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## بسم الله الرحمن الرحيم

مركز الشبكات وتكنولوجيا المعلومات قسم التوثيق الإلكتروني





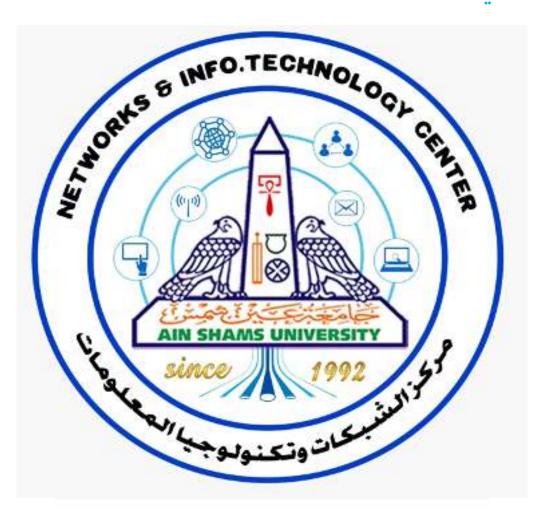


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### جامعة عين شمس

التوثيق الإلكتروني والميكروفيلم قسم

نقسم بالله العظيم أن المادة التي تم توثيقها وتسجيلها على هذه الأقراص المدمجة قد أعدت دون أية تغيرات







# Ain Shams University Faculty of Arts Mass Communication Department



# The Role of Smart Phones Television Applications on Binge Watching among Egyptian Youth: An Analytical and Survey Study

A Thesis Submitted for the Fulfilment of the Requirements for the PhD Degree

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#### **INTRODUCTION**

Nowadays with new technological advancements and developments in the mobile communication industry, smartphone devices have grown from being a mere communicational tool to a multifunction hybrid medium. Unlike traditional media, smartphone 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 purposes (Wong, C. H, et al., 2016).

With the declination of broadcast television and an increase in online streaming application and smartphone television applications came a change in 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. This led to a new trend that has recently emerged among the digital media platform

scene called 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 consume their favorite television shows. Binge-watching is defined as the intensive and 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 (Merrill & Rubenking, 2019).

This study tackled the role of television smartphone applications on binge-watching among Egyptian youth. This is an analytical study where several methods were employed. First a qualitative content analysis of a total of nine television smartphone applications that are available in the Egyptian market. Second, a survey distributed among 400 respondents making up the sample of Egyptian Youth.