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MERC

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- تُعنى المجلة بنشر البحوث المهتمة بمجالات العلوم الإنسانية والأدبية ؛

- يعتمد النشر على رأي اثنين من المحكمين المتخصصين ويتم التحكيم إلكترونيًّا ؛

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- (**Paper**) مقاس الـورق (**B5**) **17.6 × 25** سم، (Margins) الهوامش **2.3** سـم يمينًا ويسارًا، **2** سـم أعلى وأسفل الصفحة، ليصبح مقاس البحث فعلي (**الكـلام** 13×21 سـم. (Layout) والنسق: (Header) الـرأس 1.25 سم، (Footer) تذييل 2.5 سم ؛

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- **الجداول والأشكال:** يتم وضع الجداول والأشكال إما في صفحات منفصلة أو وسط النص وفقًا لرؤية الباحث، على أن يكون عرض الجدول أو الشكل لا يزيد عن 13.5 سم بأي حال من الأحوال ؛

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الرؤيــة

السعي لتحقيق الريادة في النشر العلمي المتميز في المحتوى والمضمون والتأثير والمرجعية في مجالات منطقة الشرق الأوسط وأقطاره .

الرسالــة

نشر البحوث العلمية الأصيلة والرصينة والمبتكرة في مجالات الشرق الأوسط وأقطاره في مجالات اختصاص المجلة وفق المعايير والقواعد المهنية العالمية المعمول بها في المجلات المُحَكَّمَة دوليًا.

الأهــداف

- نشر البحوث العلمية الأصيلة والرصينة والمبتكرة .
- إتاحة المجال أمام العلماء والباحثين في مجالات اختصاص المجلة في التاريخ والجغرافيا والسياسة والاقتصاد والاجتماع والقانون وعلم النفس واللغة العربية وآدابها واللغة الانجليزية وآدابها ، على المستوى المحلى والإقليمي والعالمي لنشر بحوثهم وإنتاجهم العلمي .
- نشر أبحاث كبار الأساتذة وأبحاث الترقية للسادة الأساتذة المساعدين والسادة المدرسين بمختلف الجامعات المصرية والعربية والأجنبية .
- تشجيع ونشر مختلف البحوث المتعلقة بالدراسات المستقبلية والشرق الأوسط وأقطاره .
- الإسهام في تنمية مجتمع المعرفة في مجالات اختصاص المجلة من خلال نشر البحوث العلمية الرصينة والمتميزة .

محتويات العدد 89

The Role of Smart Phones Television Applications on Binge Watching among Egyptian Youth

«A Survey Study»

دور تطبيقات الهواتف الذكية التلفزيونية

على شراهة مشاهدة بين الشباب المصري

«دراسة ميدانية»

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كلية الآداب – جامعة عين شمس

الملخص:

في هذا العصر الجديد، يتم تقديم ابتكار جديد للجمهور كل يوم، وقد غيرت التكنولوجيا طريقة استخدام الأشخاص للمحتوى التلفزيوني ومشاهدته. سمح البث التلفزيوني عبر الإنترنت للمشاهدين بأن يكونوا مسؤولين عن مشاهداتهم من حيث المحتوى والوقت والموقع والجهاز المستخدم. ساهمت شعبية تطبيقات البث التلفزيوني للهواتف الذكية مثل Netflix, Shahid, Watch, and Amazon Video غيرها في زيادة استخدام هذه التطبيقات في وضع معين لمشاهدة التلفزيون يسمى" شراهة المشاهدة"

.Conlin et al. (2016) يُعرّف الشراهة المشاهدة بأنها "فعل استهلاك حلقات متعددة من نفس البرنامج التلفزيوني في جلسة واحدة . Merikivi. وآخرون. (2020) باعتباره "استهلاك أكثر من حلقة واحدة من نفس محتوى الفيديو المتسلسل في جلسة واحدة في الوقت والسرعة الخاصة."

اعتمدت الدراسة على البحث الكمي حيث تم استخدام طريقة المسح. تم توزيع استبيان عبر الإنترنت على عينة تمثيلية لقياس سلوكهم في المشاهدة بنهم واستخدامهم لتطبيقات تلفزيون الهاتف الذكي. اعتمدت الدراسة على البحث الكمي حيث تم استخدام طريقة المسح. تم توزيع استبيان عبر الإنترنت على عينة تمثيلية لقياس سلوكهم في المشاهدة بنهم واستخدامهم لتطبيقات تلفزيون الهاتف الذكي.

Abstract:

Nowadays, a new innovation is being introduced to the public every day and technology has changed the way people use, watch and view television content. It allowed viewers to be in charge of their own viewings in terms of content, time, location and devices used. The popularity and increase use of streaming television smartphone apps such as Netflix, Amazon Video, Shahid, and etc. have contributed to a specific mode of television viewing called "Binge-Watching". Conlin et al. (2016) defined binge-watching as "the act of consuming multiple episodes of the same television show in one sitting". Merikivi et al., (2020) defined it as the 'consumption of more than one episode of the same serialized video content in a single sitting at one's own time and pace'.

As there is an increase in the number of individuals that watch back-to-back episodes in a single sitting there has been recent popularity in this research topic. Thus, this study aimed at identifying and understanding the role of binge-watching in smartphone television applications that are available to the Egyptian youth. Moreover, it employed two main theories; Third Person effect and Diffusion of Innovation theory. To understand two important goals; first, the perceived and actual influence of binge-watching on smartphone television applications and second, to understand the rate of adoption and type of adopters of these smartphone television applications.

The study is based on Quantitative Research, where Survey method was used. An online questionnaire was distributed among a representative sample to measure their binge-watching behavior, and their use of smartphone television applications. Population of the study is represented in all types of youth who are active smartphone television application users.

I.   Introduction

Nowadays with new technological advancements and developments in the mobile communication industry, mobile devices have grown from being a mere communicational tool to a multifunction hybrid medium. Unlike traditional media, mobile internet offers wireless network which allows time and place flexibility. With the spread of smartphone technologies and growing number of adoption on smartphones came the phenomenon of smartphones television applications. By combining smartphones and television services, it has changed how audience view television for information, entertainment and relaxation. (Wong, C. H, et al. , 2016).

The declination of broadcast television and an increase in online streaming application and smartphone television applications to access entertainment content has changed the way viewers consume television. As opposed to audiences having scheduled and synchronized traditional television they now have uninterrupted access to many television series. This gives them the opportunity to watch multiple of episodes of programs in a single sitting or an entire season of the series in the course of a few days. A new trend that has recently emerged among the digital media platform scene is binge-watching. The term "Binge" is related to excessive consumption and overindulgence of products, goods, services, foods, etc. (Rahman,& Arif, 2021).

Binge-watching has thus become a new norm or tradition for viewers to consumer their favorite television shows. binge-watching is defined as the intensive, consecutive viewing of a televised series. It is being characterized by a higher degree of self-determination, longer usage time, and an increase in the intensity of the reception process associated with engaging with the narrative over a number of consecutive episodes of a series in one sitting. Many researches proved that there is a relationship between the amount of time viewers spend in watching televised series and the likelihood of postponement

of work and feeling of guilt. Furthermore, they argued that if television viewing habits are excessive, individuals are putting themselves at a greater risk from suffering of guilt and social isolation (Merrill & Rubenking, 2019).

II.   The Research Problem/ Problem Statement

The main research problem, is that there is a lack of understanding the role of television smartphone applications and its effect on binge watching among Egyptian youth. In addition, there was a lack in understanding the difference on how youth consume such applications, their rate of adoption, the degree of binge-watching, and the influence that it has on them. Thus, the researcher examined the research problem by exploring the perceived attributes of the innovation including relative advantage, compatibility, complexity, trialability, and observability and by examining the perceived and actual influence of binge-watching on television smartphone applications. Finally, identifying the demographic variables such as; age, gender, and educational level and socio-economic status (SES) and their impact on users of television smartphone applications. Accordingly, the researcher variables are:

Independent Variable: binge-watching on television smartphone applications.

Dependent Variables: Social Isolation, Enjoyment, Feeling of Guilt, Egyptian Youth Perception, and Rate of Adoption.

The Aims and Objectives

1. This study aimed at determining the role of television smartphones applications on binge watching in Egypt and how they influence the youth through viewing these applications. First, by investigating the content of the television smartphone applications through analysing the type of series, the availability of series, and variety of series. Second, by

examining and evaluating how the youth consume and use the smartphone applications that leads to Binge watching.

2. This study explored the new phenomena of "Binge Watching" in Egypt.

3. This study aimed to analyze the level of awareness and usage of television smartphones applications and the rate of adoption of such applications.

4. This study examined the difference between the perceived and actual influence that Egyptian youth have on television smartphones application.

5. This study examined whether there are significant differences that exist across demographic variables such as: age, education, and socio-economic status (SES).

The Importance of the Study

The Theoretical Importance

- This study discussed how the innovations such as television smartphone applications are spread throughout society and linked the innovation with the new phenomena of Binge watching in Egypt.

- The scarcity of the Arabic studies that tackle the idea of binge watching and its influence on its viewer; therefore, there is a need for such research due to the increase of innovations and availability of televised content.

- This study used a new perspective in examining the level of the youth's awareness and degree of adoption of television smartphones application through the application of the Diffusion of Innovation theory, as no past studies have used this theory.

- The study offered a new angle on binge watching, where it measured the degree of actual and perceived influence of using these applications by Egyptian youth through the application of the Third Person Effect theory.

The Practical Importance

- In this study the researcher was able to pave the way for other researchers in the field who want to further expand, evaluate and examined the binge-watching phenomenon, especially those interested in modern technological tools.

- Due to the wide spread of technological advancements in the Internet, the importance of television smartphones applications and its impact on viewership must be studied.

- The importance of studying the influence of smartphones applications, as the number of users increases year by year. Where in 2017 the statistics show that 23.6 million Egyptians are using smartphones and in 2018 it increased to 25.8 million.

- The proliferation of the number of youths using and interacting with smartphone applications in Egypt, makes it critical to understand the way they consumer these applications.

III. Survey Research Hypothesis

Hypothesis

H1: There is a statistical difference between Egyptian Youth's perception of the influence of binge-watching on television

smartphone applications and their perception of the influence binge-watching on television smartphone applications on others.

H1a: There is a statistical difference between Egyptian Youth's perception of the influence of binge-watching on television smartphone applications and their perception of the influence binge-watching on television smartphone applications on others in relation to work habits.

H1b: There is a statistical difference between Egyptian Youth's perception of the influence of binge-watching on television smartphone applications and their perception of the influence binge-watching on television smartphone applications on others in relation to being socially isolated.

H2: There is a significant correlation between the level of binge-watching on television smartphone applications and Social isolation.

H3: There is a significant correlation between the level of binge-watching on television smartphone applications procrastination and feeling of guilt.

H4: there is a significant correlation between the level of binge watching on television smartphone applications and feeling of enjoyment.

H5: There is a significant correlation between the characteristics of an innovation and binge watching on television smartphone apps.

H5a: *Relative Advantage* will have a significant correlation with binge watching on television smartphone apps.

H5b: *Compatibility* will have a significant correlation with binge watching on television smartphone apps.

H5c: *Complexity* will have a significant correlation with binge watching on television smartphone apps.

H5d: *Triability* will have a significant correlation with binge watching on television smartphone apps.

H5e: *Observability* will have a significant correlation with binge watching on television smartphone apps.

H6 states that there is a significant correlation between the level of Binge-watching on television smartphone applications and binge watching based on demographic variables:

H6a: Age, H6b: Level of Education, and H6c: Socio-Economic Status (SES).

IV.   Literature Review

It is divided into two sections, Binge watching studies and Smartphones Applications Studies:

Section 1: Binge Watching Studies

Rahman, K. T., & Arif, M. Z. U. (2021). Impacts of Binge-Watching on Netflix during the COVID-19 pandemic. *South Asian Journal of Marketing* as a result of the global pandemic and lockdown cinema halls have closed which led to adults spending more time on streaming services per day. Therefore, they aimed to determine the negative and positive influences of binge-watching Netflix during the COVID-19 pandemic. An increase in the viewership of Netflix happened to due to the lockdown, since most users were put into home quarantine. The researchers found that the more free time at home users had the more they streamed and watch television content. The researchers investigated the influences in addition to the time spent on these streaming services. They argued

that technological evolutions created the phenomena of bingewatching as it offered a shift to the viewers from scheduled television to on demand watching. For instance, nowadays because of streaming services viewers can engage in marathon viewing of their favorite television series at any time and any day. The study aimed to answer the following research questions; what motivates the users to marathon watching, how much time the user spend on binge watching, and what are the negative influences that are linked to binge watching Netflix?. Rahman & Arif did an exploratory study with cross sectional time horizon to explore the positive and negative impacts of Netflix on its viewers. The study was divided into type of data primary and secondary. Primary data was gathered in regards to viewers' demographics, usage patterns and motivations. Secondary data was gathered through past literature of peer reviewed journals, conferences proceedings and books. The researchers collected primary data through the method of conducting a survey distributed to 105 respondents. Findings showed that data collected from an online survey on google forums that the majority of the respondents uses Netflix on their smartphones. They binge watch television series on the app. The motivational factor found was the availability of a vast range of shows and the majority of respondents were found to spend over 70 hours per month binge watching on Netflix.

According to **Sun, J. J., & Chang, Y. J. (2021). Associations of problematic binge-watching with depression, social interaction anxiety, and loneliness.** a recent survey in the United States showed that around 70 % of the responded engage in binge-watching behavior, where they have watched five or more episodes per session. They argue that viewers who engage in binge watching behavior are more likely to depressed because depression makes individuals want to escape reality and be more consumers of television content. Moreover, viewers who engage in binge watching behavior are more likely to become socially isolated and this leads to limitation of the development of their social networks and skills. Thus, this study

examines the relations of binge-watching with depression, social interaction, and loneliness risks. This study was quantitative research, by using a survey was the main method of data collections. An online survey was distributed to a sample of 1488 participants. Purposive sampling was used. Findings showed a positive relation between binge watching and depression, social interaction and loneliness. The study showed that binge-watching might be an easy way for respondents to escape reality and avoid any negative emotions. Moreover, findings showed a appositive correlation between screen time (viewing television series) and anxiety. In summary, problematic binge-watching was found to be positively associated with depression, social interaction anxiety, and loneliness risks

Flayelle, M., Maurage, P., Di Lorenzo, K. R., Vögele, C., Gainsbury, S. M., & Billieux, J. (2020). Binge-watching: What do we know so far? argues that Smartphone television applications such as Netflix, Amazon Prime, and so on have been expanding and proliferating at a face past in the past years. These applications combined ease of use, affordability, wide access to on demand libraries of series to the viewers. They because a daily routine of their user. These smartphone television applications made great changes to the tv viewers, making them shift and move away from traditional week-by-week release of television episodes to entire seasons of the series being available at once by a click of a button. As prime indicator of this shift that the smartphone applications made, binge-watching appeared and has become the normative mode of viewing television series especially among youth. In this era where users have the freedom to watch as many television series episodes as wanted and where online behaviors generated problems, a new division of research has emerged. This division is built on the notion that binge-watching of television series leads to problematic patterns and negative consequences such as insomnia, chronic fatigue, unhealthy lifestyle, negligence in other activities, and social isolation. This paper did a systematic literature review as its main methodology. They

analyzed relevant studies by researching in two databases Scopus and Google Scholar. Articles taken must meet the following criteria (1) published in peer-reviewed journal, (2) published in English, (3) dealing with binge watching in television series. they showed that heavy binge watchers experience psychopathological symptoms such as anxiety, fear of missing out, depression, and addiction like symptoms. Consistent with this, the positive relationship between negative affect and problematic binge-watching continues to argue in favor of the notion of binge-watching as an emotion-focused coping strategy. Binge watching was found that it is related to higher levels of enjoyment and narrative transportation. Viewers found that they identify with the featured characters in the television series that they binge watch and that they develop stronger Para social relationship with them.

Moreover, **Kelly Merrill Jr. & Bridget Rubenking. (2019). Go Long or Go Often: Influences on Binge Watching Frequency and Duration among College Students.** This research studies the new norm in television viewing which is binge watching by exploring both binge watching frequency and duration of watching sessions.in this study, the researchers were interested in examining the trait individual differences of self-regulation and self-control. Where they hypothesized that individuals with lower levels of self-regulation and self-control are more likely and frequently to engage in binge watching behavior. They also argued that positive effects such as enjoyment and reward watching will have an effect on binge watching behaviors. Lastly, the researchers hypothesized that feeling of regret and procrastination can effect binge watching behavior and frequency. Data gathered for this study was through a survey distributed among a sample of 651 individuals. Findings showed that age was not a significant predictor of binge watching frequency or duration. However, sex was a significant predictor of binge watching duration with females more likely to binge watch for longer periods of time than males. Findings supported the first hypothesis where it was found

that individuals with lower levels of self-regulation and self-control tend to being watch more often than those with higher levels. Enjoyment was not a significant predictor of binge watching frequency. However, enjoyment significantly predicted binge watching duration Results showed that using binge watching as a reward is associated with more frequent and longer binge watching sessions. Regret was also found to be a significant predictor of binge watching frequency and duration.

Similarly, Alec Tefertiller. (2018). "Media Substitution in Cable Cord-Cutting: The Adoption of Web-Streaming Television." This study is conducted to understand why viewers switch from traditional offline media viewing to non-traditional online media viewing. The study examines the factors that best predict viewer's intention to switch from television and adopt online video streaming as their primary source of entertainment. Moreover, it seeks to understand what motivates an individual to adopt online streaming television in place of traditional television. The study uses two theories as it theoretical framework. First, Media Substitution theory and second, the uses and gratification theory. The researcher hypothesized that the factors in media substitution theory such as relative advantage, perceived value, compatibility and substitutability will predict viewers' intention to switch media outlets. In addition, the researcher hypothesized that individual needs for entertainment better predict cord-cutting intention than information seeking and companionship needs. This study used survey as a method of data collection. The researcher distributed an online questionnaire on a sample of 200 individuals. The study supported the first hypothesis, where it was found that the perceived advantages of online video applications over traditional television are the best prediction of consumers' intentions to switch media and adopt the new technology. The second and third hypothesis were not supported as perceived substitutability did not relate to intentions to switch media and adopting the new technology. Findings showed that the fourth hypothesis was not supported as it

was found that perceived substitutability did not significantly positively correlate with intention switch media, r = -.02, p > .05. Results showed that the need for entertainment explained better the intention for switching media rather than information seeking and companionship needs. However only companionship needs was found significant therefore this hypothesis was not supported.

Comparably**, Viola C. Granow, Leonard Reinecke, & Marc Ziegele. (2018). "Binge-Watching and Psychological Well-Being: Media Use Between Lack of Control and Perceived Autonomy".** This study examines the psychological processes of binge watching and it explores the relationship between control and lack of control associated with binge watching behavior. The aim of the study is to understand the usage pattern of viewers by unravelling the risks and benefits of binge watching on the well-being of viewers. The study argues that binge watching reduces viewers' recovery experiences, vitality and media enjoyment when mediated through goals conflict and feeling of guilt, however it increases reduces viewers' recovery experiences, vitality and media enjoyment when mediated through perceived autonomy. The study uses the self-determination theory as its theoretical framework. This is a quantitative study where the researcher conducted and distributed an online survey on individuals who watch televised series at least once a month. Findings verify that that the phenomenon of binge watching can have both positive and negative effects on viewers' well-being. Finding supported the researcher hypothesis were it was found that binge watching was associated with increased goal conflicts and is correlated with feelings of guilt. Regarding the positive consequences of binge watching data showed a positive correlation between binge watching and perceived autonomy. Findings showed that binge watching provides new opportunities for self-determined forms of entertainment consumption.

Hongjin Shim, et al. (2018). "I hate binge-watching but I can't help doing it: The moderating effect of immediate gratification

and need for cognition on binge- watching attitude-behavior relation". This study understands the role of viewers' personality traits and how it plays an effect on the nature of binge watching. the study aims to examine how viewers have a negative attitude towards binge watching that is associated with their participation of the behavior. Moreover, the effects of personality traits such as immediate gratifications and need for cognition are being investigated. First in order for the study to examine the association between negative attitude and the level of binge watching the study asked how are negative attitudes toward binge-watching associated with the extent of binge-watching? The study hypothesized that the association between negative attitudes and binge watching is moderated by need for recognition. The study used the uses and gratifications for its theoretical framework and hypothesized that the association negative attitudes toward binge-watching and binge-watching behavior is moderated by immediate gratification. The study was a quantitative research were it used online surveys as a method of data collection. The findings supported the study's first hypothesis were it resulted in those who had a high negative attitude toward binge watching and were high in immediate gratification did more binge watching. However, those who were low in immediate gratifications and had negative attitudes toward binge watching showed less binge watching behavior. The results found that respondents engaged more in binge watching behaviors when they negatively perceive binge watching as a behavior.

Azza Abdel-Azim. (2017). "New Era of TV-Watching Behavior: Binge Watching and its Psychological Effects". This study aims to examine the phenomenon of binge watching and its psychological effects on youth in the Arab world. It aims at knowing and determining the relationship between possible psychological effects such as, depression and loneliness and binge watching. Moreover, in this study it examines whether there are significant differences between demographic variables such as gender, age, education,

income, marital status and country of residences. the researcher studied binge watching among a sample in the United Arab Emirates and examined the following research questions: what are the TV habits among Emiratis? what media is being used for binge watching? What are the favorite type of programs that UAE residents usually binge watch? In addition, the study hypothesized that there is a correlation between binge watching and depression and binge watching and loneliness. The researcher conducted and distributed a questionnaire as a method for data collection to 260 UAE residents that were from the Arab world. The researcher first conducted a pretest to measure validity and reliability among 15 per cent of the total sample. The study showed that there is a significant difference between individuals who responded to have low level of binge watching and high level of binge watching and depression. Where findings showed that the more respondents watched televised episodes that more likely they would be depressed. Findings showed that there was no significance relationship between binge watching and loneliness. Results did not support the hypothesis that those who felt lonelier are more likely to have high level of television viewing. Significant differences were found in the age group variables. Where findings showed that the younger the age, the higher level of binge watching. Results showed that education level does not make any difference in the level of binge watching, depression and loneliness. Findings showed a positive effect of binge watching in terms of single versus married status, where single individuals reported to have higher level of binge watching than married individuals.

Safa Ibrahim. (2016). "Youth's use of television and new media and gratifications obtained: A comparative Study." This study examines the Egyptian youth usage of television and different media outlets and the gratification obtained from them. This research is a comparison study between traditional media outlets and non-traditional media, especially comparing old media and new media. The researcher aim was to link the traditional media and non-

traditional media's use among Egyptian youth. Moreover, to uncover the gratifications that the Egyptian youth obtain from watching television and online material. To understand and analyze the effect of television on Egyptian use as a traditional media and analyze the non-traditional media's effect on the Egyptian youth lifestyle. The study used the public sphere theory and uses and gratification theory as it's theoretical framework to understand the role of television in Egyptian youth life, the motivations behind using television and new media, the gratifications obtained from usage, and the effect of using new media on traditional media. This is a descriptive study, where the researcher distributed a survey among a sample of 400 individuals. Television still obtain an important part of the Egyptian youth daily life, where they still use it and depend on the medium for information. All of the sample used new and non-traditional media which shows how important and critical new media is to the Egyptian youth. Moreover, findings showed that the youth favor social media websites to obtain from them their information. Egyptian youth usage of new media decreased their usage of television and traditional media, however it did not cancel their usage of the medium. A positive relationship was found between the Egyptian youth usage of television and gratifications sought, where the more the youth watched television the more gratifications they obtained. Results showed that the Egyptian youth watch television out of habit and not for a specific reason or motivation, whereas results showed that they watch new media for more specific motivations and reasons.

Emily Walton-Pattison, et al. (2016). 'Just one more episode': Frequency and theoretical correlates of television binge watching. This study was to examine the frequency of television watching and understand the modifiable factors that are related to television binge watching. The study analyzed self-efficacy, individuals' proximal goals, individuals'' own expectations of outcomes, individuals anticipated regret and goal conflict. Moreover, the study examines the feeling of regret and its link to prolonged binge watching. To analyze

the effect binge watching may have on goal conflicts and facilitation and its impact for individuals to pursuit personal goals. This study uses the social cognitive theory as its theoretical framework. The study used a survey its method of data collection. The researcher distributed an online survey on a snowball sample of 86 participants. This study showed that respondents reported that they binge watch at least once a week. Results showed a correlation between binge watching and goal conflicts, and anticipated regret. Findings highlighted that anticipated regret and feeling of regret contribute significantly in binge watching. the more individuals reported to binge watch the more that they found conflicts in goals and the more that they did not purse their personal goals. Results showed that there was no correlation between binge watching and self-efficacy, where individuals showed that binge watching is not related to one's control over motivation, behavior and social environment.

Section 2: Smartphones Application Studies

Aljaber, Abdullah, (2021). "The reality of using smartphone applications for learning in higher education of Saudi Arabia." explores the role that smartphone applications have on higher education in Saudi Arabia. In more details, the study focuses on the perception of the university students and their faculty staff in relation to the reality of smartphone applications' usage and their value in the learning process. This study also aimed to determine the major challenges and obstacles that university students and faculty members face when using smartphone applications for educational purposes within the e-learning environment such as the Blackboard system and associated resources. This study uses a mixed methods in research, where it conducted a qualitative approach by having a case study and semi-structured intensive interviews with faculty members and then conducted a quantitative approach by distributing a survey to 324 respondents comprised of university students. Results showed that the smartphone applications are significantly used for the learning

purposes among university students. Findings showed that 70% of all learning is delivered through these smartphone applications, while 30% of learning takes place through face-to-face interactions. Results from the intensive interviews showed that most faculty members agreed on the usefulness of these smartphone applications in the learning process. Moreover, the study showed that students used smartphone applications to check their emails, to browse the internet for learning purposes, communicate with their instructors and engage in general learning activities.

Khaled Shaaban. (2019). "Drivers' Perceptions of Smartphone Applications for Real-Time Route Planning and Distracted Driving Prevention." investigates the perception of the installation and use of smartphone traffic application in Qatar. This study is one of the first in Qatar to explore the potential market for these application. It first attempt to examine the public perception of these applications in the region and second investigates their usage of smartphone traffic applications. The study wanted to examine individuals' interests in using these types of applications, their willingness to purchase and download these applications' and their concerns on data privacy. The study employed surveys as the method for data collection and the researcher distributed a questionnaire among 421 Qatari residents. Findings showed that 76.2% of respondents were willing to install and download traffic smartphone applications. Particularly, females were more interested. Most of respondents willing to use smart phones applications did not have concern regarding data privacy. Moreover, they were willing allowing these applications to access their data.

Aljohara A. Alhassan, et al. (2018). "The relationship between addiction to smartphone usage and depression among adults: a cross sectional study." aimed to investigate smartphone addictions usage as it is a common problem worldwide. The study links excessive smartphone usage to individual wellbeing. It explores the prevalence and factors that are related to smartphone addiction and depression among the Middle East. Moreover, it investigates the

relationship between smartphone addictions and depression. This is a descriptive study which used surveys as a method of data collection. The researcher distributed an online questionnaire on 935 respondents among the Saudi Arabians population. A strong positive relationship between smartphone addiction and depression was found, where a significant difference was found $P < 0.001$. Findings showed that 31.3% of respondents were accounted to be addicts to smartphone usage, this showed that smartphone level addictions were moderate. More than half the respondents 60.9% agreed that they constantly check their smartphones as not to have the feeling out being left out.

Significant differences were found with younger age users and higher smartphone addiction,($P = 0.004$)

According to **Essam Mansour. (2016). "Use of smartphone apps among library and information science students at South Valley University, Egypt."** he aimed to examine the uses and patterns of smartphone application among students in South Valley University (SVU), Egypt. Particularly the study was to further understand the nature and the purpose of use of smartphone applications. This is a descriptive study that used quantitative research methods to examine its hypothesis. The study used as surveys a method of data collection and the researcher distributed a self-administrated surveys among 441 university students. Findings showed that out of 441 university students, 82.7% were smartphone users with majority being females. A high percentage of smartphones users reported that they have being using smartphones for four to five years. The average number of applications installed on respondents' phones were 21 to 25 applications with social media applications being the most popular. Respondents showed that the most used application is Facebook. Students showed to have more favorable and positive attitudes towards smartphone applications with few negative concerns.

Gayle R. Jesse. (2015). "Smartphone and App Usage Among College Students: Using Smartphones Effectively for Social and

Educational Needs."explores the trends of smartphones and application usage among university students. Precisely, the study examines four objectives: the preferred operating system, the primary applications used, the more and least useful applications and their social media application usage. The researcher also studies the relationships between smartphone usage and the effects that these smartphones have on university student's social and educational lives and psychical activity. The study aims to answer the questions of which operating system do university students prefer, how many apps do they install, what are the apps that are most and least useful, and what are their primarily used social media app? The main method of data collection used in this study was survey. The researcher disturbed an online questionnaire among 395 university students. Findings showed that university students prefer android operating system over iOS, with 52% favoring android. The average number of applications installed on university students' smart phones was found to be 25. Respondents said that the most useful applications were: 20% utility apps (calculate, convert, translate, etc.) 73.65% Social networking apps (location check-ins, friend status updates, etc.) and 69.75% Weather apps (local forecasts, natural disaster updates, etc.) Respondents said that the most useful applications were 57.35% Travel apps (airplane tickets, tourist guides, public transportation info, etc.) 40.90% Sports apps (sports schedules, scores, headlines, etc.) and 36.50%

Entertainment apps (movie trailers, celebrity gossip, radio station guides, etc.). Findings showed that the primary social media apps used among university students was Facebook with 82.95%, second was Twitter, and third Pinterest.

The Researcher's Comments on Past Literature:

From reviewing past studies conducted on similar issues, the researcher is able to determine a clear research problem that is specific and measureable. Moreover, the research is able to know and identify different research question and hypothesis that will be addressed in the study, methodology, method of data collections as well as the chosen sample. Thus, this study will focus more on issues and topics that the other Arab media studies did not explore, measure and examine.

- Previous studies were concerned with studying the changes and transformations that occurred on television in the digital age, by studying Internet television, its features and the motives of audience viewing, and the difference between watching Internet television and traditional television.

- Most of the Arabic studies tackled television watching or uses they did not explore the idea of indulging television content and binge watching. This was only reflected in the study done by Azza Abdel-Azim

- Some previous studies were presented explored the new features and benefits of the audience watching TV after new technologies presented. With the developments in television series viewing such as Internet TV, web drama, Digital interactive platforms, and on-demand services led new changes in the viewing and consumption of television series, which led to the emergence of terms like: Binge-Watching.

- Arab studies have focused on the analysis of television content and the uses and gratifications that the Egyptian youth obtained.

- Lack of media studies that examine the relation between smartphones application,

television, online streaming and binge watching, where few of the presented studies tackled all variables together.

- Lack of Arab media studies that measure television smartphones applications content based on usage criteria like usage, availability, variety, and accessibility.

- Most Arabic studies did not highlight the importance of moving from offline to online media, this was reflected in Alec Tefertiller study where he examined why viewers cut the cord from television and moved to online video streaming.

- The theoretical frameworks on which previous studies relied differed, such as: The theory of media wealth, Theory of Richness Media, Theory of Social Cognitive Theory Diffusion, Uses and Gratification Theory Innovations, Some previous studies focused on re-exploring the "uses and gratification" theory and its applications in the field of new media.

- Arab studies done on smartphone usage were limited and did not fully measure the idea of the innovation, where most of them were tackling only one perspective which was the usage.

- In Egypt, the idea of "Binge watching" is considered to be a relatively new phenomenon. Where few studes were found that researched and measured the excessive and over use of television content while in the meantime most Egyptian youth participate in this behavior without knowing.

V.   Theoretical Framework:

A. The Diffusion of Innovation Theory:

Rogers developed this theory to help describe, predict and explain the different stages that individual go through in adopting an innovation.

Rogers (2003) defined diffusion as ''the process in which an innovation is communicated through certain channels over time among the members of a social system'' (p. 5). Research on diffusion of innovations has helped increase understanding of the adoption of different types of innovations. Diffusion is the process by which the innovation is communicated through channels over a period of time among individuals of a social system. Diffusion is a special type of communication, where the messages consists new ideas. What gives diffusion its special character is the novelty of the idea in the message of communication. Novelty here is defined as the degree of uncertainty involved. Early studies on diffusion in communication first examined the diffusion of news, following in 1970s research on diffusion of technological innovations started to appear. The theory has four main elements which are the innovation (new idea), communication channel, time and a social system(Rogers, 1962, 2003).

1. The Innovation:

An innovation is defined as an idea, object, or practiced that must be perceived as new by members of a social system. The perceived newness of the innovation or idea for individuals defines their reaction to it. In other words, if the idea seems to be new to an individual is an innovation. The "newness" aspect of an innovation may be expressed in terms of knowledge, persuasion, or adoption.

Rogers (2003), argued that innovations are defined by five characteristics they are: relative advantage, compatibility, complexity, trialbility, and observability. These five characteristics help explain the rate of adoption of individuals.

- Relative Advantage: is that idea than an innovation is better than the old innovation that already exists. What matters here is that an individual perceives the idea as beneficial.

- Compatibility: is when the needs, values and experiences of the adopter is consistent with the innovation. An idea that is compatible with the needs and values of an individual will be adopted more rapidly than an idea that is not compatible.

- Complexity: is the degree to which an innovation is perceived as difficult to use and comprehend. Some ideas are understood by most members and not complex other ideas are more complicated therefore the rate of adoption will be slow.

- Trialability: is the level of which an innovation can be experimented within a limited basis. Innovations that can be tried or have a trial version will be rapidly adopted than innovations that are not. Ideas that can be tried represent less uncertainty to members of social system who consider it for adoption.

- Observability: is the degree to which the adoption of an innovation is visible and seen by others. Individuals are more likely to adopt an innovation when they are able to see its results. As such when individuals are exposed to the results it arouses peer discussion about the innovation, where friends and family as the adopter for evaluation information about the innovation.

In a nutshell, Rogers suggested that innovations that has the perception by individuals to have greater relative advantage, compatibility, trialability, observability and less complexity will be adopted at a faster rate than other innovations. These characteristics are not the only qualities that affect individuals adoption rates, however past studies have showed that there are the most important characteristics of innovations for explaining the rate of adoption (Rogers, 2010, p.11).

2. Communication Channel

In the heart of the diffusion process is information exchange in which one member of a social system communicates an innovation to one or more other member. In its most basic form this process involves: first an innovation, second an individual or adopter, third is another individual who does not have knowledge of the innovation and forth a communication channel to link the two individuals or members. Therefore, the communication channel is the process by which information or messages are transferred from on individuals to another. The mass media are regularly the most rapid and effect way to enlighten the audience of adopters about the existence of an innovation. Moreover, they are most efficient channels to create awareness and knowledge about the innovation. Mass media channels are means of communicating messages and information through a mass medium such as radio, television, newspapers, internet and so on. This enables the source of the innovation to reach few or more individuals (Rogers, 2010, p.17).

3. Time

One of the most important element in the diffusion process is time. The time dimension that is involved in diffusion is: first, the innovation decision process where members of a social system passes through from awareness and knowledge to the adoption or rejection of an innovation. Second, the earliness or lateness an individual adopt an innovation in comparison to other members of a social system. Third, the innovation's rate of adoption in a social system which is measured by the number of individuals that adopt the innovation in a given period of time.

The innovation-decision process is the process through which an individual move from first awareness and knowledge of an innovation to forming an attitude toward the innovation, to adoption or rejection,

to implementation of the new idea, and to confirmation of this decision. This is conceptualized into five main steps:

- Knowledge: is the process in which individuals are exposed to an innovation and develop an understanding of how it works. Here the individuals often seek software information that relates to a technological innovation. At this stage individual are exposed to information such as what the innovation is and how it works. The mass media is an effective way to transmit such information to individuals.

- Persuasion: this is process when an individual start to form an attitude towards the innovation whether it is favorable or unfavorable. in order to reduce the feeling of uncertainty and dissonance about innovation's consequences an individual looks for innovation-evaluation information.

- Decision: is the process in which an individual actively makes a choice whether to adopt or reject the innovation. in this stage an individual would like to know the advantages and disadvantages of the innovation. Such information of an innovation is more like to affect the individual's decision to whether adopt or reject.

- Implementation: is the process in which an individual puts the innovation into use.

- Confirmation: is the process in which an individual seeks reinforcement or reversal of the decision made (Rogers, 2010, p.20).

Rogers also specifies five adopters' categories, where he divided individuals by their rate of adoption of an innovation: (1) innovators, (2) early adopters, (3) early majority, (4) late majority, and (5) laggards. Understandably, the classification and division of a social system's members into adopter categories are based upon the relative time at which an innovation is adopted.

- Innovators: are individuals who actively seek information about new ideas. They are greatly exposed to various mass media channels and their interpersonal networks is larger than most members of a social system. These types of adopters are cope much higher with uncertainty about an innovation than other individuals. Innovators are the first to adopt the innovation in their social system as they are eager to try new ideas.

- Early Adopters: they are individuals who are respected by other members in a social system. They are usually highest degree of opinion leadership.

- Early Majority: they are cautious and deliberate. These are individuals that interact regularly with their peers but rarely hold leadership positions.

- Late Majority: they are individuals who are skeptical of new ideas. They often adopt an innovation because of necessity or increasing peer pressure.

- Laggards: they are traditional and slow to adopt new ideas. They are near isolates individual where their point of reference is the past.

4. Social System

In a social system there must be a set of connected units or members that engage in a common problem and solve it to achieve a common goal or objective. These units or members may be individuals, groups, organizations or subsystems all are involved in a social system. It is crucial to know that diffusion only happens within a social system, because the structure of that social system affect how the innovation is diffused in numerus ways. There are different roles that certain members of social system play such as opinion leaders and change agents. These two role are considered of upmost importance when studying the effects of diffusion. The role of opinion leader here

provides other members in a social system with information and advice about innovations (Rogers, 2010).

A change agent is an individual who influences clients' innovation decisions in a direction deemed desirable by a change agency. He or she usually seeks to obtain the adoption of new ideas, but may also attempt to slow down diffusion and prevent the adoption of what he or she believes are undesirable innovations. Change agents use opinion leaders within a given social system as lieutenants in diffusion campaigns (Rogers, 2010, p.24).

Roger's theory of diffusion serves as a basis for developing an instrument to measure user's willingness of adopting television smartphones application as an innovation. Using the diffusion of innovation theory this study explains how the adoption of smart phones applications are being spread among the Egyptian youth. And how now mobile television is replacing traditional media and television. Moreover, the study investigates how different types of youth will adopt mobile television by using the categories of adopters that rogers suggested in his initial research.

Diffusion of innovation theory offers a collection of different innovation characteristics that may influence the user's perception of the innovation prior to adoption. Hence, these characteristics would affect the user's speed or rate of adoption. These characteristics provides a theoretically based set of behavioral beliefs that are related to this study. Television smartphones applications have only been available in Egypt recently and are still considered an innovation. Therefore, the study employed the diffusion of innovation theory in understanding the rate and speed of adoption for the innovation by examining smartphone television applications with first the innovation characteristics and second the innovation decision process. Moreover, the study used this theory to better understand whether Egyptian youth accepts or reject the idea of television smartphones applications. The study will also examined and classifed the Egyptian youth according

to the rate of adopters. By classifying the rate of adopters the researcher will was able to know the degree and level of binge watching that each individual indulge in (Rogers, 2010, p.24).

B. Third Person Effect Theory:

The third person effect theory argues that individuals will overestimate the power of persuasive and negative messages from mass media on the attitudes and behaviors of others. An individual believe that this particular media message will not have an influence on "me" and "you" but it will influence "them", who they refer to as the third person. Individuals examine and analyze the potential effect that a particular message could have and then they compare their reaction with others (Brubaker, 2011). Therefore, the third person effect studies indirect effects or reactions that people have towards a perception of media messages (Becker, Xenos & Waisanen, 2010). The theory was proven through numerous media researches which had measured over a long period of time, the effect of the perception people have that the general public are more prone to be influenced by messages than themselves. (Schmidt, 2011)

Several empirical studies have consistently supported a third person effect such as, a study by Salwen in 1998 revealed a third person effect while measuring censorship in election messages. The researcher found that individuals' perception of election campaign messages has a much greater effect on others than on themselves. Because of this perception, individuals tended to support the decision to censor and restrict election messages. Two Studies done by Tiedge, Silverbatt, Havice and Rosenfeld (1991) surveyed individuals on the perceived effects of the media. The study found that over 90% of participants reported that they perceive the media would affect others much more than it would affect them. Another recent study in 2007 by Pew Research revealed that 15% of respondents reported that they were more prone to vote for a particular candidate that Oprah Winfrey

endorsed., whereas 69% of participants reported that they were not affected by any kind of endorsement and 60% reported a belief that Oprah's endorsement would help the candidate more, thus signifying a third person effect in Oprah's endorsement of a political candidate (Brubaker, 2011).

The Receptiveness of the audience

While studying the reasons and explanations for the existence of the third person effect, several studies have first examined the receptiveness of the audience towards persuasive messages. According to Davison (1983) individuals have the believe that they have access to information that others do not have access to. Therefore they have the advantage of having access to more knowledge than other people who are more prone to being influenced by the message than them.

Davison also reported that individuals view the media as subjective towards their opinion, thus they believe that, because the media is sending arguments and information that supports the wrong issue, a disparate effect will take place. The audience's reception of the message will be, therefore, unbalanced and they believe that in order to have an objective media the messages should be sending correct issues. However, the problem here is the audiences' failure to acknowledge that even their subjective correct issues are a broadcast persuasive message. Additionally, individuals have a limited comprehension about their cognitive state and their thoughts regarding mass media's persuasive messages. They think that they are more perceptive towards harmful media persuasive messages, and thus they have the belief that they are not affected by whatever message is conveyed to them (Brubaker, 2011).

Factors Affecting The Third Person Effect

There are several factors that play a role in reinforcing the third person effect. The first self-enhancement; when people perceive a media

message as unattractive and unfavorable, a third person effect is more likely to occur. A study done to measure the third person effect of celebrity endorsements in presidential elections found that endorsements of the opposing candidate were reported to be highly unfavorable, thus a third person effect took place through the self enhancement factor (Brubaker, 2011). Many researches revealed that self-enhancement is a fundamental mechanism of the third person effect perceptions (Gunther& Mundy, 1993; Gunther & Thorson, 1992). People like to perceive themselves as being more resilient than vulnerable to media messages, thus leading them to believe that they are better than other individuals. Nevertheless, if a media message is seen as desirable by an individual or having a positive influence on them the third person effect is likely to diminish.

The second is self-esteem, other studies have found that factors such as self-esteem and self-worth contribute to the occurrence of a third person effect. Based on the self-esteem factor, the third person effect was regularly found in issues with antisocial messages such as cigarettes and gambling advertising and violent television. Moreover, the third person effect occurs when individuals have the need to boost their self-esteem and well-being by comparing themselves to less intelligent and less fortunate people. More precisely individuals tend to compare themselves with people are less educated and less knowledgeable than them and are less educated. Individuals believe that these people will not be able to notice and understand the persuasive media message, thus making themselves vulnerable to the effect of the media.

When studying the effects of media on the individual's perception,

there is one theory that has received a lot of attention. The third person effect has been well acknowledging and documented in this area in nearly three decades of research. The third person effect suggests that there are several important factors that can help strengthen or lessen the media effect. For instance the social-distance factor argues that the more the audience is away, the greater the third person effect is. There are also demographic factors such as age, education, and social class that can influence the third person effect (Hoffman, 2013). This study examined how the third person effects relates to binge watching. Where Egyptian youth are not aware of the effect of watching multiple episodes in a row in single sitting. Individuals see themselves as not being effected by binge watching, while the average person can be affected. The study analyzed how individuals are unaware that they are begin effect by this certain action. Therefore, the third person effect theory is used to analyze and examine the impact that binge watching through smart phones television applications may have on the Egyptian youth and act as a valuable framework to measure the degree of effect. Moreover, the study examined the factors that affect the third person theory and how do they relate to the Egyptian youth when binge watching smartphones television applications.

VI.   **Methodology and Methods of Data Collection**

This study is based on descriptive research. Descriptive research, also known as statistical research, defines data, information and characteristics about a certain population or phenomenon being studied. Data in descriptive research is accurate, factual and systematic, were the research is testing different hypotheses that are tentative and speculative (Burns, 2008). Descriptive research will help

in examining the role of television smartphones applications and binge watching effect on the Egyptian youth. In other words, the study aimed at examining a specific type of audience, Egyptian youth, that are affect by the binge watching behavior through smartphone applications. This is done through evaluating viewers' watching behavior and its influence by focusing on the variables affecting such phenomenon. Also the relationship between the variables is tested in order to be able to examine the influence of binge watching on the Egyptian youth and to determine the relationship between them.

The Survey

Survey is a descriptive, non- experimental research design and method. Survey research is one of the oldest methods for data gathering, however it is still to this date one of the most frequently used technique for gathering information and data in the field of social sciences (Babbie & Rubin, 2016). Typically studies that use survey usually have individuals serve as the unit of analysis. Since this study aimed at examining the Egyptian audience the best method to use is survey research as is helps in describing a very large population that cannot be observed directly be any other methods (Babbie, 2015).

For this study the researcher used an online survey as it allows the researcher to guarantee anonymity for the respondent, it is relatively low at cost, has a high responses rate and eliminates the interview bias (Dominick, & Wimmer, 2013). The respondents were informed that their answers are completely confidential and that they are free to terminate from answering the questionnaire at any time that want.

A questionnaire was distributed in order to investigate respondents' use of television smartphones applications and the binge-watching influence on Egyptian youth. The questionnaire was distributed to a sample of the Egyptian youth population. Data was collected from 400 respondents (n=400). The respondents were only required to fill out the questionnaire if they were active users of smartphone television apps. Questionnaire was distributed online through google forms to Egyptian youth in both private and public universities during the period of October 2020 until December 2020. Respondents were recruited via social media (i.e. Facebook, Twitter, WhatsApp, and Instagram) and via emails.

Sample

The Population of this study is represented in all types of Egyptian youth who are smartphone users and download smartphone television applications. In other words, they are average-to- heavy users of television smartphone applications. The researcher will use a non-probability sample technique in this study. This study used a purposive technique to obtain data.

The researcher also saw that a purposive sample is the most appropriate technique to be used in obtaining information, as the respondents must meet the researcher's purposes of being viewers and active users of television smartphones applications. The respondents are from both genders making them a total of 400 participants, Egyptian youth is defined in CAPMAS from the age of 18-29 and they will be located in the Greater Cairo governorates (Cairo – Giza).
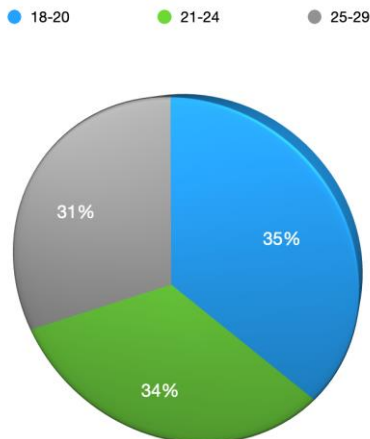
Figure 1: Respondents' Ages

Respondents were equally distributed among the available age ranges. Since this study is about Egyptian Youth, so the age range that the researcher wanted was from 19-29. Findings showed that 35% of the respondents were from the ages 18-20 (n=140), 34% were from the ages of 21-24 (n=133), and 31% were from the ages of 25-29 (n=127). Figure 1 shows the results of the respondents ages.
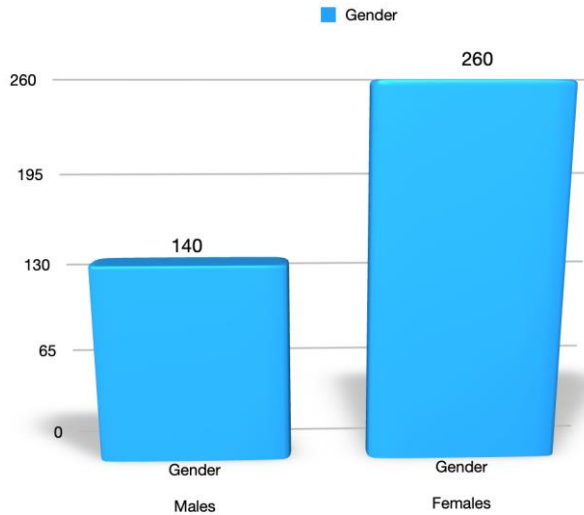
Figure 2: Respondents' Gender

The sample showed that the female respondents where more than the male respondents, showing that males are less likely to participate and binge watch on television smartphone applications. With 65% of the respondents being females (n= 260) and only 35% are males (n=140). Figure 2 shows the results of the gender of the respondents.

Table 1: Respondents' Level of Education

Level of Education	Frequency (N)	Percent
High School Student	17	4.3
Undergraduate Student	215	53.8
Graduate Student	96	24
Post Graduate Student	72	19
Total: (N)	400	100

Results shows that the majority of the respondents are still in their undergraduate studies with 53.8% and only a mere 4% are still in high school. This shows that respondents who are still university students tend to binge watch more on television smartphone applications than other respondents. Table 1 shows the results of the respondents' education level.

Table 2: Respondents' Socioeconomic Status (SES)

Socioeconomic Status (SES)	Frequency (N)	Percent
Low	59	14.8
Medium	230	57.5
High	111	27.8
Total	400	100

The sample showed that the majority of the respondents have a medium socioeconomic status, meaning that they belong to Class B and C with 57.5%. the minority have a low socioeconomic status with 14.8%. This indicates that the study was successful in meeting its objective of having a sample in the middle class. Table 2 shows the results of the respondents' socioeconomic status.

VII.   Results and Discussion

In this section, the results and analysis of the research hypotheses examined by the questionnaire will be presented, where the survey measured the influence and role of binge-watching on smartphone television applications Several statistical methods were used in order to test the proposed research hypotheses, and they were the following, T-test, One- way ANOVA, and Pearson correlation.
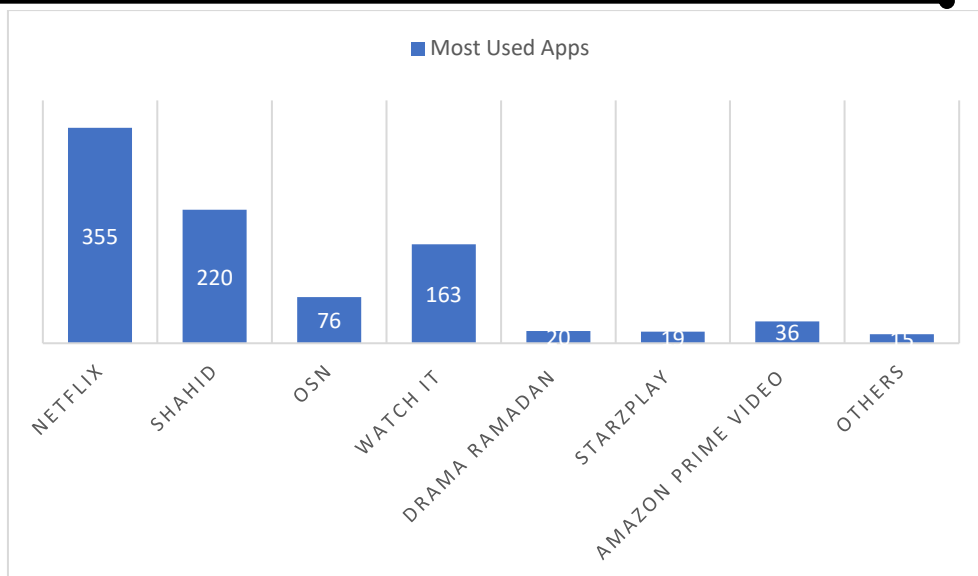
Figure 3: Most used applications

According to Asamel (2018) reported that the majority of the respondents who binged watched television series preferred Netflix with 76.7% choosing this app, while only 6.1% chose Amazon Prime Video. Similarly, results show that the majority of the respondents answered the best app to use and most easy is Netflix with 88.8% of respondents downloading the app. As shown in Figure 4.

● Daily ● Weekly ● Monthly ● More than 1 month
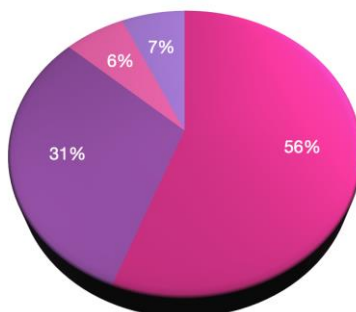
Figure 4 Smartphone television App's Usage

It was important for the researcher to examine the respondents' usage of the television smartphone apps and how many times do they open these apps. As shown in figure 5, findings from the survey showed that more than half of the respondents with 55.8% open the app daily (n=223) whereas only a mere of 6.5% open the app monthly (n=26).
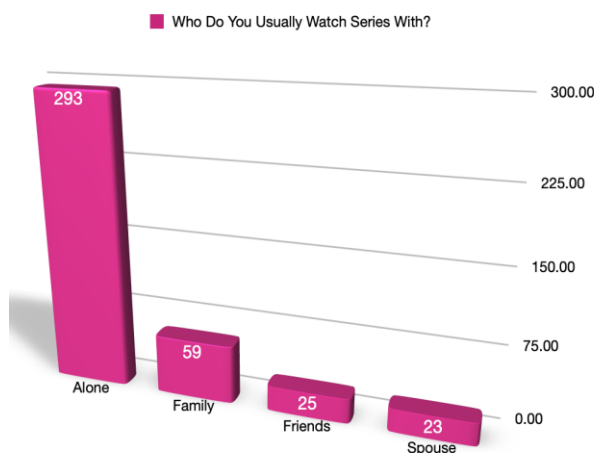
Figure 5: Who Does the youth usually watch series with?

The research found it is important to gather data about the individual's viewing habits. Meaning the researcher asked two important questions to understand who does the respondent usually watch television series with and at what time of the day the respondents usually watch these series. These questions were asked to understand the level of binge-watching that the respondents engage in. Results showed that respondents usually watch television series alone, with more than half reporting that (n=293). This indicated high level of binge-watching, as viewers are more likely to watch more episodes of the same television series when they watch alone (Starosta, J., Izydorczyk, B., & Lizyńczyk, S. (2019).

Moreover, results showed that the majority with 71.3% prefer to watch television series at nighttime (n=285). Figure 2 shows the results of who does the respondents usually watch television series with. Dixit, A. et, al. (2020) showed in their study that the majority of their respondents with 56.5% said that they prefer to binge-watch

television series alone. Sung, Kang, & Lee (2018) also showed that the majority of the participants 83.3% binge watched television series by themselves as opposed with other individuals.

● 1 Episode ● 2-4 Episodes ● 5-7 Episodes ● 8 Episodes and more
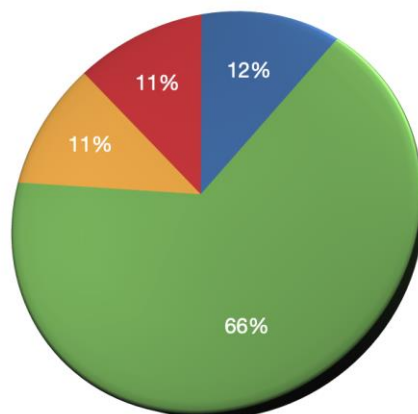
Figure 6: Number of episodes watched in one sitting

The researcher wanted to measure the intensity of binge-watching behavior that the respondents engaged in. In order to do so, the researcher need to know how many hours they spend watching the same television series on these apps and how many episodes do they watch on these apps per one sitting. Results showed that 66% of the respondents answered that they usually watch from 2 to 4 episodes in one single setting (n=263) and that 44.8% of the respondents spend an average of 1 to 2 hours per day watching television series on the smartphone television apps (n=179). While a mere of 12% reported that they watch only one episode per single sitting (n=48) and that they spend less than an hour on the television smart phone

applications (n=43). Figure 6 shows that results of the number of episodes individuals usually watch per one sitting.

Validity

Validity is of importance in order to know the extent that results of a study represent reality. Validity refers to the extent to which the measurements represent the variables they are intended to.

Face Validity

Here the research argues that if both the content of survey and content analysis are clear, unambiguous, user-friendly and straight to the point then the measures shall achieve face validity. Moreover, since the researcher was the coder in the content analysis and know exactly what is wanted from the research this increased face validity.

Construct Validity

Construct Validity refers to the extent a measure behaves in consistency with the hypothesis being theorized. It represents an assessment of how well the researcher translated the ideas or variables into actual measures. It is done to determine how well a test measures what it is supposed to measures (Taherdoost, 2016). It has two subtypes; Discriminant Validity and Convergent Validity. Here the researcher achieved validity through convergent validity by ensuring that the measures of the same constructs is valid through testing the hypothesis by statistical analysis.

Reliability

For the survey, the researcher conducted a pilot study on 50 participants to test and ensure reliability. The pilot study showed similar results to those achieved when distributing the questionnaire on the sample

Hypotheses testing of the Field Study Results

H1: Egyptian Youth will perceive the influence of binge-watching on television smartphone applications to be greater on others than on

themselves.This hypothesis measures the perceived and actual influence of binge-watching on television smartphone applications, where individual will perceive that others might be influenced by binge-watching on smartphone television applications but they are not. Statistical tests were employed to know whether the results were found to be significant. Table 1 displays findings from a T-Test that shows that there is a statistically significant difference between the influence of binge-watching on television smartphone applications and the third person effect (p= .000). Findings supported this hypothesis. Where individuals saw themselves as not being affected or influence by engaging in this behavior but others may be influenced.

Table 3: T-Test to measure the Third Person Effect and the influence of binge watching on television smartphone applications.

Binge Watching and the Third Person Effect	Perceived Influence on self			Perceived Influence on others			T	df	Sig
	N	Mean	Std. Deviation	N	Mean	Std. Deviation			
	400	1.88	.742	400	2.36	.678	-14.182-	399	.000

Similarly, Ahmed, (2021), studied the influence of binge-watching US television drama and the Third Person Effect theory. Results showed that the majority of the respondents with 63% who binge-watch tent to perceive the negative effects of US drama as higher on others, comparted to themselves with 12.8%. Moreover, 55.6% of respondents perceive the positive impact of binge-watching higher on themselves, compared to others. The researcher concluded that the negative effect of binge watching is perceived as higher on others than on self among the sample of binge-watchers chosen.

Table 4: Pearson Correlation test to measure Binge watching in television smartphone applications and Social Isolation, Feeling of Guilt and Enjoyment.

Binge Watching in Smartphone Television Apps	Social Isolation		Feeling of Guilt		Enjoyment	
	P	r	P	r	P	r
	.000	.336	.000	-.372-	.000	.543

H2 states that there is a significant correlation between the level of binge-watching on television smartphone applications and Social isolation. Here this hypothesis measures whether individuals who engage in binge watching behavior on television smartphone applications are socially isolated or not. This hypothesis is measured through two different variables first the level of binge watching and second the intensity of binge watching. Results showed a positive correlation between the level of binge watching on television smartphone applications and social isolation (r=.336, p=.001). results also showed a positive relation between the intensity of binge watching and social isolation (r=.457, p=.001). the more respondents engage in binge watching behavior on television smartphone applications the more they became socially isolated from the outside work. Statistical tests were employed to know whether the results were found to be significant. Table 2 displays findings from a Pearson correlation test that shows that there is a statistically significant difference between binge watching and social isolation. Findings supported H2.

H3 states there is a significant correlation between the level of binge-watching on television smartphone applications procrastination and feeling of guilt. Here this hypothesis measures whether individuals who engage in binge watching behavior on television smartphone applications experience feeling of guilt and regret. This hypothesis is

measured through two different variables first the level of binge watching and second the intensity of binge watching. Results showed a negative correlation between the level of binge watching on television smartphone applications and feeling of guilt (r= -.372, p=.00). results also showed a negative relation between the intensity of binge watching and feeling of guilt (r= -223, p=.00). which means that the more respondents engage in binge watching behavior on television smartphone applications the less likely they would feel guilty about binge watching or regret the behavior itself. Statistical tests were employed to know whether the results were found to be significant. Table 2 displays findings from a Pearson correlation test that shows that there is a statistically significant difference between binge watching and social isolation. Findings supported H3.

Merrill Jr. & Rubenking, (2019) showed Regret was also found to be a significant predictor of binge watching frequency and duration. Granow Reinecke, & Ziegele, (2018) supported the researcher's hypothesis were it was found that binge watching was associated with increased goal conflicts and is correlated with feelings of guilt. Moreover, Walton-Pattison, et al. (2016) showed a correlation between binge watching and goal conflicts, and anticipated regret. Findings highlighted that anticipated regret and feeling of regret contribute significantly in binge watching. the more individuals reported to binge watch the more that they found conflicts in goals and the more that they did not purse their personal goals. Results showed that there was no correlation between binge watching and self-efficacy, where individuals showed that binge watching is not related to one's control over motivation, behavior and social environment.

H4 states that there is a significant correlation between the level of binge watching on television smartphone applications and feeling of enjoyment. Here this hypothesis measures whether individuals who engage in binge watching behavior on television smartphone applications experience feeling enjoyed and entertained or not. This

hypothesis is measured through two different variables first the level of binge watching and second the intensity of binge watching. Results showed a high positive correlation between the level of binge watching on television smartphone applications and enjoyment (r=.543, p=.000). results also showed a positive relation between the intensity of binge watching and enjoyment (r=.419, p=.000). the more respondents engage in binge watching behavior on television smartphone applications the more they felt joy and entertain from these television smartphone applications. Statistical tests were employed to know whether the results were found to be significant. Table 2 displays findings from a Pearson correlation test that shows that there is a statistically significant difference between binge watching and social isolation. Findings supported H4.

Merrill Jr. & Rubenking, (2019) showed in their study that enjoyment was not a significant predictor of binge watching frequency. However, enjoyment significantly predicted binge watching duration. Results showed that using binge watching as a reward is associated with more frequent and longer binge watching sessions. Granow, Reinecke, Ziegele, (2018) showed that binge watching provides new opportunities for self-determined forms of entertainment consumption.

Table 5: Pearson Correlation test to measure the diffusion of innovation theory and Binge watching on smartphone television apps.

Binge Watching in Smartphone Television Apps	Relative Advantage		Compatibility		Complexity		Triability		Observability	
	P	r	P	r	P	r	P	r	P	r
	.165	.070	.002	.157	.010	-.129-	.000	. 190	.001	.167

The Diffusion of innovation theory aims to identify how, why and at what rate new ideas and technology are spread within the society. Rogers (2003) claimed that for a product to be considered an innovation they must have these five characteristics; Relative

Advantage, Compatibility, Complexity, Triability, and Observability. in order for society to accept the innovation they must go through these five characteristics. Hence, the researcher came with H5 which states there is a significant correlation between the characteristics of an innovation and binge watching on television smartphone apps. The hypothesis is split into five subcategories for each characteristic of the innovation.

> H5a: ***Relative Advantage*** will have a significant correlation with binge watching on television smartphone apps.
> H5b: ***Compatibility*** will have a significant correlation with binge watching on television smartphone apps.
> H5c: ***Complexity*** will have a significant correlation with binge watching on television smartphone apps.
> H5d: ***Triability*** will have a significant correlation with binge watching on television smartphone apps.
> H5e: ***Observability*** will have a significant correlation with binge watching on television smartphone apps.

Here these hypothesis measures the diffusion of innovation theory in relation to binge watching on television smartphone applications. Results showed that there is a weak positive correlation between Relative Advantage and binge watching on television smartphone apps (r=.070, p=.165). Meaning that individuals saw that the television smartphone applications are a more convenient way to watch television series, that they are gives the user greater control over more television content and series and they allow easily access to television series. Statistical tests were employed to know whether the results were found to be significant. Where respondents saw that the more the television apps have relative advantage the more that they are likely to binge watch television series on these apps. Table 3 displays findings from a Pearson correlation test that shows that there is not statistically significant difference between relative advantage

and binge watching on television smartphone applications. Findings did not support H5a.

Similarly, Al-Jabri, & Sohail, (2012) showed in their study on mobile banking applications and the diffusion of innovation theory that relative advantage has a positive correlation with the adoption of the innovation. They showed that customers who find mobile banking useful and convenient way in managing their finances efficiently and effectively will tend to adopt the app (innovation).

Moreover, Results showed that there is a weak positive correlation between Compatibility and binge watching on television smartphone applications (r=.157, p=.002). Meaning that individuals agreed that the television smartphone applications are more compatible with their wants to watch series, that using television smartphone applications are a more fitting way to watch series and that television smartphone applications matches their need for watching on demand series. Statistical tests were employed to know whether the results were found to be significant. Where respondents saw that the more smartphone television applications have compatibility, the more they binge-watched television series on these apps. Table 3 displays findings from a Pearson correlation test that shows that there is a statistically significant difference between compatibility and binge watching on television smartphone applications. Findings supported H5b.

Compatibility was also found to be the most significant determinant to predict the innovation adoption. According to Lin, (2011) findings from his study showed that perceived computability of an innovation has a positive influence on the adoption of mobile banking. Meaning that the application was found to fit well in the manner customers uses, it is suitable to their lifestyle and thus they are more likely to adopt this new application.

Findings showed that there is a negative correlation between Complexity and binge watching on television smartphone apps (r=.-

.129, p=.010). Meaning that individuals agreed that television smartphone applications are easier to use than traditional media, that they do not require a lot of mental effort, and that they are not difficult to use and understand. Where the respondents saw that the less complex television smartphone applications are the more that they are willing to binge-watch television series on it. Statistical tests were employed to know whether the results were found to be significant. Table 3 displays findings from a Pearson correlation test that shows that there is a statistically significant difference between complexity and binge watching on television smartphone applications. Findings supported H5c.

Wang et al.'s (2003) found that complexity have an insignificant effect on the adoption of an innovation. They argued that there was no significant impact of ease of use of the smartphone application.

Concerning Triability, findings showed that there is a weak positive correlation between triability and binge watching on television smartphone applications (r= .190, p=.000). Meaning that respondents are willing to try television smartphone applications on a trial basis first and that they are willing to try these applications for at least a month. Statistical tests were employed to know whether the results were found to be significant. Where respondents saw that the more, they are willing to try these smartphone television applications, the more likely they will binge watch on these television smartphone applications. Table 3 displays findings from a Pearson correlation test that shows that there is a statistically significant difference between Triability and binge watching on television smartphone applications. Findings supported H5d.

Unlike the findings above, Al-Jabri, & Sohail, (2012) found Triability to have an insignificant effect on adoption of mobile banking applications. However, their research showed that the reason for this insignificance is unclear. Findings showed that customers are not

likely to be convinced with the application on a trail period because they do not see its benefits.

Lastly, results showed that there is a weak positive correlation between Observability and binge watching on television smartphone applications (r=.167, p=.001). Meaning that respondents see that smartphone television applications as a successful innovation, that they would recommend these applications to others to use and that they are satisfied with the use of these applications. Statistical tests were employed to know whether the results were found to be significant. Where respondents agree that the more, they observe these television smartphone applications as a success, the more likely they will binge watch television series on these applications. Table 3 displays findings from a Pearson correlation test that shows that there is a statistically significant difference between Observability and binge watching on television smartphone applications. Findings supported H5e.

According to Al-Jabri, & Sohail, (2012), Observability was found to have a significant effect on the adoption of mobile banking applications (innovation). Where they argued that observability is the ability to see the positive results of the app at anytime and anywhere. Moreover, the researchers claim that observability if found when the customer sees the innovation as a convenient and effective way to manage their needs and wants and it is easily accessible around the clock.

Table 6: Significant Differences Between Binge watching in television smartphone applications and Age Group- One Way ANOVA

Binge Watching in Smartphone Apps	Age Group	N	Mean	Std. Deviation	df Between Groups	Within Groups	F	Sig
	18-20	139	8.31	2.09221	2	397	.885	.414
	21-24	135	8.09	2.00326				
	25-29	**126**	**7.73**	**1.42218**				

H6 states that there is a significant correlation between the level of Binge-watching on television smartphone applications and binge watching based on demographic variables: H6a: Age, H6b: Level of Education, and H6c: Socio-Economic Status (SES). This hypothesis measures significant differences between individual's demographic variables and binge watching on television smartphone applications. Results showed that Age is not a variable in binge watching on television smartphone applications. As mention in Table 4 a one-way ANOVA test was employed and results found to be statistically not significant (p=4.14). Meaning that age is not a significant factor or indicator when respondents engage in binge-watching behavior on television smartphone applications. Findings did not support H6a.

According to Merrill Jr. & Rubenking, (2019) in their study of Binge-Watching influences on college students showed that that age was not a significant predictor of binge-watching frequency or duration. However, sex was a significant predictor of binge watching duration with females more likely to binge watch for longer periods of time than males

Table 7: Significant Differences Between Binge watching in television smartphone applications and Level of Education - One Way ANOVA

	Level of Education	N	Mean	Std. Deviation	df Between Groups	df Within Groups	F	Sig
Binge Watching in Smartphone Apps	High School Student	17	9.9412	2.30409	3	396	4.732	.003
	Undergraduate Student	215	11.4558	2.40262				
	Graduate Student	96	11.5938	2.59789				
	Post-Graduate Student	72	10.5417	2.45487				

Table 8: Significant Differences Between Binge watching in television smartphone applications and Socio-Economic Status (SES) - One Way ANOVA

Binge Watching in Smartphone Apps	Socio-Economic Status (SES)	N	Mean	Std. Deviation	df		F	Sig
					Between Groups	Within Groups		
	Low	59	8.2881	1.82937	2	397	4.749	.009
	Medium	230	8.2217	1.97991				
	High	111	7.5946	1.63139				

Moreover, concerning the level of education and socio-economic status (SES) results showed that there is a significant difference (p=.003, p=.009). Meaning that there is a relation between the level of education and binge-watching on television smartphone applications. As mentioned in Table 5 shows a one-way ANOVA test employed to examine the relation between binge watching in television smartphone applications and level of education. Findings supported H6b. Table 30 shows a one-way ANOVA test employed to examine the relation between binge watching in television smartphone applications and Socio-Economic Status (SES). Findings supported H6c.

Table 9: Comparing Significant Differences Between Binge watching in television smartphone applications and Level of Education - LSD

	Level of Education	Compared to:	Mean Difference	Sig (p)
Binge Watching in Smartphone Television Application	High- School Student	Undergraduate students	-1.51464	0.15
		Graduate Student	-1.65257	.011
		Post-Graduate Student	-.60049	.365
	Undergraduate students	High- School Student	1.51464	.015
		Graduate Student	-.13794	.648
		Post-Graduate Student	.91415	.007
	Graduate Student	High- School Student	1.65257	.011
		Undergraduate students	.13794	.648
		Post-Graduate Student	1.05208	.006
	Post-Graduate Student	High- School Student	.60049	.365
		Undergraduate students	-.91415	.007
		Graduate Student	-1.05208	.006

Post graduate students were found to have the highest level of binge watching in smartphone television applications when compared to other respondents in different level of education (m=1.05, p=.006). Whereas graduate students had the lowest level of binge watching in smartphone television applications. Table 7 shows a Post-hoc Test comparing significant differences between the sample with level of education and binge-watching in television smartphone applications. Results show that individuals who have a post graduate degree are more likely to engage in binge-watching behavior on television smartphone applications than individuals with different level of education.

Table 10: Comparing Significant Differences Between Binge watching in television smartphone applications and Socio-Economic Status (SES) - LSD

	Socio Economic Status	Compared to:	Mean Difference	Sig (p)
Binge Watching in Smartphone Television Application	Low	Medium	.06640	.808
		High	.69354	.022
	Medium	Low	-.06640	.808
		High	.62714	.004
	High	Low	-.69354	.022
		Medium	-.62714	.004

Respondents with high socio-economic status were found to have the highest level of binge watching in smartphone television applications when compared to other respondents in different level of socioeconomic status (m=6,27, p=.004). Whereas respondents with low socioeconomic status had the lowest level of binge watching in smartphone television applications. Table 8 shows a Post-hoc Test comparing significant differences between the sample with respondents' socioeconomic status and binge-watching in television smartphone applications. Results show that individuals who have a high SES are more likely to engage in binge-watching behavior on

television smartphone applications than individuals with different SES.

VIII.   Discussion, Conclusion and Recommendations

Discussion and Conclusion

The researcher saw an opportunity to fill an important void in the research area binge-watching television series in Egypt. To date, Binge-watching and smartphone television applications in Egypt has been under researched and unacknowledged. This study examined the relationship between binge-watching television series and smartphone television applications.

The aim of the study was to determine the role of television smartphones applications on binge watching in Egypt and how they influence the youth through viewing these applications by analysing how the youth consumer and use the smartphone applications that leads to Binge watching. Moreover, over the study aimed to analyze the level of awareness and usage of television smartphones applications and the rate of adoption of such applications and examined the difference between the perceived and actual influence that Egyptian youth have on television smartphones application.

In order to do so, the study had to draw upon the light of the third person effect theory and the diffusion of innovation theory and relate it to the Egyptian youth's evaluation and used of these television smartphone applications.

Recommendations

Findings from this study lead to a more in-depth understanding of the role of binge watching through television smartphone application among Egyptian youth, especially when analyzing it as the primary source of information. Because there is a lack of research done in the area of television smartphone applications and binge watching in Egypt this study attempts to inform future studies about streaming apps. The researcher would advise and recommend for future researchers to adopt an experimental approach when studying the effects of binge watching on television smartphone applications on the

Egyptian youth, to understand causality. In addition, the researcher would like to also recommend to widen the sample to include a greater age range not only the youth.

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