•Computers</li> </ul>
26	Eng.D.US	We Can't Do This ANYMORE in Roblox Teamwork Puzzle!	<a href="https://www.youtube.com/watch?v=HtB5x1m9Eod">https://www.youtube.com/watch?v=HtB5x1m9Eod</a>	<ul style="list-style-type: none"> <li>•Persistence</li> <li>•Cooperation</li> <li>•Patience</li> <li>•Strategic planning</li> <li>•Communication</li> </ul>	<ul style="list-style-type: none"> <li>•Teamwork</li> <li>•Adaptability</li> <li>•Collaboration</li> <li>•Challenge</li> <li>•Failure</li> </ul>	<ul style="list-style-type: none"> <li>•Blue, pink and aqua hair colors</li> <li>•Shorts and shirts</li> <li>•Jewelry</li> <li>•Red shirt and black trouser</li> </ul>	<ul style="list-style-type: none"> <li>•Platforms</li> <li>•Buttons</li> </ul>
27	Eng.CPA.US	Find The Kittens In Cat Class Roblox School Obby	<a href="https://www.youtube.com/watch?v=p8hqiUyDgk">https://www.youtube.com/watch?v=p8hqiUyDgk</a>	<ul style="list-style-type: none"> <li>•Curiosity</li> <li>•Persistence</li> <li>•Problem-solving</li> <li>•Exploration</li> <li>•Teamwork</li> </ul>	<ul style="list-style-type: none"> <li>•Discovery</li> <li>•Adventure</li> <li>•Learning and education</li> </ul>	<ul style="list-style-type: none"> <li>•Cat avatar (black with rainbow spots)</li> <li>•White cat with rainbow hair</li> <li>•Orange cat with yellow protective hat</li> </ul>	<ul style="list-style-type: none"> <li>•Colored keys</li> <li>•Buttons</li> <li>•Levers</li> </ul>
28	Eng.CPA.US	Roblox BUILD to SURVIVE with Sanna!	<a href="https://www.youtube.com/watch?v=XZin9y3FUQ">https://www.youtube.com/watch?v=XZin9y3FUQ</a>	<ul style="list-style-type: none"> <li>•Resilience</li> <li>•Strategic planning</li> <li>•Creativity</li> <li>•Resource management</li> <li>•Teamwork</li> </ul>	<ul style="list-style-type: none"> <li>•Problem-solving</li> <li>•Survival</li> </ul>	<ul style="list-style-type: none"> <li>•Bat wings</li> <li>•Red colored hair</li> <li>•Blonde hair</li> <li>•Black clothes</li> <li>•Pink dress</li> <li>•Unicorn headband</li> </ul>	<ul style="list-style-type: none"> <li>•Locks and keys</li> <li>•Incubators</li> <li>•Painting station</li> </ul>
29	Eng.CPA.US	Escape Mr Funny BUT Custom Hearts ROBLOX	<a href="https://www.youtube.com/watch?v=I14qhHLWqdg">https://www.youtube.com/watch?v=I14qhHLWqdg</a>	<ul style="list-style-type: none"> <li>•Competition</li> <li>•Cooperation</li> <li>•Strategic thinking</li> <li>•Inclusivity</li> </ul>	<ul style="list-style-type: none"> <li>•Adaptability</li> <li>•Thrill</li> <li>•Suspense</li> <li>•Challenge</li> </ul>	<ul style="list-style-type: none"> <li>•Yellow avatar with black sunglasses</li> <li>•Security guards attire</li> <li>•Suit and tie</li> <li>•Red avatar with melon as a head</li> <li>•Butterfly wings</li> </ul>	<ul style="list-style-type: none"> <li>•Flame thrower</li> <li>•Light swords</li> <li>•Guns</li> </ul>
30	Eng.D.US	HOW TO GET SUPER BUFF in Roblox Weight Lifting Simulator!	<a href="https://www.youtube.com/watch?v=d8RkDmHcjo">https://www.youtube.com/watch?v=d8RkDmHcjo</a>	<ul style="list-style-type: none"> <li>•Competition</li> <li>•Skills</li> <li>•Gaming as a career</li> <li>•Entertainment</li> <li>•Community interaction</li> </ul>	<ul style="list-style-type: none"> <li>•Collaboration</li> <li>•Challenges</li> <li>•Recognition</li> <li>•Rewards</li> <li>•Friendship</li> </ul>	<ul style="list-style-type: none"> <li>•Headsets</li> <li>•White t-shirt</li> <li>•Burgundy blouse</li> <li>•Horns wings</li> <li>•Mouse ears hat</li> <li>•Cape</li> </ul>	<ul style="list-style-type: none"> <li>•Weapons</li> <li>•Sword</li> </ul>
31	Eng.CP.US	Chandler From MrBeast's Secret Roblox Addiction	<a href="https://www.youtube.com/watch?v=CmCQoacs2is">https://www.youtube.com/watch?v=CmCQoacs2is</a>	<ul style="list-style-type: none"> <li>•Teamwork</li> <li>•Perseverance</li> <li>•Strategic thinking</li> <li>•Problem-solving</li> <li>•Safety</li> <li>•Rewards</li> </ul>	<ul style="list-style-type: none"> <li>•Exploration</li> <li>•Adventure</li> <li>•Courage</li> <li>•Discovery</li> </ul>	<ul style="list-style-type: none"> <li>•White t-shirt</li> <li>•Headset</li> <li>•White hoodie</li> <li>•Red pants</li> <li>•Leather jacket</li> <li>•Glasses</li> <li>•White hair and beard</li> </ul>	<ul style="list-style-type: none"> <li>•Ziplines</li> <li>•Cart &amp; track</li> <li>•Customs / skins</li> <li>•Power ups</li> </ul>
32	Eng.CP.US	KAT PLAYS ROBLOX RAINBOW FRIENDS CHAPTER 2 (FULL GAMEPLAY + ENDING!)	<a href="https://www.youtube.com/watch?v=zeTablC1vM0">https://www.youtube.com/watch?v=zeTablC1vM0</a>	<ul style="list-style-type: none"> <li>•Motivation</li> <li>•Goal setting</li> <li>•Self-improvement</li> <li>•Change</li> <li>•Exercise</li> </ul>	<ul style="list-style-type: none"> <li>•Challenge</li> <li>•Support</li> <li>•Friendship</li> </ul>	<ul style="list-style-type: none"> <li>•Red hoodie with bunny like ears and black pants</li> <li>•Tortoise green onesie</li> </ul>	<ul style="list-style-type: none"> <li>•Gym equipment like treadmills and weights</li> <li>•Protein supplement</li> </ul>
33	Eng.M.TR	ROBLOX Rainbow Friends Funny Moments (CHAPTER 2) (MEMES) #4	<a href="https://www.youtube.com/watch?v=au3L5vbCdGM">https://www.youtube.com/watch?v=au3L5vbCdGM</a>	<ul style="list-style-type: none"> <li>•Social interaction</li> <li>•Humor</li> <li>•Creativity</li> <li>•Meme</li> </ul>	<ul style="list-style-type: none"> <li>•Conflict</li> <li>•Escape</li> <li>•Challenge</li> <li>•Survival</li> </ul>	<ul style="list-style-type: none"> <li>•Blacksuit</li> <li>•Sunglasses</li> <li>•White suit</li> <li>•Coconut avatar</li> <li>•Rainbow hair</li> </ul>	<ul style="list-style-type: none"> <li>•Laser weapon</li> <li>•Fire distinguisher</li> </ul>
34	Eng.CP.US	KAT ESCAPES BARRY'S PRISON RUN IN ROBLOX (OBBY)	<a href="https://www.youtube.com/watch?v=k_tjW8Xalq">https://www.youtube.com/watch?v=k_tjW8Xalq</a>	<ul style="list-style-type: none"> <li>•Persistence</li> <li>•Competitiveness</li> <li>•Strategy</li> <li>•Self-improvement</li> </ul>	<ul style="list-style-type: none"> <li>•Freedom</li> <li>•Escape</li> <li>•Challenge</li> <li>•Adventure</li> </ul>	<ul style="list-style-type: none"> <li>•Red hoodie</li> <li>•White hoodie</li> <li>•Red and black checkered pants</li> <li>•Bunny onesie</li> <li>•Metal mask</li> </ul>	<ul style="list-style-type: none"> <li>•Bat</li> <li>•Clock</li> <li>•Energy vending machine</li> <li>•Respawn button</li> <li>•Weapons</li> <li>•Metal mask</li> </ul>
35	Eng.D.US	Can We Beat 4 PLAYER TEAMWORK PUZZLES In Roblox!	<a href="https://www.youtube.com/watch?v=KcGauClubzG5k">https://www.youtube.com/watch?v=KcGauClubzG5k</a>	<ul style="list-style-type: none"> <li>•Communication</li> <li>•Problem-solving</li> <li>•Collaboration</li> <li>•Persistence</li> <li>•Inclusivity</li> <li>•Teamwork</li> </ul>	<ul style="list-style-type: none"> <li>•Competition</li> <li>•Challenge</li> <li>•Cooperation</li> <li>•Adaptability</li> <li>•Cooperation</li> </ul>	<ul style="list-style-type: none"> <li>•Red, black, yellow tops</li> <li>•White sneaker</li> <li>•Short</li> <li>•Trousers</li> <li>•Headset</li> <li>•Glasses</li> </ul>	<ul style="list-style-type: none"> <li>•Colored buttons</li> <li>•Short</li> <li>•Fans</li> <li>•Ladders</li> <li>•Pressure plates</li> </ul>
36	Eng.CP.US	I made Roblox games REGRET giving me admin	<a href="https://www.youtube.com/watch?v=NEMc111vYk">https://www.youtube.com/watch?v=NEMc111vYk</a>	<ul style="list-style-type: none"> <li>•Manipulation</li> <li>•Autonomy</li> <li>•Lack of respect</li> <li>•Disruption</li> <li>•Power and chaos</li> <li>•Entitlement</li> </ul>	<ul style="list-style-type: none"> <li>•Ethics in virtual environments</li> <li>•Power</li> <li>•Corruption</li> <li>•Influence</li> </ul>	<ul style="list-style-type: none"> <li>•Beige beanie</li> <li>•Black t-shirt</li> <li>•Cowboy hat</li> <li>•Jeans overalls but without shirt</li> </ul>	<ul style="list-style-type: none"> <li>•Bombs</li> <li>•Teleport device</li> <li>•Server control</li> </ul>
37	Eng.CP.US	Walking at 2,475,913 MPH in Roblox	<a href="https://www.youtube.com/watch?v=-ZbhLM9eDvs">https://www.youtube.com/watch?v=-ZbhLM9eDvs</a>	<ul style="list-style-type: none"> <li>•Strategic thinking</li> <li>•Competition</li> <li>•Efficiency</li> <li>•Purchasing upgrades</li> </ul>	<ul style="list-style-type: none"> <li>•Progression</li> <li>•Challenge</li> <li>•Conquest</li> </ul>	<ul style="list-style-type: none"> <li>•Black t-shirt</li> <li>•Grey hat</li> </ul>	<ul style="list-style-type: none"> <li>•Weapons</li> <li>•Nuke</li> <li>•Speed boosts</li> <li>•Pets</li> </ul>
38	Eng.CPA.LINK	Roblox SPEED DRAW!	<a href="https://www.youtube.com/watch?v=9Y2a9cfzKfE">https://www.youtube.com/watch?v=9Y2a9cfzKfE</a>	<ul style="list-style-type: none"> <li>•Fun</li> <li>•Competition</li> <li>•Voting</li> <li>•Skill improvement</li> </ul>	<ul style="list-style-type: none"> <li>•Collaboration</li> <li>•Competitive spirit</li> <li>•Creativity</li> </ul>	<ul style="list-style-type: none"> <li>•Bat wings</li> <li>•Red colored hair</li> <li>•Black clothes</li> </ul>	<ul style="list-style-type: none"> <li>•Voting system</li> <li>•Timer</li> <li>•Drawing tools</li> <li>•Customization</li> </ul>
39	Eng.CP.US	Using Robux To Buy a Lamborghini (Roblox)	<a href="https://www.youtube.com/watch?v=V7EvRrLUP8">https://www.youtube.com/watch?v=V7EvRrLUP8</a>	<ul style="list-style-type: none"> <li>•Creativity</li> <li>•Competitiveness</li> <li>•Risk-taking</li> <li>•Strategy</li> </ul>	<ul style="list-style-type: none"> <li>•Competition</li> <li>•Achievement</li> <li>•Progress</li> <li>•Gambling</li> </ul>	<ul style="list-style-type: none"> <li>•Black t-shirt</li> <li>•Grey hat</li> <li>•Black pants</li> </ul>	<ul style="list-style-type: none"> <li>•Cars</li> <li>•Upgrade screen</li> <li>•Robux (game currency)</li> <li>•Merging machine</li> <li>•Auto clickers</li> </ul>
40	Eng.CP.US	Roblox but Lava Rises Every Second	<a href="https://www.youtube.com/watch?v=TKnqMmCkKs">https://www.youtube.com/watch?v=TKnqMmCkKs</a>	<ul style="list-style-type: none"> <li>•Humor</li> <li>•Adaptability</li> <li>•Collaboration</li> <li>•Chaos</li> </ul>	<ul style="list-style-type: none"> <li>•Survival</li> <li>•Competition</li> <li>•Transformation</li> <li>•Entertainment</li> </ul>	<ul style="list-style-type: none"> <li>•Black beanie</li> <li>•White t-shirt</li> <li>•Necklaces</li> <li>•Toilet seat custom</li> <li>•Penguin and Baby Yoda skins</li> </ul>	<ul style="list-style-type: none"> <li>•Laser gun</li> <li>•Giant red laser</li> <li>•Teleport machines</li> </ul>

Eng_CP.US	SNUCK ROBLOX ADMIN INTO PRISON	<a href="https://www.youtube.com/watch?v=5aah1xcn8w">https://www.youtube.com/watch?v=5aah1xcn8w</a>	<ul style="list-style-type: none"> <li>Responsibility</li> <li>Integrity</li> <li>Chaos</li> <li>Manipulation</li> <li>Consequences</li> </ul>	<ul style="list-style-type: none"> <li>Ethics in virtual environment</li> <li>Control</li> <li>Rebellion</li> <li>Authority</li> </ul>	<ul style="list-style-type: none"> <li>White t-shirt</li> <li>Grey beanie</li> <li>Black pants</li> <li>Cowboy hat</li> <li>Police attire</li> </ul>	<ul style="list-style-type: none"> <li>Guns</li> <li>Bats</li> <li>Pepper spray</li> <li>Hammer</li> <li>Keycard</li> </ul>
Eng_CP.US	NEVER Play Roblox in VR...	<a href="https://www.youtube.com/watch?v=CrrrGA7dG5I">https://www.youtube.com/watch?v=CrrrGA7dG5I</a>	<ul style="list-style-type: none"> <li>Creativity</li> <li>Innovation</li> <li>Fun</li> <li>Entertainment</li> </ul>	<ul style="list-style-type: none"> <li>Connectivity</li> <li>Challenge</li> <li>Interactions</li> <li>Technology</li> </ul>	<ul style="list-style-type: none"> <li>Headset</li> <li>Black beanie</li> <li>Black shirt</li> <li>Red and black checkered shirt</li> </ul>	<ul style="list-style-type: none"> <li>VR set and controllers</li> <li>Launcher</li> <li>Ships</li> <li>Avatar customization</li> </ul>
Eng_CP.US	iShowSpeed Accidentally Buys \$225,000 Roblox Item...	<a href="https://www.youtube.com/watch?v=UkwyNChjyE">https://www.youtube.com/watch?v=UkwyNChjyE</a>	<ul style="list-style-type: none"> <li>Engagement</li> <li>Humor</li> <li>Audience participation</li> <li>Entertainment</li> </ul>	<ul style="list-style-type: none"> <li>Community interaction</li> <li>Impulse decisions</li> <li>Virtual economy</li> </ul>	<ul style="list-style-type: none"> <li>Shirtless</li> <li>Hand wrist bracelets</li> <li>Earrings</li> <li>Headset</li> </ul>	<ul style="list-style-type: none"> <li>Robux</li> <li>In-game chat</li> </ul>
Eng_CP.US	Breaking Thru 613,831,917 WALLS in Roblox	<a href="https://www.youtube.com/watch?v=5xqgNmzmZ0">https://www.youtube.com/watch?v=5xqgNmzmZ0</a>	<ul style="list-style-type: none"> <li>Innovation</li> <li>Strategy</li> <li>Communication</li> <li>Collaboration</li> </ul>	<ul style="list-style-type: none"> <li>Competition</li> <li>Improvement</li> <li>Progress</li> <li>Entertainment</li> </ul>	<ul style="list-style-type: none"> <li>Gray hat</li> <li>Dark blue shirt</li> </ul>	<ul style="list-style-type: none"> <li>Robux</li> <li>Powerups</li> <li>Auto clicker</li> <li>Funchingbags</li> </ul>
Eng_M.UNK	5 minutes of roblox memes that cure depression (pt.2)	<a href="https://www.youtube.com/watch?v=NxN2x9iGd0">https://www.youtube.com/watch?v=NxN2x9iGd0</a>	<ul style="list-style-type: none"> <li>Humor</li> <li>Engagement</li> <li>Entertainment</li> </ul>	<ul style="list-style-type: none"> <li>Escapism</li> <li>Community identity</li> <li>Absurdity</li> </ul>	<ul style="list-style-type: none"> <li>Tableware with faces on them</li> <li>White shirt</li> <li>Black pants</li> <li>Swimming attire</li> <li>Swords</li> <li>Prisoners attire</li> <li>Suit and tie</li> </ul>	<ul style="list-style-type: none"> <li>Headset</li> <li>Speakers</li> <li>Cars</li> </ul>
Eng_VS.UNK	SECRET UPDATE! BARRY FALL IN LOVE WITH GRANDMA? OBBY ROBLOX	<a href="https://www.youtube.com/watch?v=qD5YlCz4hg">https://www.youtube.com/watch?v=qD5YlCz4hg</a>	<ul style="list-style-type: none"> <li>Humor</li> <li>Creativity</li> <li>Engagement</li> </ul>	<ul style="list-style-type: none"> <li>Challenge</li> <li>Escape</li> <li>Love</li> <li>Comedy</li> </ul>	<ul style="list-style-type: none"> <li>Police attire (and also pink attire)</li> <li>Hair rollers</li> <li>Purple dress</li> <li>Frnk slippers</li> <li>Chief attire</li> </ul>	<ul style="list-style-type: none"> <li>Bat</li> <li>Cooking utensil</li> <li>Shooting guns</li> <li>Buttons</li> <li>Cats</li> </ul>
Eng_CP.US	ER Doctor REACTS to Ultra Realistic Roblox Games	<a href="https://www.youtube.com/watch?v=JG6YVlNw">https://www.youtube.com/watch?v=JG6YVlNw</a>	<ul style="list-style-type: none"> <li>Education</li> <li>Medical accuracy</li> <li>Practices</li> <li>Responsibility</li> </ul>	<ul style="list-style-type: none"> <li>Emergency response</li> <li>Identity</li> <li>Simulation vs. reality</li> </ul>	<ul style="list-style-type: none"> <li>Doctor lab coat</li> <li>Black shirt</li> <li>Headset</li> </ul>	<ul style="list-style-type: none"> <li>Green screen</li> <li>Laptop screen</li> <li>X-ray machine</li> <li>Props like saw and knives</li> </ul>
Eng_D.US	Exposing Fake Roblox Tiktok HACKERS...	<a href="https://www.youtube.com/watch?v=VGBdKt27ml">https://www.youtube.com/watch?v=VGBdKt27ml</a>	<ul style="list-style-type: none"> <li>Integrity</li> <li>Transparency</li> <li>Analysis</li> <li>Justice</li> <li>Skepticism</li> </ul>	<ul style="list-style-type: none"> <li>Community impact</li> <li>Misinformation</li> <li>Media literacy</li> </ul>	<ul style="list-style-type: none"> <li>Sunglasses</li> <li>Sportswear attire</li> <li>Hat with dollar signs on it</li> <li>Yellow suit</li> </ul>	<ul style="list-style-type: none"> <li>Laptop</li> </ul>
Eng_VS.US	ROBLOX Brookhaven RP - FUNNY MOMENTS: SPIDER-MAN Jailbreak   Roblox Jack	<a href="https://www.youtube.com/watch?v=Jb4mny3vJ2A">https://www.youtube.com/watch?v=Jb4mny3vJ2A</a>	<ul style="list-style-type: none"> <li>Integrity</li> <li>Safety</li> <li>Engagement</li> <li>Experience</li> </ul>	<ul style="list-style-type: none"> <li>Decision making</li> <li>Growth</li> </ul>	<ul style="list-style-type: none"> <li>Red hat and suit</li> </ul>	<ul style="list-style-type: none"> <li>Game passes</li> <li>Servers</li> <li>Robux</li> </ul>
Eng_D.UNK	The Fall of Roblox's Biggest Games	<a href="https://www.youtube.com/watch?v=XeVSCvd7G0">https://www.youtube.com/watch?v=XeVSCvd7G0</a>	<ul style="list-style-type: none"> <li>Law enforcement</li> <li>Innocence and guilt</li> <li>Justice</li> <li>Integrity</li> </ul>	<ul style="list-style-type: none"> <li>Redemption</li> <li>Identity</li> <li>Resilience</li> </ul>	<ul style="list-style-type: none"> <li>Police attire</li> <li>Spiderman custom</li> <li>Black shirt and trouser</li> <li>Doctor attire</li> <li>Face mask</li> </ul>	<ul style="list-style-type: none"> <li>Bats</li> <li>Cars</li> <li>Handcuffs</li> <li>Gun</li> <li>Communication devices</li> </ul>
Ar_VS.EG	Film   I Live a Difficult Life Because of My Intelligence	<a href="https://www.youtube.com/watch?v=7x_FuUHLUJ">https://www.youtube.com/watch?v=7x_FuUHLUJ</a>	<ul style="list-style-type: none"> <li>Education</li> <li>Family</li> <li>Support</li> <li>Balance</li> <li>Bullying</li> <li>Protection</li> </ul>	<ul style="list-style-type: none"> <li>Parental influence</li> <li>Bullying and conflict</li> <li>Generational trauma</li> </ul>	<ul style="list-style-type: none"> <li>School uniform</li> <li>Pajama</li> <li>Suit and tie</li> </ul>	<ul style="list-style-type: none"> <li>Avatars</li> <li>Robot</li> </ul>
Ar_VS.UNK	Roblox Movie   Mermaid Team vs. Green Fish Team Shark Escape Challenge	<a href="https://www.youtube.com/watch?v=5bVdhuypEM">https://www.youtube.com/watch?v=5bVdhuypEM</a>	<ul style="list-style-type: none"> <li>Family</li> <li>Honesty</li> <li>Forgiveness</li> <li>Persistence</li> <li>Competition</li> </ul>	<ul style="list-style-type: none"> <li>Problem-solving</li> <li>Adventure</li> <li>Growth and redemption</li> <li>Handling fear</li> </ul>	<ul style="list-style-type: none"> <li>Beach attire</li> <li>Customs mermaids</li> <li>mermans</li> <li>Green tops and bottoms</li> </ul>	<ul style="list-style-type: none"> <li>Robux</li> <li>Avatars</li> <li>Lock boxes</li> <li>Transportation</li> <li>Boats</li> </ul>
Ar_CP.ID	Bo Kresh Imprisoned Me Again   Roblox Prison Escape	<a href="https://www.youtube.com/watch?v=piD9TBL9slQ">https://www.youtube.com/watch?v=piD9TBL9slQ</a>	<ul style="list-style-type: none"> <li>Determination</li> <li>Entertainment</li> <li>Strategy</li> <li>Humor</li> <li>Self-improvement</li> </ul>	<ul style="list-style-type: none"> <li>Freedom</li> <li>Escape</li> <li>Challenge</li> <li>Achievement</li> </ul>	<ul style="list-style-type: none"> <li>Headscarf</li> <li>Red top (Minnie mouse)</li> <li>Black hoodie</li> </ul>	<ul style="list-style-type: none"> <li>Police attire</li> </ul>
Ar_CP.KSA	Roblox, But the Game Limits Your Jumps - ROBLOX	<a href="https://www.youtube.com/watch?v=2U1eXPOkQal">https://www.youtube.com/watch?v=2U1eXPOkQal</a>	<ul style="list-style-type: none"> <li>Innovation</li> <li>Persistence</li> <li>Strategic planning</li> <li>Engagement</li> <li>Efficiency</li> </ul>	<ul style="list-style-type: none"> <li>Challenge</li> <li>Adaptation</li> <li>Resilience</li> </ul>	<ul style="list-style-type: none"> <li>T-shirt</li> <li>Cap</li> </ul>	<ul style="list-style-type: none"> <li>Headset</li> <li>Camera</li> <li>FC</li> <li>Avatar:</li> <li>Obstacles</li> </ul>
Ar_VS.KSA	Roblox Family #309   We Went on a Trip Outside the House	<a href="https://www.youtube.com/watch?v=C1e5GidLz1s">https://www.youtube.com/watch?v=C1e5GidLz1s</a>	<ul style="list-style-type: none"> <li>Family unity</li> <li>Tolerance</li> <li>Forgiveness</li> <li>Communication</li> <li>Safety and protection</li> </ul>	<ul style="list-style-type: none"> <li>Sibling rivalry</li> <li>Parental responsibility</li> <li>Misunderstanding</li> <li>Miscommunication</li> </ul>	<ul style="list-style-type: none"> <li>Blond hair</li> <li>Shirt and trouser</li> <li>Beard</li> <li>Hello kitty shirt</li> <li>Red skin</li> </ul>	<ul style="list-style-type: none"> <li>Car</li> <li>Order box</li> </ul>
Ar_CP.KSA	I Opened a 5-Star Hotel for Followers in Bloxburg   Roblox Game	<a href="https://www.youtube.com/watch?v=jz8dUEebysg">https://www.youtube.com/watch?v=jz8dUEebysg</a>	<ul style="list-style-type: none"> <li>Hospitality</li> <li>Customer service</li> <li>Feedback</li> <li>Safety and security</li> <li>Excellent service</li> </ul>	<ul style="list-style-type: none"> <li>Innovation</li> <li>Entertainment</li> <li>Engagement</li> <li>Crisis management</li> </ul>	<ul style="list-style-type: none"> <li>Green hair</li> <li>Green t-shirt and shoes</li> <li>Black pants</li> </ul>	<ul style="list-style-type: none"> <li>Headset</li> <li>Camera</li> <li>FC</li> <li>Avatar:</li> <li>Hotel</li> </ul>
Ar_CP.KSA	Secret Party in a Hidden Place   But My Followers Surprised Me   Bloxburg   Roblox	<a href="https://www.youtube.com/watch?v=ECupdwUjvFOE">https://www.youtube.com/watch?v=ECupdwUjvFOE</a>	<ul style="list-style-type: none"> <li>Inclusivity</li> <li>Hospitality</li> <li>Entertainment</li> <li>Community</li> </ul>	<ul style="list-style-type: none"> <li>Celebration</li> <li>Friendship</li> <li>Social bonding</li> </ul>	<ul style="list-style-type: none"> <li>Creator (as avatar):</li> <li>White top</li> <li>Pink hoodie</li> <li>Jeans jacket</li> <li>Pink headsets</li> </ul>	<ul style="list-style-type: none"> <li>Car</li> <li>Cashier box</li> <li>Party center</li> <li>Lights</li> </ul>
Ar_D.KSA	I Tried Maps Stolen from Famous Maps in Roblox (They Copied Them Exactly!)   Roblox	<a href="https://www.youtube.com/watch?v=C2dV8qE3SLU">https://www.youtube.com/watch?v=C2dV8qE3SLU</a>	<ul style="list-style-type: none"> <li>Authenticity</li> <li>Quality</li> <li>Community interaction</li> <li>Language inclusion</li> <li>Improvement</li> </ul>	<ul style="list-style-type: none"> <li>Innovation</li> <li>Imitation</li> <li>Community</li> <li>Connectivity</li> </ul>	<ul style="list-style-type: none"> <li>Black gloves</li> <li>Red shirt</li> <li>Black pants</li> </ul>	<ul style="list-style-type: none"> <li>Avatar customization tool</li> <li>Robux</li> <li>Powerups</li> </ul>
Ar_CP.ID	I Escaped from Prison: Abu Kresh and His Wife   Roblox	<a href="https://www.youtube.com/watch?v=UJL2H4CQjpsA">https://www.youtube.com/watch?v=UJL2H4CQjpsA</a>	<ul style="list-style-type: none"> <li>Playfulness</li> <li>Strategic thinking</li> <li>Problem-solving</li> <li>Determination</li> <li>Resourcefulness</li> </ul>	<ul style="list-style-type: none"> <li>Freedom</li> <li>Escape</li> <li>Creativity</li> <li>Competition</li> </ul>	<ul style="list-style-type: none"> <li>Headscarf</li> <li>White top with doodles on it</li> </ul>	<ul style="list-style-type: none"> <li>Police attire</li> <li>Red hat</li> <li>Sweat pants and shirt</li> </ul>
Ar_D.UNK	We Watched People in Bloxburg * But We Saw Disasters   Bloxburg   Roblox	<a href="https://www.youtube.com/watch?v=qJwCEBAllUML">https://www.youtube.com/watch?v=qJwCEBAllUML</a>	<ul style="list-style-type: none"> <li>Privacy</li> <li>Justice</li> <li>Intervention</li> <li>Impersonation</li> <li>Entitlement</li> </ul>	<ul style="list-style-type: none"> <li>Power abuse</li> <li>Ethics in virtual spaces</li> <li>Responsibility</li> </ul>	<ul style="list-style-type: none"> <li>White hair</li> <li>Hats</li> <li>Legg stockings</li> <li>Chains</li> <li>Shirtless</li> <li>Wedding dress</li> <li>Suit and tie</li> </ul>	<ul style="list-style-type: none"> <li>Binocular</li> <li>Glasses (invisibility)</li> <li>Interactive items</li> <li>Character customization</li> </ul>

61	Ar.VS.KSA	My Stepmother Turned Out to Be Our Teacher #310 Roblox Family	<a href="https://www.youtube.com/watch?v=yQ_v98tGauU">https://www.youtube.com/watch?v=yQ_v98tGauU</a>	<ul style="list-style-type: none"> <li>Education</li> <li>Friendship</li> <li>Family bond</li> <li>Communication</li> <li>Loyalty</li> </ul>	<ul style="list-style-type: none"> <li>Change and transition</li> <li>Conflict</li> <li>Resolution</li> <li>Resilience</li> <li>Blended family</li> </ul>	<ul style="list-style-type: none"> <li>School uniform</li> <li>Dress</li> <li>Short spiky hair</li> <li>Blonde</li> </ul>
62	Ar.D.EG	Roblox   Ice Skating Challenge in Roblox	<a href="https://www.youtube.com/watch?v=6vC_VkU4DgE">https://www.youtube.com/watch?v=6vC_VkU4DgE</a>	<ul style="list-style-type: none"> <li>Perseverance</li> <li>Community</li> <li>Engagement</li> <li>Humor</li> </ul>	<ul style="list-style-type: none"> <li>Trial and error</li> <li>Gaming culture</li> <li>Entertainment</li> </ul>	<ul style="list-style-type: none"> <li>Blonde hair</li> <li>Shirt</li> <li>Jeans</li> <li>Blue eyes</li> </ul> <ul style="list-style-type: none"> <li>Customization</li> <li>Checkpoints</li> </ul>
63	Ar.D.UNK	We Played the Fashion Map (Dress to Impress) 🥰👗👗 for the Second Time. Do You Think We Won First Place This Time? 🏆👗👗   Roblox	<a href="https://www.youtube.com/watch?v=6k0_uCjE3DQ">https://www.youtube.com/watch?v=6k0_uCjE3DQ</a>	<ul style="list-style-type: none"> <li>Creativity</li> <li>Persistence</li> <li>Humor</li> <li>Engagement</li> <li>Self-expression</li> </ul>	<ul style="list-style-type: none"> <li>Cultural appreciation</li> <li>Self-expression</li> <li>Fashion and design</li> <li>Competition</li> </ul>	<ul style="list-style-type: none"> <li>Underwear</li> <li>White hair</li> <li>Hats</li> <li>T-shirts</li> <li>Headscarf</li> <li>Beach attire</li> </ul> <ul style="list-style-type: none"> <li>Customization</li> <li>Voting system</li> </ul>
64	Ar.D.DZ	Roblox   I Became a Poor Maid in Bloxburg 🥲 / Embarrassing Things Happened During Ramadan 🌙🏠   Roblox	<a href="https://www.youtube.com/watch?v=Ak6B65FyA">https://www.youtube.com/watch?v=Ak6B65FyA</a>	<ul style="list-style-type: none"> <li>Kindness</li> <li>Awareness</li> <li>Respect</li> <li>Role-playing</li> <li>Appearance affect treatment</li> </ul>	<ul style="list-style-type: none"> <li>Social awareness</li> <li>Kindness</li> <li>Online predators</li> <li>Superficiality</li> </ul>	<ul style="list-style-type: none"> <li>High socks</li> <li>Black mini skirt</li> <li>Short jeans</li> <li>Headset</li> </ul> <ul style="list-style-type: none"> <li>Robux</li> <li>Customization tool</li> <li>Chat system</li> </ul>
65	Ar.CP.KSA	Escaping from Tom and Jerry Prison in Roblox! 🏃🏻👉🏻👈🏻👉🏻👈🏻	<a href="https://www.youtube.com/watch?v=J33BU2hau1w">https://www.youtube.com/watch?v=J33BU2hau1w</a>	<ul style="list-style-type: none"> <li>Courage</li> <li>Teamwork</li> <li>Creativity</li> <li>Problem-solving</li> <li>Engagement</li> </ul>	<ul style="list-style-type: none"> <li>Support</li> <li>Escape and freedom</li> <li>Adventure</li> <li>Challenge</li> <li>Entertainment</li> </ul>	<ul style="list-style-type: none"> <li>Jail suit</li> </ul> <ul style="list-style-type: none"> <li>Creator: <ul style="list-style-type: none"> <li>Pc</li> <li>Microphone</li> </ul> </li> <li>Avatar: <ul style="list-style-type: none"> <li>Headset</li> <li>Keys</li> <li>Lasers</li> <li>Jail packs</li> </ul> </li> </ul>
66	Ar.CP.KSA	When an Old Man Plays Roblox 🏠   Roblox	<a href="https://www.youtube.com/watch?v=GM7ZCFMnUEg">https://www.youtube.com/watch?v=GM7ZCFMnUEg</a>	<ul style="list-style-type: none"> <li>Exploration</li> <li>Discovery</li> <li>Open-mindedness</li> <li>Adaptability</li> <li>Humor</li> </ul>	<ul style="list-style-type: none"> <li>Exploration</li> <li>Discovery</li> <li>Entertainment</li> <li>Challenge</li> <li>Interaction</li> </ul>	<ul style="list-style-type: none"> <li>Headset</li> <li>Dark green t-shirt</li> <li>Boxing suit</li> <li>Ifram clothes</li> <li>Blisht and headscarf</li> </ul> <ul style="list-style-type: none"> <li>Creator: <ul style="list-style-type: none"> <li>Pc</li> <li>Microphone</li> </ul> </li> <li>Avatar: <ul style="list-style-type: none"> <li>Headset</li> <li>Customization</li> <li>Power-ups</li> </ul> </li> </ul>
67	Ar.CP.KSA	Roblox, But I Can Transform into Goku (Anime World)!! 🏠🏠 - Roblox Anime	<a href="https://www.youtube.com/watch?v=DcBq_Va9D">https://www.youtube.com/watch?v=DcBq_Va9D</a>	<ul style="list-style-type: none"> <li>Teamwork</li> <li>Humor</li> <li>Friendship</li> <li>Exploration</li> <li>Competitiveness</li> </ul>	<ul style="list-style-type: none"> <li>Exploration</li> <li>Adventure</li> <li>Conflict</li> <li>Resolution</li> <li>Accomplishment</li> </ul>	<ul style="list-style-type: none"> <li>Headset</li> <li>white t-shirt</li> <li>red vest</li> <li>jeans</li> </ul> <ul style="list-style-type: none"> <li>Creator: <ul style="list-style-type: none"> <li>Pc</li> <li>Microphone</li> </ul> </li> <li>Avatar: <ul style="list-style-type: none"> <li>Customization</li> <li>Power-ups</li> <li>Check point</li> </ul> </li> </ul>
68	Ar.CP.KSA	Roblox, a Game Not Suitable for Children 🏠🏠	<a href="https://www.youtube.com/watch?v=yQ_e1t8DUEU">https://www.youtube.com/watch?v=yQ_e1t8DUEU</a>	<ul style="list-style-type: none"> <li>Parental responsibility</li> <li>Children safety</li> <li>Awareness</li> <li>Education</li> <li>Addiction</li> </ul>	<ul style="list-style-type: none"> <li>Use of technology</li> <li>Children protection</li> <li>Inappropriate content</li> <li>Parental monitor</li> <li>Time management</li> <li>Addiction</li> </ul>	<ul style="list-style-type: none"> <li>Headset</li> <li>Black shirt (Red Bull logo)</li> <li>Knightsuit</li> <li>Red head</li> <li>Short and t-shirt</li> <li>Black shirt with (all my friends are toxic)</li> <li>Sunglasses</li> <li>Chain</li> </ul> <ul style="list-style-type: none"> <li>Creator: <ul style="list-style-type: none"> <li>Pc</li> <li>Microphone</li> </ul> </li> <li>Avatar: <ul style="list-style-type: none"> <li>Headset</li> <li>Customization</li> <li>Robux</li> <li>Chat system</li> </ul> </li> </ul>
69	Ar.D.KSA	Be Careful Not to Add These People on Roblox, or Your Account Will Be Banned 🏠🏠   Roblox	<a href="https://www.youtube.com/watch?v=8v0eswv2D6Q">https://www.youtube.com/watch?v=8v0eswv2D6Q</a>	<ul style="list-style-type: none"> <li>Safety</li> <li>Honesty</li> <li>Community awareness</li> <li>Trustworthiness</li> </ul>	<ul style="list-style-type: none"> <li>Deception</li> <li>Scamming</li> <li>Protection</li> <li>Rumors</li> </ul>	<ul style="list-style-type: none"> <li>Gloves</li> <li>Black tank top</li> <li>Trouser</li> <li>Gloves</li> </ul> <ul style="list-style-type: none"> <li>Storage boxes</li> <li>Robux</li> <li>Skins</li> </ul>
70	Ar.D.EG	The Biggest Heists in Roblox History 🏠🏠   Roblox	<a href="https://www.youtube.com/watch?v=qY0z0t4y4E">https://www.youtube.com/watch?v=qY0z0t4y4E</a>	<ul style="list-style-type: none"> <li>Awareness</li> <li>Community</li> <li>Integrity</li> <li>Education</li> <li>Security</li> </ul>	<ul style="list-style-type: none"> <li>Research and verification</li> <li>Report scamming</li> <li>Fraud</li> <li>Prevention</li> </ul>	<ul style="list-style-type: none"> <li>White shirt</li> <li>Checked top</li> <li>Hat</li> <li>Long black hair</li> <li>Blouse</li> <li>Pants</li> <li>Yellow suit and tie</li> <li>Beanie</li> </ul> <ul style="list-style-type: none"> <li>Customization</li> <li>Chat system</li> <li>Age</li> <li>Gun</li> <li>Transportation</li> <li>Wheelchair</li> </ul>
71	Ar.D.DZ	I Pretended to Be a Cat 🐱 and Watched People in Bloxburg 🏠   Roblox	<a href="https://www.youtube.com/watch?v=3AA0Dqg3A72ac">https://www.youtube.com/watch?v=3AA0Dqg3A72ac</a>	<ul style="list-style-type: none"> <li>Privacy</li> <li>Awareness</li> <li>Respect</li> <li>Safety</li> <li>Entertainment</li> </ul>	<ul style="list-style-type: none"> <li>Content creation</li> <li>Role-playing</li> <li>Inappropriate behavior</li> <li>Humor</li> <li>Curiosity</li> </ul>	<ul style="list-style-type: none"> <li>Fully black cat like avatar</li> <li>Short</li> <li>Blonde hair</li> <li>Bathingsuits</li> </ul> <ul style="list-style-type: none"> <li>Customization</li> <li>Chat system</li> <li>Age</li> <li>Gun</li> <li>Transportation</li> <li>Wheelchair</li> </ul>
72	Ar.CP.KSA	Problems and Events Happened Above the Gas Station 🏠🏠🏠   Bloxburg   Roblox	<a href="https://www.youtube.com/watch?v=Eu7_3g9v0r0">https://www.youtube.com/watch?v=Eu7_3g9v0r0</a>	<ul style="list-style-type: none"> <li>Teamwork</li> <li>Responsibility</li> <li>Crisis management</li> </ul>	<ul style="list-style-type: none"> <li>Adventure</li> <li>Exploration</li> <li>Humor</li> <li>Negligence consequences</li> <li>Friendship</li> </ul>	<ul style="list-style-type: none"> <li>Cat headset</li> <li>White blouse</li> <li>Blonde hair</li> <li>Shorts</li> </ul> <ul style="list-style-type: none"> <li>Customization</li> <li>Chat system</li> <li>Tv set</li> <li>Vending machine</li> <li>Cooking utensils</li> </ul>
73	Ar.VS.EG	Roblox Movie   The Exciting Story of the Maid Who Saved a Famous Artist	<a href="https://www.youtube.com/watch?v=3d1Btu_yAAVg">https://www.youtube.com/watch?v=3d1Btu_yAAVg</a>	<ul style="list-style-type: none"> <li>Bravery</li> <li>Gratitude</li> <li>Trust and betrayal</li> <li>Loyalty</li> <li>Strategy</li> </ul>	<ul style="list-style-type: none"> <li>Redemption</li> <li>Good and evil</li> <li>Justice</li> <li>Challenges</li> <li>Resilience</li> </ul>	<ul style="list-style-type: none"> <li>Blonde hair</li> <li>Tracksuit</li> <li>Police attire</li> </ul> <ul style="list-style-type: none"> <li>Camera and tripod</li> <li>Airplane</li> <li>Cars</li> </ul>
74	Ar.VS.UNK	Roblox Movies (My Sister Secretly Left the House and Went to Live with My Stepmother Part 2) Roblox Movie	<a href="https://www.youtube.com/watch?v=qv032999agE">https://www.youtube.com/watch?v=qv032999agE</a>	<ul style="list-style-type: none"> <li>Family</li> <li>Education</li> <li>Responsibility</li> <li>Honesty</li> <li>Communication</li> <li>Reward and punishment</li> </ul>	<ul style="list-style-type: none"> <li>Parental authority</li> <li>Personal improvement</li> <li>Sibling rivalry</li> <li>Miscommunication</li> <li>Reconciliation</li> </ul>	<ul style="list-style-type: none"> <li>Jeans</li> <li>Handbag</li> <li>Suit and tie</li> <li>Police attire</li> </ul> <ul style="list-style-type: none"> <li>Tablet</li> <li>Kitchen utensils</li> <li>Mobile</li> </ul>
75	Ar.CP.KSA	World's Strongest Tongue Challenge - ROBLOX	<a href="https://www.youtube.com/watch?v=8v0eswv2D6Q">https://www.youtube.com/watch?v=8v0eswv2D6Q</a>	<ul style="list-style-type: none"> <li>Perseverance</li> <li>Engagement</li> <li>Curiosity</li> <li>Determination</li> </ul>	<ul style="list-style-type: none"> <li>Competition</li> <li>Exploration</li> <li>Trial and error</li> <li>Continuous improvement</li> </ul>	<ul style="list-style-type: none"> <li>Hat</li> <li>Headset</li> <li>Blue t-shirt</li> <li>Hat</li> <li>Red t-shirt</li> <li>Pants</li> </ul> <ul style="list-style-type: none"> <li>Camera</li> <li>Avatar: <ul style="list-style-type: none"> <li>Pc</li> <li>Microphone</li> </ul> </li> <li>Game passes</li> </ul>
76	Ar.D.KSA	I Became a Fugitive and Joined a Meeting of Fugitives 🏠🏠   I Was Shocked by What Happened... Roblox	<a href="https://www.youtube.com/watch?v=7b1GCBu3u4">https://www.youtube.com/watch?v=7b1GCBu3u4</a>	<ul style="list-style-type: none"> <li>Loyalty</li> <li>Determination</li> <li>Courage</li> <li>Disguise</li> <li>Teamwork</li> </ul>	<ul style="list-style-type: none"> <li>Strategy</li> <li>Risk-taking</li> <li>Good vs. evil</li> <li>Friendship</li> <li>Adventure</li> </ul>	<ul style="list-style-type: none"> <li>Hat with bunny ears</li> <li>Short</li> <li>Shirt</li> <li>Red skin</li> </ul> <ul style="list-style-type: none"> <li>Robux</li> <li>Customization</li> <li>Chat system</li> </ul>
77	Ar.D.KSA	The Nervous Table Roblox Game! 🏠🏠	<a href="https://www.youtube.com/watch?v=ZzUvY7b3J5EM">https://www.youtube.com/watch?v=ZzUvY7b3J5EM</a>	<ul style="list-style-type: none"> <li>Competition</li> <li>Perseverance</li> <li>Innovation</li> <li>Engagement</li> <li>Entertainment</li> </ul>	<ul style="list-style-type: none"> <li>Battle</li> <li>Conflict</li> <li>Friendship</li> <li>Fun</li> <li>Resourcefulness</li> </ul>	<ul style="list-style-type: none"> <li>Shirt</li> <li>Jeans</li> </ul> <ul style="list-style-type: none"> <li>Gun</li> <li>Power-ups</li> </ul>
78	Ar.CP.KSA	New Superhero House Update and the Secret Vault Location 🏠🏠 in Bloxburg 🏠   Roblox Game 🏠🏠	<a href="https://www.youtube.com/watch?v=wFwdsqV48LU">https://www.youtube.com/watch?v=wFwdsqV48LU</a>	<ul style="list-style-type: none"> <li>Exploration</li> <li>Curiosity</li> <li>Speculation</li> <li>Interaction</li> </ul>	<ul style="list-style-type: none"> <li>Mystery</li> <li>Discovery</li> <li>Superhero</li> <li>Community engagement</li> </ul>	<ul style="list-style-type: none"> <li>Green hair</li> <li>Green shirt</li> <li>Black shorts</li> </ul> <ul style="list-style-type: none"> <li>Camera</li> <li>Avatar: <ul style="list-style-type: none"> <li>Pc</li> <li>Microphone</li> </ul> </li> <li>Headset</li> <li>Holographic screens</li> <li>Secret rooms</li> </ul>
79	Ar.D.KSA	Horror Stories Happened to Followers While Playing Roblox 🏠🏠	<a href="https://www.youtube.com/watch?v=8v0eswv2D6Q">https://www.youtube.com/watch?v=8v0eswv2D6Q</a>	<ul style="list-style-type: none"> <li>Community</li> <li>Safety</li> <li>Respect</li> <li>Engagement</li> <li>Humor</li> </ul>	<ul style="list-style-type: none"> <li>Story sharing</li> <li>Tips</li> <li>Engagement</li> <li>Community interaction</li> </ul>	<ul style="list-style-type: none"> <li>Hidden buttons</li> <li>Holographic screens</li> <li>Elevators</li> </ul> <ul style="list-style-type: none"> <li>Interactive buttons</li> <li>Garage door</li> <li>Holographic screens</li> <li>Robux</li> <li>Customization</li> </ul>
80	Ar.D.OA	I Watched Arabs in Bloxburg 🏠🏠 // Shocked 🏠🏠 // Did It Really Happen 🏠🏠 // Roblox translated	<a href="https://www.youtube.com/watch?v=Jwq339tLvw">https://www.youtube.com/watch?v=Jwq339tLvw</a>	<ul style="list-style-type: none"> <li>Curiosity</li> <li>Collaboration</li> <li>Sharing experience</li> <li>Entertainment</li> </ul>	<ul style="list-style-type: none"> <li>Discovery</li> <li>Mystery</li> <li>Superhero</li> <li>Interaction</li> <li>Fun</li> </ul>	<ul style="list-style-type: none"> <li>Crop top</li> <li>Short</li> <li>Purple hair</li> <li>Red eyes</li> </ul> <ul style="list-style-type: none"> <li>Robux</li> <li>Customization</li> </ul>

81	Ar.CP.KSA	Who Is the Strongest Superhero in Roblox? (With Power Guys) - Super Hero	<a href="https://www.youtube.com/watch?v=Vd1X08a-Etc">https://www.youtube.com/watch?v=Vd1X08a-Etc</a>	<ul style="list-style-type: none"> <li>Teamwork</li> <li>Competition</li> <li>Determination</li> <li>Creativity</li> <li>Strategy</li> </ul>	<ul style="list-style-type: none"> <li>Money management</li> <li>Growth</li> <li>Engagement</li> <li>Community interaction</li> </ul>	<ul style="list-style-type: none"> <li>Spiderman top</li> <li>Headset</li> <li>Superman clothes and cape</li> <li>Batman top</li> </ul>	<ul style="list-style-type: none"> <li>Red vest</li> <li>Superman top</li> <li>Batman top</li> <li>Black pants</li> </ul>	<ul style="list-style-type: none"> <li>Creator: - Pc</li> <li>- Mic</li> <li>- Camera</li> <li>Avatar: - Power-ups</li> <li>- Customization</li> <li>- Motorycle</li> <li>- Weapons</li> </ul>
82	Ar.CP.ID	If You Don't Succeed, You Die - #roblox	<a href="https://www.youtube.com/watch?v=0ILpdslgEY">https://www.youtube.com/watch?v=0ILpdslgEY</a>	<ul style="list-style-type: none"> <li>Honesty</li> <li>Perseverance</li> <li>Education</li> <li>Consequences</li> <li>Creativity</li> </ul>	<ul style="list-style-type: none"> <li>Parent and children relationship</li> <li>Academic pressure</li> <li>Moral lessons</li> <li>Cheating</li> </ul>	Suit and tie	<ul style="list-style-type: none"> <li>Hoodie</li> <li>Jeans</li> <li>Suit and tie</li> <li>Police attire</li> </ul>	<ul style="list-style-type: none"> <li>Creator: - Pc</li> <li>- Headset</li> <li>- Camera</li> <li>- Screenshot</li> <li>- Pc</li> <li>- Shredder</li> <li>- Bat</li> </ul>
83	Ar.VS.UNK	Roblox Movies (My Evil Stepmother Tricked Me and My Sister and Got My Mom Imprisoned Part 3) Roblox Movie	<a href="https://www.youtube.com/watch?v=U6C0u4b0w0M4">https://www.youtube.com/watch?v=U6C0u4b0w0M4</a>	<ul style="list-style-type: none"> <li>Friendship</li> <li>Teamwork</li> <li>Courage</li> <li>Engagement</li> <li>Humor</li> </ul>	<ul style="list-style-type: none"> <li>Horror</li> <li>Adventure</li> <li>Exploration</li> <li>Collaboration</li> <li>Entertainment</li> </ul>	<ul style="list-style-type: none"> <li>Hoodie</li> <li>Jeans</li> <li>Suit and tie</li> <li>Police attire</li> </ul>	<ul style="list-style-type: none"> <li>- Tv</li> <li>- Pc</li> <li>- Mobile</li> </ul>	
84	Ar.CP.ID	I Failed the Math Exam #roblox	<a href="https://www.youtube.com/watch?v=z0UECq4p3p4">https://www.youtube.com/watch?v=z0UECq4p3p4</a>	<ul style="list-style-type: none"> <li>Responsibility</li> <li>Honesty</li> <li>Perseverance</li> <li>Forging document</li> </ul>	<ul style="list-style-type: none"> <li>Fear of failure</li> <li>Parental expectations</li> <li>Conflict and resolution</li> <li>Growth and learning</li> </ul>	<ul style="list-style-type: none"> <li>Suit and tie</li> <li>White hair</li> </ul>	<ul style="list-style-type: none"> <li>Creator: - Pc</li> <li>- Headset</li> <li>- Mic</li> <li>- Pc</li> <li>- Camera</li> <li>Avatar: - Screenshot</li> <li>- Pc</li> <li>- Shredder</li> </ul>	
85	Ar.VS.EG	Film   My Dad Hates Girls, But I Defended Him and Saved Him	<a href="https://www.youtube.com/watch?v=TBu3u8d8tpea">https://www.youtube.com/watch?v=TBu3u8d8tpea</a>	<ul style="list-style-type: none"> <li>Perseverance</li> <li>Kindness</li> <li>Education</li> <li>Family</li> <li>Forgiveness</li> <li>Hard work</li> <li>Equality</li> </ul>	<ul style="list-style-type: none"> <li>Parental approval</li> <li>Female empowerment</li> <li>Social mobility</li> </ul>	<ul style="list-style-type: none"> <li>Blouse</li> <li>Jeans</li> <li>Maid attire</li> <li>Suit and tie</li> <li>Blonde hair</li> <li>Graduation gowns</li> </ul>	<ul style="list-style-type: none"> <li>Creator: - Car</li> <li>- Kitchen utensils</li> <li>- Mobile</li> </ul>	
86	Ar.CP.KSA	Roblox   I Pranked People in the Snapchat Map	<a href="https://www.youtube.com/watch?v=2F5Bng08eW">https://www.youtube.com/watch?v=2F5Bng08eW</a>	<ul style="list-style-type: none"> <li>Engagement</li> <li>Pranking</li> <li>Entertainment</li> <li>Self-promotion</li> <li>Friendship</li> <li>Perseverance</li> <li>Humor</li> <li>Problem-solving</li> <li>Collaboration</li> <li>Resilience</li> </ul>	<ul style="list-style-type: none"> <li>Digital interaction</li> <li>Fan engagement</li> <li>Self-promotion</li> <li>Practical jokes</li> </ul>	<ul style="list-style-type: none"> <li>Monster skin</li> <li>Yellow hoodie</li> </ul>	<ul style="list-style-type: none"> <li>Creator: - Mic</li> <li>- Camera</li> <li>- Pc</li> <li>- Headset</li> <li>Avatar: - Mobile</li> <li>- Snapchat</li> <li>- Car</li> </ul>	
87	Ar.D.DE	The Fastest Race Car in the World Is Worth Getting! Roblox: Dusty Trip	<a href="https://www.youtube.com/watch?v=C0a83d1L2F4">https://www.youtube.com/watch?v=C0a83d1L2F4</a>	<ul style="list-style-type: none"> <li>Perseverance</li> <li>Humor</li> <li>Problem-solving</li> <li>Collaboration</li> <li>Resilience</li> </ul>	<ul style="list-style-type: none"> <li>Teamwork</li> <li>Overcoming obstacles</li> <li>Fun</li> <li>Innovation</li> </ul>	<ul style="list-style-type: none"> <li>Colored hair</li> <li>Shirt</li> <li>Ripped jeans</li> </ul>	<ul style="list-style-type: none"> <li>Creator: - Racing car</li> <li>- Tow truck</li> <li>- Spray paint</li> <li>- Snapchat</li> </ul>	
88	Ar.CP.ID	If You Don't Study, You Die - The Crazy Teacher #roblox	<a href="https://www.youtube.com/watch?v=qah3d3u0NE">https://www.youtube.com/watch?v=qah3d3u0NE</a>	<ul style="list-style-type: none"> <li>Perseverance</li> <li>Resourcefulness</li> <li>Problem-solving</li> <li>Responsibility</li> <li>Self-reliance</li> </ul>	<ul style="list-style-type: none"> <li>Education</li> <li>Consequences</li> <li>Responsibility</li> <li>Education</li> <li>Overcoming adversity</li> </ul>	<ul style="list-style-type: none"> <li>Headscarf</li> <li>Blouse with Minnie mouse</li> </ul>	<ul style="list-style-type: none"> <li>Suit and tie</li> </ul>	<ul style="list-style-type: none"> <li>Creator: - Headset</li> <li>- Mic</li> <li>- Camera</li> <li>- Pc</li> <li>Avatar: - Flashlight</li> <li>- Generator</li> </ul>
89	Ar.VS.EG	Roblox Series: Sultan's Diaries (Spoiling the Richest Girl in the City)	<a href="https://www.youtube.com/watch?v=zGa2_nE1vE">https://www.youtube.com/watch?v=zGa2_nE1vE</a>	<ul style="list-style-type: none"> <li>Creativity</li> <li>Independence</li> <li>Self-reliance</li> </ul>	<ul style="list-style-type: none"> <li>Innovation</li> <li>Entrepreneurial spirit</li> <li>Trust</li> <li>Decision and consequence</li> <li>Advice and independence</li> </ul>	<ul style="list-style-type: none"> <li>Short jeans</li> <li>T-shirt</li> <li>School uniform</li> <li>Ripped jeans</li> </ul>	<ul style="list-style-type: none"> <li>Creator: - Pc</li> <li>- Headset</li> <li>- Mic</li> <li>- Camera</li> <li>- Pc</li> <li>Avatar: - Flashlight</li> <li>- Generator</li> </ul>	
90	Ar.CP.KSA	Series to 30 Million Klaus # (No Bragging) #15   Roblox Blox Fruit	<a href="https://www.youtube.com/watch?v=EuC6sNUEEa">https://www.youtube.com/watch?v=EuC6sNUEEa</a>	<ul style="list-style-type: none"> <li>Competitiveness</li> <li>Interaction</li> <li>Persistence</li> </ul>	<ul style="list-style-type: none"> <li>Triumph</li> <li>Community engagement</li> <li>Self-promotion</li> </ul>	<ul style="list-style-type: none"> <li>Cowboy hat</li> <li>Fish tale</li> </ul>	<ul style="list-style-type: none"> <li>Creator: - Pc</li> <li>- Headset</li> <li>- Mic</li> <li>- Camera</li> <li>Avatar: - Power-ups</li> <li>- Weapons</li> <li>- Chat system</li> </ul>	
91	Ar.VS.EG	Roblox Series: Sultan's Diaries (Sultan's Engagement to His Classmate   Jessie Will Break Down)	<a href="https://www.youtube.com/watch?v=4UvZ7m0ca04">https://www.youtube.com/watch?v=4UvZ7m0ca04</a>	<ul style="list-style-type: none"> <li>Determination</li> <li>Friendship</li> <li>Tutoring</li> <li>Expressing feelings</li> <li>Love and relationships</li> </ul>	<ul style="list-style-type: none"> <li>Struggle</li> <li>Romance</li> <li>Jealousy</li> <li>Support system</li> </ul>	<ul style="list-style-type: none"> <li>Blonde hair</li> <li>Top and pants</li> <li>Pajama</li> <li>Crop top and short</li> </ul>	<ul style="list-style-type: none"> <li>Bicycle</li> <li>Headset</li> </ul>	
92	Ar.D.KSA	I Surprised My Brother for His Birthday   I Gifted Him Over 1K Robux	<a href="https://www.youtube.com/watch?v=458z5v0d14">https://www.youtube.com/watch?v=458z5v0d14</a>	<ul style="list-style-type: none"> <li>Generosity</li> <li>Family</li> <li>Love</li> <li>Gratitude</li> <li>Celebrating</li> </ul>	<ul style="list-style-type: none"> <li>Joy and excitement</li> <li>Family bond</li> <li>Surprise</li> <li>Gift-giving</li> </ul>	<ul style="list-style-type: none"> <li>Blue hat</li> <li>Top and mini skirt</li> <li>White hair</li> <li>Black blouse</li> <li>Sunglasses</li> <li>Blue shirt and pants</li> </ul>	<ul style="list-style-type: none"> <li>Customization</li> <li>Robux</li> <li>Headset</li> </ul>	
93	Ar.D.UNK	Louay Plays Falling into the Mysterious Pit % or !! ROBLOX	<a href="https://www.youtube.com/watch?v=ZCQ3vE3aB8Q">https://www.youtube.com/watch?v=ZCQ3vE3aB8Q</a>	<ul style="list-style-type: none"> <li>Perseverance</li> <li>Engagement</li> <li>Confidence</li> <li>Improvement</li> </ul>	<ul style="list-style-type: none"> <li>Challenge</li> <li>Adventure</li> <li>Exploration</li> <li>Victory</li> <li>Fun</li> </ul>	<ul style="list-style-type: none"> <li>Blonde hair</li> <li>Yellow hoodie (with Saudi Roblox) written on it</li> </ul>	<ul style="list-style-type: none"> <li>Phones</li> <li>Swords</li> <li>Lasers</li> <li>Cars</li> </ul>	
94	Ar.D.UNK	I Watched Lana in Bloxburg + S and Pranked Her   Bloxburg   Roblox	<a href="https://www.youtube.com/watch?v=EUd0eE1H3OU">https://www.youtube.com/watch?v=EUd0eE1H3OU</a>	<ul style="list-style-type: none"> <li>Family</li> <li>Humor</li> <li>Creativity</li> <li>Forgiveness</li> </ul>	<ul style="list-style-type: none"> <li>Sibling rivalry</li> <li>Playfulness</li> <li>Surprise and reaction</li> <li>Roleplay dynamics</li> </ul>	<ul style="list-style-type: none"> <li>White hair</li> <li>Red hat</li> <li>Top with hearts</li> <li>Red jacket</li> <li>Red hair</li> <li>Black attire</li> <li>Police attire</li> <li>Wedding dresses</li> </ul>	<ul style="list-style-type: none"> <li>Customization</li> <li>Chat system</li> <li>Cars</li> <li>Gun</li> <li>Sword</li> </ul>	
95	Ar.VS.KSA	Roblox Family #220   Louay's Father Joined the Army	<a href="https://www.youtube.com/watch?v=ID52e3WVY0a">https://www.youtube.com/watch?v=ID52e3WVY0a</a>	<ul style="list-style-type: none"> <li>Family bond</li> <li>Gratitude</li> <li>Courage</li> <li>Optimism</li> <li>Unity</li> </ul>	<ul style="list-style-type: none"> <li>Celebration</li> <li>Transformation</li> <li>Appreciation</li> <li>Heroism</li> <li>Love</li> </ul>	<ul style="list-style-type: none"> <li>Torn and ripped black top and pants</li> <li>Soldier attire</li> </ul>	<ul style="list-style-type: none"> <li>Grill</li> <li>SWAT car</li> <li>Gun</li> <li>Bus</li> </ul>	
96	Ar.CP.KSA	We Entered the Child King's Prison! I Have to Try to Escape in Roblox - Roblox	<a href="https://www.youtube.com/watch?v=2m05b07ca04">https://www.youtube.com/watch?v=2m05b07ca04</a>	<ul style="list-style-type: none"> <li>Persistence</li> <li>Engagement</li> <li>Teamwork</li> <li>Problem-solving</li> <li>Creativity</li> </ul>	<ul style="list-style-type: none"> <li>Adventure</li> <li>Challenge</li> <li>Humor</li> <li>Interaction</li> <li>Victory</li> </ul>	<ul style="list-style-type: none"> <li>Cap</li> <li>Navy t-shirt</li> <li>Watch</li> <li>Headset</li> </ul>	<ul style="list-style-type: none"> <li>Cap</li> <li>Red t-shirt</li> <li>Short</li> </ul>	<ul style="list-style-type: none"> <li>Creator: - Pc</li> <li>- Mic</li> <li>- Camera</li> <li>Avatar: - Jet pack</li> <li>- Levers</li> <li>- Bazooka</li> </ul>
97	Ar.CP.KSA	Roblox, But You Only Have to Sleep!! - ROBLOX	<a href="https://www.youtube.com/watch?v=d271aQm1Ea">https://www.youtube.com/watch?v=d271aQm1Ea</a>	<ul style="list-style-type: none"> <li>Responsibility</li> <li>Perseverance</li> <li>Engagement</li> <li>Task management</li> </ul>	<ul style="list-style-type: none"> <li>Chores</li> <li>Exhaustion</li> <li>Humor</li> <li>Achievements</li> <li>Entertainment</li> </ul>	<ul style="list-style-type: none"> <li>Cap</li> <li>Beige t-shirt</li> <li>Purple jersey</li> </ul>	<ul style="list-style-type: none"> <li>Blue t-shirt</li> <li>Short</li> <li>Red hair</li> <li>Shirt and pants</li> <li>Wizard</li> </ul>	<ul style="list-style-type: none"> <li>Creator: - Pc</li> <li>- Mic</li> <li>- Camera</li> <li>- Headset</li> <li>Avatar: - Bus</li> <li>- T-screenshot</li> </ul>
98	Ar.CP.KSA	I Opened a YouTube Channel and Decided to Become Famous and Gather 9,999,999,999 Subscribers - ROBLOX	<a href="https://www.youtube.com/watch?v=JH2L0E0Eak">https://www.youtube.com/watch?v=JH2L0E0Eak</a>	<ul style="list-style-type: none"> <li>Engagement</li> <li>Monetization</li> <li>Entertainment</li> <li>Innovation</li> </ul>	<ul style="list-style-type: none"> <li>Gaming</li> <li>Challenges</li> <li>Financial management</li> </ul>	<ul style="list-style-type: none"> <li>Cap</li> <li>Red t-shirt</li> <li>Jeans</li> </ul>	<ul style="list-style-type: none"> <li>Cap</li> <li>Red t-shirt</li> <li>Jeans</li> </ul>	<ul style="list-style-type: none"> <li>Creator: - Pc</li> <li>- Mic</li> <li>- Camera</li> <li>- Headset</li> <li>Avatar: - Power-ups</li> <li>- Jet pack</li> <li>- Machine to collect money</li> <li>- Computer</li> <li>- Laser gun</li> <li>- Customization</li> </ul>
99	Ar.VS.AE	Roblox Movie: Iron Man Update for Superheroes How to Be a Hero? (The Search for Mibs)	<a href="https://www.youtube.com/watch?v=Vd0m1E23pEa">https://www.youtube.com/watch?v=Vd0m1E23pEa</a>	<ul style="list-style-type: none"> <li>Resilience</li> <li>Friendship</li> <li>Problem-solving</li> <li>Interaction</li> <li>Faith</li> <li>Teamwork</li> </ul>	<ul style="list-style-type: none"> <li>Adventure</li> <li>Mystery</li> <li>Rescue</li> <li>Technology</li> </ul>	<ul style="list-style-type: none"> <li>Blonde hair</li> <li>Yellow shirt</li> <li>Black pants</li> <li>Skittles</li> <li>Marvel custom</li> <li>Green hair</li> <li>Green suit and tie, glasses and scarf</li> </ul>	<ul style="list-style-type: none"> <li>Screens</li> <li>Shorts</li> <li>Tv screen</li> <li>Cars</li> <li>Customization</li> <li>Bomb</li> </ul>	
100	Ar.CP.KSA	People Protested Against Me in Roblox and Accused Me of Something Serious !! Touring Tik Tok	<a href="https://www.youtube.com/watch?v=6ImSg1bva4">https://www.youtube.com/watch?v=6ImSg1bva4</a>	<ul style="list-style-type: none"> <li>Integrity</li> <li>Honesty</li> <li>Controversy</li> <li>Faith</li> <li>Resilience</li> </ul>	<ul style="list-style-type: none"> <li>Truth vs. falsehood</li> <li>Humor</li> <li>Community</li> <li>Social media impact</li> </ul>	<ul style="list-style-type: none"> <li>Glasses</li> <li>T-shirt</li> <li>Watch</li> </ul>	<ul style="list-style-type: none"> <li>Creator: - Pc</li> <li>- Mic</li> <li>- Headset</li> <li>- Customization</li> <li>- Robux</li> <li>- Chat system</li> <li>- Voting system</li> </ul>	

## Appendix F: List of YouTube Videos

1. Visiting My RAINBOW FRIENDS Chapter 2 (Roblox) (2024) YouTube video, added 6 March 2024. Available at: <https://www.youtube.com/watch?v=9PIWDmzvNk4> (Accessed: 6 March 2024).
2. 5 minutes of roblox memes that cure depression (pt.2) (2024) YouTube video, added 16 March 2024. Available at: <https://www.youtube.com/watch?v=NxXNZXgiGdo> (Accessed: 16 March 2024).
3. Be Careful Not to Add These People on Roblox, or Your Account Will Be Banned .. | Roblox (2024) YouTube video, added 30 April 2024. Available at: <https://www.youtube.com/watch?v=8c0xswp2D6Q> (Accessed: 30 April 2024).
4. Bo Kresh Imprisoned Me Again Roblox Prison Escape (2024) YouTube video, added 11 April 2024. Available at: <https://www.youtube.com/watch?v=ptDbT8Ur9IQ> (Accessed: 11 April 2024).
5. Breaking Thru 613,831,917 WALLS in Roblox (2024) YouTube video, added 15 March 2024. Available at: <https://www.youtube.com/watch?v=SvoqNmzmuZo> (Accessed: 15 March 2024).
6. Can We Beat 4 PLAYER TEAMWORK PUZZLES In Roblox! (2024) YouTube video, added 13 March 2024. Available at: <https://www.youtube.com/watch?v=KcGuCUnzG5k> (Accessed: 13 March 2024).
7. Chandler From MrBeast's Secret Roblox Addiction (2024) YouTube video, added 10 March 2024. Available at: <https://www.youtube.com/watch?v=QmoQoqcs2is> (Accessed: 10 March 2024).
8. Complete Edition | Roblox Doors Animation (2024) YouTube video, added 25 February 2024. Available at: <https://www.youtube.com/watch?v=8nOECArFhFw&t=119s> (Accessed: 25 February 2024).
9. ER Doctor REACTS to Ultra Realistic Roblox Games (2024) YouTube video, added 16 March 2024. Available at: <https://www.youtube.com/watch?v=lr6PrVAIJNw> (Accessed: 16 March 2024).
10. Escape Mr Funny BUT Custom Hearts ROBLOX (2024) YouTube video, added 10 March 2024. Available at: <https://www.youtube.com/watch?v=Tj4qhHLWqd0> (Accessed: 10 March 2024).
11. Escape The Butcher Shop - Roblox Obby (2024) YouTube video, added 26 February 2024. Available at: <https://www.youtube.com/watch?v=IMIM3BFrBZq> (Accessed: 26 February 2024).
12. Escape The Carnival of Terror - Roblox Obby (2024) YouTube video, added 26 February 2024. Available

- at: <https://www.youtube.com/watch?v=OxlyjIqUy8> (Accessed: 26 February 2024).
13. Escaping from Tom and Jerry Prison in Roblox!! ♂ (2024) YouTube video, added 30 April 2024. Available at: <https://www.youtube.com/watch?v=JG3PLIXhu1w> (Accessed: 30 April 2024).
  14. Exposing Fake Roblox Tiktok HACKERS... (2024) YouTube video, added 16 March 2024. Available at: <https://www.youtube.com/watch?v=VGhKIK127ml> (Accessed: 16 March 2024).
  15. Film | I Live a Difficult Life Because of My Intelligence (2024) YouTube video, added 2 May 2024. Available at: [https://www.youtube.com/watch?v=7x\\_PiuUHUjU](https://www.youtube.com/watch?v=7x_PiuUHUjU) (Accessed: 2 May 2024).
  16. Film | My Dad Hates Girls, But I Defended Him and Saved Him (2024) YouTube video, added 4 May 2024. Available at: <https://www.youtube.com/watch?v=TBAGu4kHmeg> (Accessed: 4 May 2024).
  17. Find The Kittens in Cat Class Roblox School Obby (2024) YouTube video, added 9 March 2024. Available at: <https://www.youtube.com/watch?v=o8hojUyDgLk> (Accessed: 9 March 2024).
  18. GIRL SHAMED For Playing ROBLOX GAMES Ft. @KreekCraft | Dhar Mann (2024) YouTube video, added 1 March 2024. Available at: [https://www.youtube.com/watch?v=fYrx6nq\\_SR0](https://www.youtube.com/watch?v=fYrx6nq_SR0) (Accessed: 1 March 2024).
  19. Grow Obby with Moody! (Roblox) (2024) YouTube video, added 6 March 2024. Available at: <https://www.youtube.com/watch?v=H6qJtkZIAo> (Accessed: 6 March 2024).
  20. Hagi Titan – Roblox animation (2024) YouTube video, added 6 March 2024. Available at: <https://www.youtube.com/watch?v=QTSNFYG1q2Y> (Accessed: 6 March 2024).
  21. Horror Stories Happened to Followers While Playing Roblox (2024) YouTube video, added 1 May 2024. Available at: <https://www.youtube.com/watch?v=rgEpKS30gao> (Accessed: 1 May 2024).
  22. HOW TO GET SUPER BUFF in Roblox Weight Lifting Simulator! (2024) YouTube video, added 13 March 2024. Available at: <https://www.youtube.com/watch?v=d8KcrDMhGjo> (Accessed: 13 March 2024).
  23. I Became a Fugitive and Joined a Meeting of Fugitives || I Was Shocked by What Happened.. Roblox(2024) YouTube video, added 2 May 2024. Available at: <https://www.youtube.com/watch?v=7bJ3GBuSwf4> (Accessed: 2 May 2024).
  24. I Escaped from Prison: Abu Kresh and His Wife #Roblox (2024) YouTube video, added 30 April 2024. Available at: <https://www.youtube.com/watch?v=UjL2HCOjboA> (Accessed: 30 April 2024).
  25. I Failed the Math Exam #roblox (2024) YouTube video, added 4 May 2024. Available at: <https://www.youtube.com/watch?v=z0LBOLqUpyg> (Accessed: 4 May 2024).
  26. I Let Random Players Control The Entire Roblox Game (2024) YouTube video, added 6 March 2024. Available at: <https://www.youtube.com/watch?v=62nXl5dTU34> (Accessed: 6 March 2024).

27. I made Roblox games REGRET giving me admin (2024) YouTube video, added 13 March 2024. Available at: <https://www.youtube.com/watch?v=NEJvc1ITuyk> (Accessed: 13 March 2024).
28. I Opened a 5-Star Hotel for Followers in Bloxburg Roblox Game ★ (2024) YouTube video, added 2 May 2024. Available at: [https://www.youtube.com/watch?v=jz8dUEeby\\_8](https://www.youtube.com/watch?v=jz8dUEeby_8) (Accessed: 2 May 2024).
29. I Opened a YouTube Channel and Decided to Become Famous and Gather 9,999,999,999 Subscribers - ROBLOX(2024) YouTube video, added 15 April 2024. Available at: <https://www.youtube.com/watch?v=jhEZbOFQFaI> (Accessed: 15 April 2024).
30. I Pretended to Be a Cat and Watched People in Bloxburg | Roblox (2024) YouTube video, added 1 May 2024. Available at: <https://www.youtube.com/watch?v=VWOogrSW2ec> (Accessed: 1 May 2024).
31. I Surprised My Brother for His Birthday I Gifted Him Over 1K Robux Roblox (2024) YouTube video, added 4 May 2024. Available at: <https://www.youtube.com/watch?v=45z6fyQbJJI> (Accessed: 4 May 2024).
32. I Tried Maps Stolen from Famous Maps in Roblox 🤖☐ (They Copied Them Exactly!) | Roblox (2024) YouTube video, added 30 April 2024. Available at: <https://www.youtube.com/watch?v=C7v1V8qE3SU> (Accessed: 30 April 2024).
33. I Watched Arabs in Bloxburg // Shocked // Did It Really Happen // #roblox translated (2024) YouTube video, added 13 April 2024. Available at: <https://www.youtube.com/watch?v=1nqG8TdLvwv> (Accessed: 13 April 2024).
34. I Watched Lana in Bloxburg and Pranked Her | Bloxburg | Roblox (2024) YouTube video, added 11 April 2024. Available at: <https://www.youtube.com/watch?v=Ft8ueFHScOU> (Accessed: 11 April 2024).
35. If You Don't Study, You Die - The Crazy Teacher #roblox (2024) YouTube video, added 11 April 2024. Available at: <https://www.youtube.com/watch?v=qqjboEuhQNE> (Accessed: 11 April 2024).
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## Appendix G: Prompt for Creating a Radial Diagram of Cultural Identity

### Central Node:

- **Label:** "Cultural Identity"
- **Color:** Green

### Aspects of Cultural Identity (Blue Nodes):

- **Included Elements:** Values, Beliefs, Norms, Customs, Traditions, Symbols, Artifacts, Language

### Factors Influencing Cultural Identity (Green Nodes):

- **Included Factors:** Ethnicity, Family, Socialization, Migration, Education, Religion, Socioeconomic Factors, Media, Globalization, Technology, and Historical Context

### Instructions for Diagram Construction:

1. **Central Placement:** Position "Cultural Identity" at the center of the diagram.
2. **Connection Strategy:** Draw lines from the center node to each aspect and factor, illustrating the direct influence or relationship.
3. **Color Coding:** Utilize distinct colors to visually separate the aspects (blue) from the factors (green).
4. **Distribution:** Arrange all nodes (aspects and factors) evenly around the central node to ensure a balanced and clear visualization.

## **Appendix H: Reflection**

I did not anticipate the challenge of working on this study. Due to globalization, the idea of cultural identity has changed over time, with definitions always shifting as people interact with a wider range of people, a growing number of people are taking on new identities that are derived from norms, values, and beliefs that they have absorbed into their own identities.

Culture is something that has always been a factor that has piqued my interest. I have spent the past ten years working in the field of museums, and one of the things that has caught my interest is the manner in which Emirati values have been maintained through the generations, particularly among younger generations. As an additional point of interest, I have always been fascinated by the most recent technologies and tools that have the potential to be incorporated into my work in museums. Observing the ways in which digital platforms can influence the cultural identity of the younger generation was a natural extension of this interest.

Through my experience as a member of a large family, I have had the opportunity to observe the younger generation during this period of globalization and widespread internet access. A good number of my nieces and nephews have their own mobile phones and tablets, which enables them to access the internet without any limitations when they want to. In recent times, I have observed that they are becoming increasingly interested in playing Roblox, a platform that allows them to create and personalize their avatars as well as participate in a variety of environments and experiences. The fact that they prefer to communicate in English rather than Arabic and that they frequently watch videos on YouTube of other people playing the game is an interesting observation. In addition, I became aware of the fact that they take great pleasure in constructing their own narratives and inviting one another to their virtual worlds, where they engage in conversations about a variety of subjects that are not typically associated with their age group, such as the current political situation in Palestine and gender roles.

My curiosity was stimulated by this observation, and I became interested in researching the ways in which platforms and virtual worlds like these could influence the identities of youths in the United Arab Emirates. I was curious about the ways in which Roblox could have an effect on cultural identity because of the amount of time that is spent on these devices and social media platforms. It was difficult to make a connection between the concepts of cultural identity and Roblox because there was so little research done on this subject, particularly in the context of the United Arab Emirates.

My interest in learning about the integration of new technology into cultural institutions has been fueled by my studies in innovation management. In my opinion, these technological advancements have the potential to greatly assist in educating the younger generation of the UAE and spreading awareness about the country. This new angle enriched my study by allowing me to think about how museums and other cultural organizations can use games like Roblox to help youth develop a sense of cultural pride and understanding.

In the beginning, I intended to conduct research on the ways in which cultural institutions can help youth in the UAE foster their cultural identities. Nevertheless, it was challenging to schedule interviews with cultural institutions and youth groups because of the obligations that came with work and the challenges that arose within the family. Consequently, the research shifted its focus to analyzing the top 100 videos on YouTube that are related to Roblox. Fifty of the videos were in English, and the other fifty were in Arabic. The goal of this analysis was to extract values, beliefs, norms, and symbols that reflect cultural identity. In addition, I thought about the ways in which educational institutions and cultural institutions in the UAE could make use of such platforms.

The process of analyzing the videos from a personal standpoint was difficult but fascinating at the same time. Not a single one of the one hundred videos that were trending was associated with or utilized by any of the cultural institutions or government entities. As a result of the fact that Roblox is a game based in the United States and English is a global language, the majority of videos originated from the United States. There was only one channel that originated from the United Arab Emirates, and the video was produced by an Egyptian individual.

There was a significant preference among content creators to use avatars to represent themselves, which is indicative of a desire for privacy. It was common for them to fabricate narratives without divulging their true characteristics. The themes of the games were diverse, with some of the most popular ones being related to escaping from jail and activities at school. In general, Arab creators tended to concentrate more on family issues or storylines that were related to school.

As I reflected on the literature review, I noticed that there were a few themes that appeared to be particularly interesting. For example, it was clear that language plays a significant role in the formation of cultural identity. In line with Kramsch's (2009) emphasis on language as an essential component of cultural identity, I have noticed that younger people prefer the English language over Arabic. One possible interpretation of this shift in language preference is that it is indicative of broader cultural shifts brought about by global media and technology.

An additional fascinating facet was the impact that social institutions have on the formation of cultural identities. The argument put forth by Banks (2006) is that schools and teachers play a significant part in the process of establishing a learning environment that is inclusive and diverse. This is especially pertinent in the context of the United Arab Emirates, where educational institutions could make use of platforms such as Roblox to encourage a more profound comprehension of Emirati values among members of the younger generation. Despite this, the findings of my research indicated that educational and cultural institutions in the UAE do not make sufficient use of platforms of this kind, which indicates that there is room for potential growth in this area.

Additionally, the psychological aspects of cultural identity in digital environments, which were discussed by Warburton (2009), were in agreement with the findings that I obtained. The sense of psychological estrangement and detachment that ethno-racial minorities experience in virtual worlds (Lee & Park, 2011) could be seen in the way that Arab creators gravitate towards themes of family and school. This could be a way for Arab creators to anchor their identity in familiar cultural narratives amid a digital landscape that is predominantly Western.

Having gained these new perspectives, I am aware that there are a number of things that I could have done differently. To begin, a mixed-methods approach that included both qualitative interviews and quantitative analysis of video content would have yielded a more comprehensive understanding of the ways in which young people in the UAE construct and perceive their cultural identities. The content analysis of YouTube videos could have been supplemented with interviews with players and creators, which could have provided for more in-depth insights.

Furthermore, broadening the scope of the study to include popular virtual platforms other than Roblox could have provided a more complete picture of digital cultural identity. Platforms like Fortnite and Minecraft, which have large followings among youths, may reveal different aspects of cultural identity formation and expression.

It has been observed in the literature that the portrayal of culture in virtual worlds is an intricate and diverse matter. Rather than being merely places to escape reality, virtual worlds provide a platform for the development of practical skills, emotional experiences, and interpersonal connections. But there are problems with cultural representation that they cause as well. When Western cultural symbols and narratives take center stage, they have the potential to obliterate local traditions and cause an identity crisis. This highlights the significance of educational and cultural organizations taking part in these online forums to promote cultural diversity.

In the future, there is a requirement for additional research on the overlap that exists between cultural identities in the real world and those in the virtual world. By gaining an understanding of the ways in which virtual experiences influence real-life cultural perceptions and vice versa, educators and policymakers may be able to gain valuable insights. Engaging with youths by questionnaires and interviews can provide first-hand accounts of their experiences and the ways in which these platforms shape their overall sense of identity.

In addition, it is essential to establish clear definitions and criteria for cultural identity in the context of the United Arab Emirates. It is possible that this will serve as a guide the way educational bodies and cultural institutions interact with digital platforms in order to accurately and effectively promote Emirati culture. The development of online projects

that reflect and celebrate Emirati identity can be made possible through collaboration between educational institutions, cultural institutions, and other cultural organizations. This facilitates the availability of these resources to a more extensive audience.

This research journey has been fascinating and fulfilling, uncovering the intricacies of cultural identity in the digital age. Personally, this study has enhanced my comprehension of the influence digital platforms have on cultural identity. It has emphasized the importance of ongoing research and active involvement from cultural institutions to guarantee the preservation and celebration of cultural identities in the digital realm. This experience has further solidified my conviction in the significance of combining cutting-edge technology with cultural education to cultivate a younger generation that is well-rounded and culturally aware.