

The Effects of Netflix Binge Watching on Egyptian teenagers' Academic Achievement

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Abstract:

This Research Paper analyzes the Effects of Netflix binge watching phenomena on Egyptian teenagers' academic achievement. The research paper aims to determine the exposure time and binge watching rates of Egyptian teenagers to Netflix in addition to determining the most content type that stimulates the binge watching phenomena for teenagers of age from (14 -20) thus, the research papers aims to investigate the effect of Netflix binge watching phenomena on their academic achievement & future plan. By depending on social learning theory & uses and gratification theory, the conducted survey indicated that 84% of the students watch Netflix in exam days with high exposure rate that starts from 2 to 7 hours in 82.7 % of the student during exams days by percentage of 53.5 toward action content and by percentage of 52.5 toward mystery content. Therefore, its highlighted that teenagers have high binge watching rates even in their exams days which means that Netflix leads to time wasting and Attention Deficit due to their high binge watching rates during exams times which subsequently can lead to less academic engagement that by time by can leads to less academic achievement and negative consequences on their academic progress, indeed this could affect teenagers' future plans.

Keywords: Netflix - binge watching – academic achievement – Egyptian teenagers - quantitative data method – survey – uses and gratification–social learning theory.

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Introduction:

Netflix was established as a shipping DVD Service via mail in 1997, however in 2007, Netflix has successfully launched its unique service which is streaming TV shows and movies over internet (Dean, B.,2021)¹. undeniably, Netflix has successfully gained its popularity among different ages especially teenagers, owing to the fact that Netflix produces exclusive movies and shows without ads as Paranormal in 2020, besides displaying series and shows that are already shown on T.V. thus, Netflix provides a wide range of different categories of TV shows and movies that fits different types of people and their flair in movies. Assuredly, Netflix are exploiting elements of alluring, appealing and attractive in images and sounds of its movies and Series, and that's why Netflix has become one of the most important entertainment industries. By 2021, Netflix subscribers exceeded 200 million (Alexander.J,2021)².

Binge watching is an exceptional Phenomenon, the word ' binge' showed up in English in mid of 1800s. It was expressing the over flow of eating and drinking, while, the whole expression of binge watching haven't been widely used until 2012 (Word of the Day binge-watching , 2017)³, as a result of the spread of online streaming platforms such as Netflix, that usually streams the whole TV show in a time to satisfy audience needs. Thus, Binge watching phenomenon is explaining the attitude of excessive watching Movies or TV shows in a short period of time .

Adolescence is aptly name for teenagers. it is a unique stage as well as its characteristics. This stage is full of developments, excitement, energy, new experiences and most importantly, it is the stage of highest tendency to try streaming, trendy and new things. That's why studying binge watching phenomena and its effect is worth to be investigated, as that its effect can cause mental health problems. these mental health problems might affect those teenager's life on many levels, surely the most dangerous level is the educational one, as it could lead to sever changes in their academic achievement which means that it is determining their future.

Problem statement:

By accessibility and freedom of watching anything at any time , a new behavioral phenomenon showed up which is Binge watching , Binge watching gained popularity by the establishment of online streaming platforms such as Netflix , Amazon Prime , Disney+ and Apple TV (Jolanta &Bernadetta , 2020)⁴ , as this online platforms give audience accessibility to exclusive movies and TV shows without any kind of interruption, there is even no advertisements while watching any content , since 2013 it has been increasing and also its consequences have been increasing , a research papers published between 2013 and 2020 , indicated that binge watching directly or indirectly have effects on psychological level .

The global pandemic of COVID-19 lead to more frequent binge – watching behaviors (Starosta & Izydorczyk and Dobrowolska , 2020)⁵ , people all over the world had to spend a lot of time in their home to practice social distancing , the perfect way to spend their time at home was binge watching.

Teenagers &especially university students are most commonly being exposed for mental health issues like depression, anxiety and stress , due to binge watching which is considered a motivational phenomenon for mental health issues to occur more commonly among students as that in 2020 according to Navarro.J. unfortunately, students unaware of consequences associated with their binge watching behavior, due to the lack of media coverage concerning this issue. therefore, the researchers are conducting this research to investigate the effect of Netflix binge watching on the Egyptian teenagers’ academic achievement and to raise awareness about its impact on their future plans.

Research Significance:

Teenagers are the future of any community hence, researchers have to investigate all issues related to this critical period of life, essentially when it comes to a dangerous topic as Netflix binge watching and its effect on their academic achievement. Therefore, this topic and its investigation is an essential duty for Egyptian teenagers’ preservation, especially because a phenomenon like Binge watching not only

capture teenagers inside it without their permission and without even noticing but also it locks their insights and close their horizon, insecurely all of this can leads to sever consequence on their academic achievement. Therefore, conducting this kind of researches are essential to raise awareness and investigate Netflix binge watching as a phenomena's effect on Egyptian teenager's academic achievement.

Research Objectives:

1-To discover the degree of exposure of Egyptian teenagers to Netflix.

2-To determine the type of content that stimulate Netflix binge watching for teenagers.

3-To investigate the effect of Netflix binge watching on Egyptian teenagers' academic achievement.

4-To investigate the effects of Netflix binge watching on Egyptian teenagers mental and physiological health.

5-To raise awareness of Egyptian teenagers about how Netflix could affect their future plans.

6-To raise awareness of Egyptian teenagers 'parents about importance of regulating their children watching hours.

Literature Review:

2.1 Netflix

2.1.1 Netflix and Values

Netflix provide a wide range of different categories of shows and series as sitcoms, mystery & crime, these shows and series are provided from different countries encumbered with different values. Assuredly, These different values have great impact on viewers especially teenagers as that, (Al-Khayat.o ,2019)⁶ conducted a study by using cultural implantation theory on 400 teenagers of age varies from 14- 17 including males and females to investigate the relation between the exposure of teenagers to American sitcom series and its effect on their values, she stated that 54.5% of her sample are being exposed to the American sitcom series, additionally she noticed that not only relationships are viral in the American sitcom series but also

The principle of distrust is prevalent among friends. Furthermore, she detected that the largest proportion of her sample has higher levels of negative values and behaviors.

Similarly, as assured in study of (Diab.M,2018)⁷ by using the Determinism Theory, that the wide spread of Netflix content in many countries has a great impact on the stated morals and the well-defined values of each country.

As well as stated in a case study conducted by (Darwish.I & Ain.N,2020)⁸ on an Arabic Jordanian Netflix Series that stated the dangerous effect of the wide spread of Netflix, especially in the middle east as it totally opposes their well-established values and morals.

Netflix has a great impact on influencing teenagers' attitude toward embracing new values. In a study conducted by (Osman.D,2020)⁹ used social learning theory , she conducted the study via focus group of 48 teenagers in Egypt, she indicated that Netflix as a platform has its's unique way in attracting teenagers toward it, because Netflix are always streaming movies specifically about teenagers' stories and with no ads, but on the other side, Netflix opens the validity of sexual context to the category of adolescents which totally doesn't commensurate them. furthermore, Netflix depends on feeling of sympathy in portraying a homosexual guy by presenting him as the heroic of the series and this will gradually change teenagers' bad perspective toward homosexual guys.

2.1.2 Netflix behavioral effects on teenagers

Netflix is known of teenager's imitative reaction as a result of its great impact on them. This explains the suicide cases of teenagers after streaming series called "13 reasons why" on Netflix, which means that Netflix have negative and severe psychological effects. similarly, as stated in a study conducted by(Ayers JW, Althouse BM, Leas EC, Dredze M, Allem J. 2017)¹⁰ that was investigating the suicides search rates over the internet By Using Google Trends .(Ayers JW, et al, 2017) stated that the suicides search rates on google increased by 19% after streaming "13 reasons why" series on Netflix .

Consistently with (Kindelan. K & Ghebremedhin.S ,2017)¹¹ have assured that series’’ 13 reasons why’’ was the reason beyond the suicidal cases of two teenagers at the age of 15, as it was assured after investigation that the two cases have been heavily influenced by the series and imitated what happened in it as a result of their heavy exposure to this type of content.

2.2 Binge watching

2.2.1 Binge watching phenomena

In the recent years ,It is widely observed that teenagers use for T.V is gradually receded while they tend to use more the internet and digital platforms , as it is easily accessed from any smart device, this was the main reason beyond the existence of the binge watching phenomena, as stated in study conducted by applying a survey on 90 respondents of age range 18-25 years in Mumbai by (Dhanuka.A & Abhilasha.B,2019)¹² to investigate addiction of online series among teenagers. Dhanuka.A & Abhilasha.B have explained that the reason beyond teens replacement of T.V by digital platforms was that these digital platforms are streaming the entire season of the series which motivate the users to finish the whole season in one sitting. accordingly, the binge watching phenomena has emerged from here. Furthermore, (Kulak.Ö,2020)¹³ stated according Binge-watching Experience on Netflix that the matter isn’t in the number of episodes being watched in one day but the matter is in the continuous exposure which results in viewer integration with the plot until finishing it.

2.2.2 Motives of binge watching for teenagers

In recent year ,Teenagers binge watching percentage has obviously been increased , According to a survey has been held in the united states in 2020 on 1,507 respondents, has stated that the binge watching percentage among respondents of age between 13 to 17 years old is 60 % , while the percentage of adult aged from 18 to 29 years old is 69% (Navarro.j 2021)¹⁴. These high percentages require existence of strong motives that stimulate this phenomenon among teenagers, similarly as in a study of (Panda. S & Pandey. S ,2017)¹⁵ that concerns with teenagers’ motives to binge watch, the data of this study is estimated by interviews and focused group discussions.(Panda. S & Pandey. S)

stated that escaping reality, easy access to the online platforms and the poor social interactions are the three main motives of teenagers' binge watching in digital platforms as Netflix.

2.2.3 Binge watching behavioral effect on teenagers

Binge watching has a great impact on teenagers' mental and Psychological health. In a study conducted by (Groshek. J, Krongard. S & Zhang.Y ,2018)¹⁶ to investigate the effect of binge watching on teenagers' mental health by analyzing data of survey conducted on 450 teenagers in the Northeastern region of the United States, (Groshek. J, et al, 2018) stated that binge watching causes severe mental and psychological health problems of symptoms as depression, frustration, sleep disturbance, & obesity.

2.3 Media and students' Academic performance

2.3.1 Academic Engagement

“Engagement is an important facet of students' school experience because of its logical relationship to achievement and to optimal human development” (Nelson , 2018 , p.15)¹⁷ Academic engagement measures to what extent student is engaged and focused his study , and this could be identified by multiple aspects related to student participation , achievement , overall GPA , motivation , presentation skills and studying skills , the more student is engaged in his study , the more grades he got and the more success he achieved , A study by Nelson , 2018 , focused on explaining what is academic engagement and what factors could affect it , the study stated 6 Questions to identify factors that lead to negative influence on academic achievement , one of them was focused on showing the effect of stress on students' academic engagement , the study proved that stress has bad impact on academic engagement and could affect functioning factors such as planning , organizing and orienting one's attention

2.3.2 impact of social media duration of usage on students grades

According to a study in Jordan , Social Media has its power on students , with influence of technology , social media could be used as helpful way of academic progress , students use social media to communicate with their peers , creating groups to finish team work tasks , sharing academic interests , using textbooks , so it's an

essential way of communication in their lives , but on other hand , it could also lead to bad influence on students' academic achievement . The study aims to investigate influence of social media on student academic achievement by using random sample method of all graduate and undergraduate students who enrolled in Business college. The results of this research indicated that there is negative association between duration of using social media and students grades , the study attributed the fact that successful students usually spending more time studying by using available methods including social media to improve their academic performance , on the other hand , students with lower academic performance spend a lot of time on social media but for nonacademic purposes , so it depends on how student use the medium , not medium itself .(Alkhateeb.M,2020)¹⁸

2.4 Effects of Netflix Binge watching on Students' academic achievement

A study in Egypt by Osman , 2020 , focused on showing the effect of watching Netflix on teenagers , the study used focus groups with 4 groups of teenagers , 9 Questions was asked , the questions varied from how do you know about Netflix , what are Motives for watching series on Netflix , and last question was Have your relationships with others changed after watching the series ? one of its results was focused on showing teenagers watching habits , and it proved that most of them take watching Netflix as a daily routine in their lives , indeed they could finish one season of TV show in a couple of days , and the study conducted that teenagers are highly exposed to Netflix to the way it could turn to be an addiction , another result proved that the majority of focus groups in the study had their relationship with others got affected by content they saw on Netflix , in addition , one of them highlighted that he learned how to escape from classes at school from series , and this could lead to bad influence on students' academic achievement (Osman, 2020)¹⁹

Binge watching is common among university students (Riddle et al.2017 ;Chastin et al , 2018)²⁰ , a study by university of Twenty , 2018 , Focused on showing the impact of binge watching on students learning behavior , the study used survey method , and it indicated that students who watch more online series they are likely to spend less

time planning on physical activities , one participant highlighted that binge-watching occupied a large part of his/her day with binges up to 10 hours per day and a mean watching time of more than five hours per day. , in addition the study proved that binge watching can have a negative influence on academic achievement and students learning behavior.

A study on polish university students in 2020 , with a research group consists of 1004 participants , the sample consists of 854 (85%) women and 150 men (15%) , the average age was 22 years , the results of the study indicated that binge watching leads to negative social consequences , individuals lose their connection with other people , family and friends , so they become social isolated , in addition , the study proved that people who excessively binge-watches can lose control of amount of time they spend watching because they unable to control their behavior , and this could lead to neglect duties such as school which leads to worse academic results(Starosta,et al,2020)²¹

A study by Clarke , 2019 , its purpose was to examine multivariate relations between binge watching , binge eating , and binge drinking and depression, anxiety, and stress among college students , the results of the study addressed multivariate relations between binge watching with depression , stress and anxiety among 102 college students ages 18 to 24(Clarke et al , 2019)²² Stress has its direct or indirect impact on student academic performance (Nelson , 2018 , P26) According to study by university of Arizona , stress shown long term impacts on various areas related to academic engagement , this study results show the relationship between stress and skills engagement factor of students , and it proved that students experiencing high levels of stress they are less actively engaged in classroom and they are likely to miss classes or have lower attention (Nelson , 2018 . P70)²³

Comments on Literature Review:

- In recent researches, it has been approved by many researchers that Netflix has a great impact in shaping teenagers' values, attitude and even their behaviors.

- Many recent researches agreed that binge watching phenomena for teenagers' is a worth topic to be investigated.
- Netflix Binge watching effects on Teenagers academic achievement has been tackled in different research papers, as teenagers are the future, this issue has been a center of attention for many countries like Poland, Arizona, Jordan, America, but this research paper focuses on Egyptian teenagers as there is a lack in media coverage concerning this problem.

- 1- For the recent years , The effect of Netflix binge watching on teenagers have been conducted by many researchers by applying different theories , as Escape Theory , Determinism Theory , Cultural implementation Theory , Social Learning Theory .
- 2- Most of the research papers that covered binge watching effects on teenagers , used interviews , focus groups , Questioners , Case Study .
- 3- In this research paper , theoretical framework includes two main important theories : uses and gratifications theory & social learning theory .
- 4- In this research paper , Methodology is Survey , to reach wide range of Egyptian teenagers around Egypt and to measure the extent their academic achievement got affected by Netflix binge watching .

Theoretical framework:

The Research depends on two Theoretical Frameworks (Social learning theory and uses & gratifications theory)

1- Social learning theory

Burrhus Frederic Skinner consign Operant conditioning theory in 1948, Mainly, it was assuming that consequences of actions as punishments, reinforcement and reward can guide & determine the individual behavior, in addition to its controlling to the repetition of this individual behavior's over again. B.F. Skinner proved this through Appling an experiment on a rat in a box and he accomplish his results by observing the rat's attitude toward certain situations.(Berger.v,2005)²⁴

While Albert Bandura continued on his fellow (B.F. Skinner) and developed the social learning theory in 1977, Mainly, it proposes that observing & imitation are the main stimulant and mentor for the

individual social behavior. Bandura assume that a specific behavioral acquisition or adoption can be determined by 4 stages, (1-Attention: which means to which extent the behavior grasp the individual attention \ 2-Retention: which concerns with the individual remembering rate to the behavior \ 3-Reproduction: concerns the individual ability (especially the physical ability)to apply the behavior \4-Motivation: it concerns with the will of adopting the behavior as a result of observing the consequences of actions on another person doing the same action before). Bandura has 4 main assumptions in his theory, 1st: learning how to behave is attained by observation especially in the category of children as that they seek to imitate the behaviors applied by their same gender, 2nd punishing and awarding a person for a certain behavior will surely direct the behavior of another person as that he has seen its consequences, 3rd: learning doesn't always clue to behavioral changes, 4th: cognitive reasons determine whether a behavior will be adopted or not. (McLeod.S. A., 2016)²⁵

Social learning theory relation to new media:

Peoples' activity in various social media platform is in rapid increase, As that the growth of Internet users increased by 7½ % in the recent years (Kemp.s,2021)²⁶.In October 2021, 4.88 billion people are using internet around the world, which represents 62% of the whole world's population (digital around the world, 2021)²⁷ , consequently digitalization became a necessity not an option in recent years as stated by Mariana Mazzucato in an article published by International Institute for Management Development (The future of the world will depend on digitalization , 2020)²⁸.therefore, teenagers are now tending to look up for their role models in various digital media platform as Netflix rather than in their real society, as a result of teenagers escaping to the reality and their wide exposure to digital media content thus , they will tend to imitate the character who may be a hero of the series and implement their applied values and behavior in the series . as assured lately by (Osman.D, 2020)²⁹ in a research that was investigating the effect of watching Netflix series on teenagers values , the researcher depended on social learning theory by bandura ,she proposed that the revolutionizing digital platforms as Netflix has

a leadership role in shaping teenager's beliefs , values and even their adaptation to new and different behaviors.

Scope of usage:

Since, digital platforms as (Netflix) are reinforcing teenager's behaviors & attitude toward many aspects in their social life therefore, Netflix binge watching will affect with assurance their academic achievement in a way or another. It can direct their priority against their academic enrollment in classes as a result of their fully engagement in watching different series so they would prefer giving attention more for watching, at the same time, there are Netflix series presents the harmful impact of the absence of education priority for some student which can stimulate education progress for teenagers watching this series because they have seen the consequences of the academic failure. Consequently, the researchers see that social learning theory is the most abdicable theory to investigate the effect of Netflix binge watching on teenager's behavior toward their academic achievement.

2- Uses and Gratifications Theory

Uses and gratifications theory was originated in 1940s by Lazarsfeld-Stanton (Idid et al , 2012)³⁰ Katz introduced uses and gratifications theory when he came up with the notion that people use media to their own benefits , According to West and Turner UGT was an extension of Needs and Motivation Theory . Uses and Gratifications Theory focuses on both the message and the sender who is considered as an active uses for a certain media, so it is an approach to understand why and how people seek to use specific media to satisfy specific needs, this theory aims to answer two main Questions : what does media do to people and what do people do with media Uses and Gratifications Main hypothesis is that individual users will continue to be engaged with social networking sites if their gratifications and needs are fulfilled by such tools , Uses and Gratifications theory it's being defined as “the social and psychological origins of needs which generate mass media expectations or other sources, leading to different media exposure patterns, to eventually gratify these needs and their other consequences (Taha,2020)³¹

Theory Relation to New Media:

This Theory passes through stages since its origin in 1940s , First it was used to understand the consumption and gratification of various radio programs , then later it was expanded in 1970s to include other forms of media , in its final stage , the most recent interest surrounding this theory is to link between the reason why media is used and the archived gratification , and UGT researchers started to develop the theory to be more predictive by connecting audience benefits and consequences with media , Most of research papers that examines the effects of any medium on audience ,they use uses and Gratifications theory . (McQuali ,2010)³² identified the five basic gratifications of media as (a) cognitive needs , (b) affective needs , (c) personal integrative needs , (d) social integrative needs , and (e) tension free needs , the more establishment of media platforms the more uses and gratifications theory could be applied , each media platform could be used for a certain need , and that is what uses and gratifications theory aims to explain .

Scope of usage:

Since uses and gratifications theory explains why people seek out certain forms of media and how their media Choice gratify certain needs and goals(Clarke , 2019)³³ , this theory is applicable to be applied on Netflix binge watching phenomena , as teenagers watch Netflix (which is consider a media platform) to satisfy certain needs , in addition , the main reason behind binge watching phenomena is that students each Netflix to satisfy specific needs, In case of Binge watching phenomena , it could be possible after applying uses and gratifications theory that teenagers seek out Netflix as a media platform to satisfy tension free needs , Tension free needs are met when person engages in media to escape sources of Tension (McQuail , 2010)³⁴ , by using Netflix as a platform to escape a source of tension , students start to escape classes and spend less time studying to watch , Indeed , they become less organizing , planning , and orienting in their academic progress , this could lead to a negative influence on their grades and academic achievement (Nelson , 2018)³⁵

Methodology:

The research uses a quantitative data method through designing a survey to Measure the effects of Netflix as a platform and the binge watching phenomena on The Egyptian students' academic achievements. Thus, The research is applied by using a non-probability sampling method, specifically depending on the convenient sampling , consequently the survey is administrated online to 200 Netflix users of Egyptian students (82 Males, Females 118) living in Alexandria specifically whose ages varies from (14 – 20) to discern Netflix 's influence in its applied technique as a platform to increase binge watching levels, in addition to measuring the influence Netflix content on affecting & mentoring Egyptian students' attitude and behavior towards their daily academic accomplishments which in turn will with affect their future plans.

Variables and Operational definitions:

Binge watching: it refers to the practice of being exposed and watching multiple episode in one sitting which results in a rapid sequence in finishing the whole series, which means that the behavior of watching from 2 to 6 episodes of a certain series successively is considered binge watching (Alam ,2021)³⁶

Egyptian teenagers: Egyptian Netflix users at the age of education that varies from (14-20)

Academic achievement: it refers the students' academic progress achieved and their acquired grades in a specific time frame (semester or educational year) concerning student's differences in goal, intelligence, motivation & self-efficacy. Therefore, the researchers chose student in adolescence age (14- 20) to investigate the effect of their exposure time of watching multiple episodes per one sitting on their grades. consequently, discovering whether their grades rates are affected, in addition to discovering its effect on their future plans.

Research Questions:

- 1-What is the degree of exposure of teenagers to Netflix in Egypt?
- 2-What type of content stimulate teenagers' exposure to Netflix?

3-What are the techniques used by Netflix to attract teenagers to watch it?

4-What is the impact of Netflix binge watching on teenager's mental & physiological health?

5- What is the impact of Netflix binge watching on teenager's academic achievements?

6-What is the level of awareness in teenagers about how Netflix effects their future plans?

Data analysis:

A Survey has been designed in order to get answers from Egyptian Teenagers about how their Exposure to Netflix can affect their academic achievement. Number of Respondents to the survey is (200)

Table(1) The Sample Characteristics (N =200)

Characteristics		Respondents	Percent
Gender	Females	118	59%
	Males	82	41%
age	18- 20	161	80.5%
	14-17	39	19.5%
Educational level	University	154	77%
	High school	29	14.5%
	Middle school	17	8.5%

The Majority of Respondents are females (59%) while Males are the minority (41%).according to the educational level of the respondents, (77%) of the respondents are in the category of university education, while (14.5%) are in the category of high school education and (8.5%) are in the category of middle schools which means that, the majority of the Respondents of the survey are university students whose age are from (18-20), While the minority of students in the survey sample are students who belong to the middle schools and high schools , Whose age vary from (14-17).

Table (2) Owning a Netflix account (N =200)

Own a Netflix Account	N	%
No , I use a friend's account	118	59%
Yes , I have my own Netflix account	82	41%

when the respondents were asked about their owning to Netflix account, (59%) mentioned that they use their friends account and (41%) mentioned that they have their own account.

Table (3) Level of Exposure to Netflix in Leisure time during the week (N=200)

Range of watching Netflix	N	%
(2-3) Hours	69	34.5%
(5-7) Hours	66	33%
(7-9) Hours	39	19.5%
(9-11) Hours	26	13%

when respondents (Egyptian teenager students) were asked about their Netflix watching hours during their leisure time, (34.5%) mentioned that they watch Netflix from 2 to 3 hours, while (33%) mentioned that they watch Netflix from 5 to 7 hours and (19.5%) mentioned that they watch Netflix from 7 to 9 hours while (13%) mentioned that they watch Netflix from 9 to 11 hours. Thus the majority of respondents watch Netflix from 2 to 7 hours, according to the previous researches of the paper, this results approves with Navarro.j study in 2021, the study highlighted that students are heavily exposed to watch in digital platforms and are having high binge watching percentage that reaches 60% to whose age are from 13 to 17 years old while the binge watching percentage for students of age from 18 to 29 years old is 69% (Navarro.j 2021).

Table (4) Netflix Subscription Plan (N= 200)

Plan	N	%
120 Egyptian Pound	81	40.5%
165 Egyptian Pound	64	32%
200 Egyptian Pound	55	27.5%

when the respondents were asked about their payment subscription in Netflix, (40.5%) of the respondents (Egyptian teenager students) mentioned that they are Subscribed in the payment plan that costs 120 Egyptian Pound (standard Plan) while the minority of respondents mentioned that they are Subscribed in in the payment plan that costs 200 Egyptian Pound (premium plan).

Table (5) level of exposure to Netflix During Exams Days (N =200)

Watch Netflix during exams days	N	%
Yes	116	58%
No	84	42%

when the respondents (Egyptian teenager students) were asked if they were watching Netflix during their exams days, (58%) of the students which are the Majority answered with (Yes), while (42%) which is the minority of the students answered that they don't watch Netflix during exams days.

Table (6) Level of Exposure to Netflix in Exams Days during the week (N=168)

Range of watching Netflix in Exams Days during the week	N	%
(2-3) Hours	95	56.5%
(5-7) Hours	44	26.2%
(7-9) Hours	23	13.7%
(9-11) Hours	6	3.6%

When the respondents were asked about their range of watching Netflix in Exams during the week , (56.5%) mentioned that they watch Netflix from 2 to 3 hours , while (26.2%) mentioned that they watch Netflix from 5 to 7 hours and (13.7%) mentioned that they watch Netflix from 7 to 9 hours while (3.6%) mentioned that they watch Netflix from 9 to 11 hours, thus the majority of respondents watch Netflix from 2 to 7 hours per week during exam days , According to the previous researches of the paper This results approves with Starosta et al study in 2020 , which indicated that students excessively binge-watches can lose control of amount of time they spend watching because they unable to control their behavior , and this could lead to neglect duties such as school which leads to worse academic results.

Table (7) Latest watched Series

Latest watched Series	N	%
Squid Game	106	53%
La Casa de Papel	105	52.5%
Emily in Paris	79	39.5%
You	68	34%
Lucifer	65	32.5%
Elite	62	31%

when the respondents were asked about the latest watched series on Netflix, (53%) of them mentioned they watched Squid Game , while (52.5%) mentioned that they watched La Casa de Papel and (39.5%)

watched Emily in Paris while (34%) watched You , in addition (32.5%) watched Lucifer and (31%) watched Elite .

Table (8) Teenager's preferred type of content in Netflix

Favorite type of content	N	%
Action	107	53.5%
Mystery	105	53.5%
Romantic	93	46.5%
Drama	82	41%

When the respondents were asked about their favorite type on content on Netflix, (53.5%) mentioned that they prefer to watch Action, while (53.5%) preferred to watch Mystery, in addition (46.5%) mentioned that they prefer to watch Romantic while (41%) prefer to watch Drama, Thus, the most preferred content on Netflix to teenagers is Action and Mystery while the less preferred content is Romantic and Drama.

Table (9) Teenagers prefer to get exposed more to Movies or Series (N= 200)

Watch Movies or Series	N	%
Series	131	65.5%
Movies	69	34.5%

when respondents (Egyptian teenager students) were asked if they preferred watching series or movie, (65.5%) which are the Majority of Respondents mentioned that they preferred watching Series, while (34.5%) which are the minority mentioned that they preferred movies.

Table (10) Motivation to watch Netflix platform

Motivation	N	%
High Quality and colorful visuals	123	61.5%
Available recommendations and no Ads	115	57.5%
variety and wide range of exclusive T.V shows	106	53%
Available subtitles from and to all languages	88	44%

When Respondents were asked about their motivation to watch Netflix, (61.5%) mentioned that their motivation to watch Netflix is because of High Quality and colorful visuals, while (57.5%) mentioned that their motivation is the Available Recommendations and no Ads, indeed, (53%) mentioned that their motivation is the variety and wide range of exclusive T.V shows, while (44%)

mentioned that their motivation is the Available subtitles from and to all languages.

Table (11) Testing teenager ability to watch a whole TV show in ‘one sitting’ (N=200)

Watch a series in one sitting	N	%
Yes	139	69.5%
No	61	30.5%

when respondents were asked whether they tried to watch a whole TV show in ‘one sitting’ before or not, (69.5%) answered with Yes, they watched a whole TV show in ‘one sitting’, while (30.5%) answered with No, Thus the majority tried to watch a whole TV show in one sitting while the minority didn’t. thus, according to the previous researches in the paper, this results totally approves with Dhanuka.A & Abhilasha.B study in 2019 that was providing reasons for teenager replacement for TV by the digital platforms and Dhanuka.A & Abhilasha.B found that the reason was that teenagers tend to finish the whole season of the series in one sitting and this feature is only available on the digital platforms not the T.V.

Table (12) teenagers’ attitude when a new season from their favorite TV Show released in a night of their exam (N=200)

Attitude	N	%
study first and after Finishing exams you will watch it	63	31.5%
watch 2-4 episodes of season then study	53	26.5%
finish the season then study	43	21.5%
watch one episode only then study	41	20.5%

when respondents were asked about their attitude when a new season of their favorite TV show released in the night of their exam , (31.5%) mentioned that they will study first and after finish exams they will watch it , while (26.5%) mentioned that they will watch from 2 to 4 episodes of the season and then study and (21.5%) of them will finish the season then study while (20.5%) will watch only one episode then study , thus the majority (68.5%) of them will start watching the season in the night of their exam while the minority (31.5%) will study first then watch it after finishing the exams .

Table (13) teenagers reaction when the internet subscription ended suddenly while watching (N= 200)

Decision	N	%
Go and renew it immediately	124	62%
wait until renewal date	76	38%

When respondents were asked about their decision if the internet subscription ended suddenly while watching a series on Netflix, (62%) of them answered that they will go and renew it immediately, while (38%) mentioned that they will wait until renewal date, thus the majority decision is to go and renew it immediately to continue watching the series, while the minority will close Netflix and wait until renewal date.

Table (14) Level of agreement to this sentences (N=200)

Sentence	Agree		Disagree		Neutral	
	N	%	N	%	N	%
I escape studying by watching Netflix	92	46%	71	35.5%	37	18.5%
I escape reality through watching Netflix content	128	64%	47	23.5%	25	12.5%
Netflix content Relieve my educational stress	130	65%	40	20%	30	15%
I reward myself by watching Netflix after studying	143	71.5%	29	14.5%	28	14%
I feel like Netflix reduce my grades	69	34.5%	85	42.5%	46	23%
I feel like Netflix distract me from my study	77	38.5%	82	41%	41	20.5%
I feel like Netflix deviated me from my future plan	70	35%	100	50%	30	15%
I feel that Excessive watching is wasting my time	103	51.5%	56	28%	41	20.5%
When I see the painful consequences of failure for students in films, I focus on my own studying more	94	47%	61	30.5%	45	22.5%
I feel that I get influenced by heroes of my age in Netflix shows & series	115	57.5%	53	26.5%	32	16%

When the respondents (Egyptian teenager students) were asked if they escape studying by watching Netflix, 92 students which are the majority agreed. Also when they were asked if they escape reality by watching Netflix, the majority which are 128 student agreed and this approves with a previous research study that was conducted by Panda. S & Pandey. S in 2017 that stated that escaping reality is one of the main motives that stimulate teenagers to binge watch digital platforms as Netflix. Also 130 students which are the majority agree that Netflix Relieve their educational stress and 143 students reward themselves

by watching Netflix after studying and that 85 students disagree about the statement of that Netflix reduce their grades and 82 students disagree about the statement of that Netflix distracted them from their study , in addition to that 100 students disagree with the statement of that Netflix deviated them from their future plan, while 103 students which are the majority agree that Netflix feel that their Excessive watching is wasting their time. 94 students agree that When they see the painful consequences of failure for students in films, they focus on their own studying more and the majority of the students (115 students) agreed that they get influenced by heroes of their age in Netflix shows & series.

**Table (15) to what extent do you feel
that Excessive watching leads to (N=200)**

Statement	Agree		Disagree		Neutral	
I feel that Excessive watching causes sleeping disorder for me	122	61%	45	22.5%	33	16.5%
I feel that Excessive watching Increases my isolation	108	54%	64	32%	28	14%
I feel that Excessive Watching Increasing Anxiety	83	41.5%	88	44%	29	14.5%
I feel that Excessive watching makes me less physically active	119	59.5%	50	25%	31	15.5%
I feel that Excessive watching has a great influence on increasing my weight	102	51%	70	35%	28	14%

when respondents (Egyptian teenager students) were asked if their excessive watching to Netflix leads to sleeping disorder, 122 student agree on the statement. And 88 student disagree on the statement that says that excessive watching to Netflix increase their anxiety while 108 student agree that their excessive watching to Netflix increases their isolation, and when they were asked if excessive watching makes them less active ,119 student agree on this statement also the majority (102 student) agree that their excessive watching increases their weight. family. According to the previous research of the paper This results totally approves with the study of Groshek. J, Krongard. S & Zhang.Y in 2018 that highlighted that excessive watching leads to severe mental and psychological health problems of symptoms as depression, sleep disturbance, & obesity.

Table (16) Parents Regulation on watching Netflix (N=200)

Level of Regulation from parents	N	%
My parents aren't concerned with regulating my watching hours	107	53.5%
My parents are just regulating my watching hours on exams days only	47	23.5%
My parents prevent me from watching in exams days.	25	12.5%
My parents are setting specific hours for me in normal days	21	10.5%

when respondents were asked about the level of regulation from their parents, (53.5%) mentioned that their parents aren't concerned with regulating their watching hours, while (23.5%) mentioned that their parents are just regulating their watching hours on exams days only, in addition, (12.5%) mentioned that their parents prevent them from watching in exams days, while, (10.5%) mentioned that their parents set specific hours for them to watch Netflix. Thus the majority (53.5%) mentioned that they don't have a parents regulation while the minority (46.5%) mentioned that their parents regulate their watching.

Conclusion:

The research is investigating the effect of Netflix binge watching on the Egyptian teenagers' academic achievement as that, Netflix as a platform has many exclusive and attractive features that mostly attracts teenagers and increases their level of binge watching without realizing or noticing and this is the main problem as those teenagers could be unaware of the consequences of their binge watching. since teenagers and the upcoming generation are the future of their community, thus each topic related to the teenagers worth the investigation therefore, the research main objective was to determine teenager's exposure to Netflix, which content type stimulate their binge watching in addition determining the effect of binge watching on their academic achievement and its impact on their future plans also discussing its impact on their mental health. Thus according to the previous chapter (data analysis chapter), a set of data findings and information has been developed and collected to answer the main research questions that was set at the beginning of the study.

Q.1: What is the degree of exposure of teenagers to Netflix in Egypt?

The results indicated that teenagers have access to Netflix in one way or another , the minority 41% have their own account to access Netflix while the majority of them 51% use their friend's account and this

could identify that teenagers have a high exposure to Netflix even if they don't have their own account they watch on their friend's one , while asking them about their range of watching Netflix , the majority of respondents were highly exposed to Netflix during their leisure time and during their exams time too , 34.5% watch Netflix from 2 to 3 hours during the week in their free time while 33% of them watch Netflix from 5 to 7 hours per week , indeed the minority 32.5% watch Netflix from 7 to 11 hours per week , teenagers are highly exposed to Netflix with a range that varies from 2 to 7 hours per week , in addition , the results indicated that 58% of the respondents watch Netflix during exams days while 42% don't watch Netflix during exams days , this results approves with by Osman , 2020 results in proving that teenagers are highly exposed to Netflix to the way it could turn to be an addiction .

Q.2- what type of content stimulate teenager's exposure to Netflix?

The results indicated that the most preferred type of content is series , Teenagers preferred to watch Series more than Movies , 65.5% of the respondents mentioned that they prefer to watch series while 34.5% mentioned they prefer to watch Movies , The Majority preferred to watch Series and this could reflect the phenomena of binge watching among teenagers , because binge watching phenomena mainly based on watching multiple episodes of one TV show in one sitting , Indeed , Teenagers preferred content on Netflix varies from Action , Mystery , Romantic , Drama , the results showed that the most preferred content for teenagers is Action and Mystery , 53.5% of respondents choose action as their favorite type of content while 53.5% choose Mystery , while the less preferred content is Romantic and Drama

Q.3-What are the techniques used by Netflix to attract teenagers to watch it?

Netflix is special platform that have characteristics to stimulate teenagers to watch It rather than watch any other platform, the results showed that 61.5%, watch Netflix because of content High Quality and colorful visuals while 57.5% watch Netflix because of Available recommendations and no Ads , (53%) prefer to watch Netflix because

of the variety and wide range of exclusive T.V shows and 44% watch Netflix because of Available subtitles from and to all languages , indeed , the results indicated that the majority of respondents watch Netflix to escape reality and escape educational stress , 64% mentioned that they watch Netflix to escape Reality , and according to uses and gratifications theory , people use medium for satisfying a certain need , so teenagers watch Netflix to escape their reality and their study , and this result approves with Panda. S & Pandey. S ,2017 that concerns with teenagers' motives to binge watching, stated that escaping reality, easy access to the online platforms and the poor social interactions are the three main motives of teenagers' binge watching in digital platforms as Netflix.

Q.4- What is the impact of Netflix binge watching on teenager's mental & physiological health?

The results indicate that the Egyptian teenagers' students (respondents of our sample) are aware with the consequences of their binge watching on their mental health as that, 61% of them agreed that binge watching causes sleeping disorders to them Subsequently ,sleeping disorders leads to many others mental and physiological health problems with symptoms as isolation, feeling physically less active and gaining weight. Also the research results indicate the presence of these mental and physiological health problems with symptoms found in the majority of the respondents as that, teenagers' feeling of isolation reached up to 54 % which means that Netflix capture all of their attention and opens door of virtual world were teenagers found their favorite heroes and role models thus they feel comfort in their isolation in this virtual un real world, consequently their excessive sitting hours along with these virtual world watching Netflix, makes them feel less physically active as stated by 59% of them in the research survey results , also 51% of the responded teenagers in the survey results are observing a great increase in their weight along with their excessive watching because, watching mostly simulate eating habits with large amounts without noticing due to the fully engagement with the series or the movie that is being exposed to, thus by time , these eating habits ends by obesity which can result in great

depression . these results similarly approve and fit with Dhanuka.A & Abhilasha.B results in their study at Mumbai.

Q.5- What is the impact of Netflix binge watching on teenager's academic achievements?

The survey data contributes a clearer understanding of the effect of Netflix binge watching on the Egyptian teenager's academic achievement as that, in question of table no. 7, it was asked to be ignored if the respondent is not watching Netflix in exams day but the results estimated that only 16 % of the respondents ignores to answer the question which means that the majority watch Netflix in exams days. Therefore, Netflix greatly affect the respondents studying time as that they even may not find time to study due to their great binge watching levels that starts from 2 to 7 hours in exams days as stated by the majority total (82.7 % of the respondents) of the respondents in table no.7 in data analysis chapter. However, in question of table 13 in data analysis chapter, the majority of respondents (31.5%) stated that they will study and watch the new streamed season after finishing exams, although (26.5%) of the respondents answered that they will watch only from 2 to 4 episodes of the new streamed season then study for their exams , thus still a great percentage has high binge watching rates which can affect their studying time because even if they watch only 2 episodes, there mind will be fully charged with the rest of the episodes and still can affect their concentration level and cognitive level while studying .therefore, student can face difficulties in their exams which results in their low academic achievements and grades.

Also the results fit with the social learning theory, as that the results indicate that that the majority (57.5%) especially 115 respondent get influenced by heroes of their age as that 94 students indicated that they study more when they see the consequences of academic familiar of heroes of their age in Netflix although the majority 92 (as there were 37 neutral responses) indicated that they escape studying by Netflix thus, this means that the respondents were not saying the truth When they mentioned that studied more.

Q.6-What is the level of awareness in teenagers about how Netflix effects their future plans?

The results indicate that the Egyptian teenagers' students are not aware of the effect of Netflix on their future plans as that it was indicated by the majority of responses that Netflix isn't impacting negatively on them as that, according to the results , table no. 15 contains 3 results proving that teenagers are not aware of Netflix effect on their future plans , **the 1st result** is that the majority 100 Reponses (as that There were 30 neutral responses to this statement) indicated that Netflix is not deviating them from their future plans , **the 2nd result** is that the majority of respondents 85 students don't feel that Netflix reduces their grades (as there were 46 neutral responses to this statement) , the **3rd result** is that the majority 82 students (as there were 41 neutral responses) indicated that Netflix isn't distracting them from studying however its proved in the previous research question (question no. 5) that teenagers are having high watching hours to Netflix at exams day that can have a great impact on their concentration and cognitive level thus their grades and academic achievement could easily get affected negatively.

Recommendations:

Practical recommendations:

- 1- according to exams time of each country, there should be regulation that Netflix shouldn't release any new series or movies due to Netflix heavily attraction to teenagers' attention even in exams times .
- 2- provide specialist speakers to raise parents' awareness in schools and students in universities about the importance of regulating watching hours during Exams .

Theoretical recommendations:

According to this research paper, the upcoming studies should focus on

- 1- using the focus group method to illustrate further analysis about the effect of the Netflix heroes could direct studying habits of Egyptian teenagers.
- 2- discovering the effects of this mental health issues on Egyptian teenagers Academic Achievement.

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