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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 تغييرات





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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## **Table of Contents**

<b>LIST OF TABLES.....</b>	<b>iv</b>
----------------------------	-----------

<b>LIST OF FIGURES.....</b>	<b>v</b>
-----------------------------	----------

<b>LIST OF APPENDICES.....</b>	<b>vi</b>
--------------------------------	-----------

<b>INTRODUCTION.....</b>	<b>vii</b>
--------------------------	------------

<b>CHAPTER ONE METHODOLOGY.....</b>	<b>13</b>
-------------------------------------	-----------

1.1 Introduction .....	
------------------------	--

1.2 The Research Problem/ Problem Statement.....	
--	--

1.3 The Aims and Objectives .....	
-----------------------------------	--

1.4 The Importance of the Study .....	
---------------------------------------	--

The Theoretical Importance .....	
----------------------------------	--

The Practical Importance.....	
-------------------------------	--

1.5 Research Questions and Hypothesis .....	
---	--

Research Questions .....	
--------------------------	--

Hypothesis .....	
------------------	--

1.6 Research Method.....	
--------------------------	--

Research Type.....	
--------------------	--

Content Analysis .....	
------------------------	--

Background on Content Analysis Concerning Smartphone Television Apps.....	
---	--

The Qualitative Content Analysis Process .....	
--	--

The Unit of Analysis .....	
----------------------------	--

The Sample .....	
Coding Variables .....	
The Survey .....	
Sample .....	
Pilot Study.....	
Screening Questions.....	
Questionnaire Design and Measures .....	
1.7    Validity.....	
Face Validity.....	
Construct Validity .....	
Content Validity .....	
1.8    Reliability .....	
1.9    Data Analysis .....	
1.10   Conclusion.....	
<b>CHAPTER TWO BINGE WATCHING IN TELEVISION</b>	
<b>SERIES.....</b>	<b>50</b>
2.1 Introduction: .....	
Literature Review:.....	
2.2 Binge Watching Studies: .....	
2.3 Smartphones Application Studies:.....	
2.4 Knowledge Framework .....	
Section I: Smartphone Technology.....	
2.6 Section II: Television and Watching Behavior.....	
2.5 Conclusion: .....	
<b>CHAPTER THREE: THEORETICAL PART .....</b>	<b>101</b>

3.1 Introduction .....  
3.2 The Diffusion of Innovation Theory:.....  
3.3 Third Person Effect Theory:.....  
3.4 Conclusion: .....

**CHAPTER FOUR: QUALITATIVE ANALYSIS OF SMARTPHONE  
TELEVISION APPLCIATION.....123**

4.1 Introduction .....  
4.2 Accessibility of the Smartphone Television Apps .....  
4.3 The Content of Smartphone Television Apps .....  
4.4 Security of Smartphone Television Apps.....  
4.5 Smartphone Television Apps’ Development .....  
4.6 Conclusion: .....

**CHAPTER FIVE: EGYPTIAN YOUTH AND UNIVERSITY STUDENTS (Survey  
Results) .....170**

5.1 Introduction .....  
5.2 Smartphone Television Applications and Binge-Watching in  
Smartphone Television Apps.....172  
5.2 Binge-Watching in Smartphone Television Apps and Social  
Isolation, Feeling of Guilt, and Enjoyment .....  
5.2 Binge-Watching in Smartphone Television Apps and Third Person  
Effect **193**

5.3 Binge-Watching in Smartphone Television Apps and Diffusion of  
Innovation and type of adaptors. ....

5.4 Conclusion:.....

**CHAPTER SIX: HYPOTHESIS TESTING FOR SURVEY**  
.....**209**

6.1 Introduction .....

6.2 Research Hypothesis.....

6.3 Conclusion: .....

**CHAPTER SEVEN: DISCUSSION, CONCLUSION AND**  
**RECOMMENDATIONS.....234**

7.1 Discussion .....

Qualitative Content Analysis Study .....

Survey .....

The Relationship between the Qualitative Study Results and Survey Results .....

7.2 Conclusion .....

7.3 Recommendations.....

Theoretical Recommendations.....

Practical Recommendations .....

**REFERENCES.....250**

**APPENDIX.....268**

**List of Tables**

Table 1: Respondents' Education Level.....	33
Table 2: Respondents' Socioeconomic Status (SES).....	33
Table 3: Smartphone television application's accessibility (Google Play Store).....	127
Table 4: Smartphone television application's accessibility (Apple App Store) .....	128
Table 5: Smartphone Television Applications' Recommendations .....	141
Table 6: Factors of the Usage of Smartphone Television Apps.....	173
Table 7 Reasons for Watching Television Smartphone Apps.....	176
Table 8: Binge watching in smartphone television applications.....	182
Table 9: Social Isolation and Binge-watching .....	185
Table 10: Feeling of Guilt and Binge-watching.....	188
Table 11: Enjoyment and Binge-watching.....	190
Table 12: Smartphone Television Applications and the Third Person Effect Theory.....	193
Table 13: Smartphone Television Applications and the Diffusion of Innovation Theory.....	198

Table 14: Smartphone Television Applications and Types of Adopters.....200

Table 15: T-Test to measure the Third Person Effect and the influence of binge watching on television smartphone applications.....209

Table 16: T-Test to measure the Third Person Effect and the influence of binge watching on television smartphone applications on work habits. ....210

Table 17: T-Test to measure the Third Person Effect and the influence of binge watching on television smartphone applications on social isolation .....211

Table 18: Pearson Correlation test to measure Binge watching in television smartphone applications and Social Isolation, Feeling of Guilt and Enjoyment. ....213

Table 19: Pearson Correlation test to measure the intensity Binge watching in television smartphone applications and Social Isolation, Feeling of Guilt and Enjoyment. ....214

Table 20: Pearson Correlation test to measure the diffusion of innovation theory and Binge watching on smartphone television apps.....218

Table 21: Significant Differences Between Binge watching in television smartphone applications and Age Group- One Way ANOVA .....226

Table 22: Significant Differences Between Binge watching in television smartphone applications and Level of Education - One Way ANOVA.....227

Table 23: Significant Differences Between Binge watching in television  
smartphone applications and Socio-Economic Status (SES) - One Way  
ANOVA.....228

Table 24: Comparing Significant Differences Between Binge watching in  
television smartphone applications and Level of Education -  
LSD.....229

Table 25: Comparing Significant Differences Between Binge watching in  
television smartphone applications and Socio-Economic Status (SES) -  
LSD .....230

**List of Figures**

Figure 1: Respondents’ Ages.....31

Figure 2: Respondents’ Gender.....32

Figure 3: Types of Validity.....43

Figure 4: Smartphone television Applications’ Payment Plans Per  
Month.....134

Figure 5 Latest Versions of Smartphone Television Applications on Apple  
Store .....162

Figure 6 Latest Versions of Smartphone Television Applications on  
Google Play Store .....163

Figure 7: Television Smartphone Applications Downloaded by the  
Respondents.....172

Figure 8: Smartphone television App’s  
Usage.....175

Figure 9: Who Does the youth usually watch series with?  
.....177

Figure 10: When do you usually watch television series?  
.....179

Figure 11: Number of episodes watch in a single sitting.  
.....180

Figure 12: Hours Spent per day binge-watching  
.....181

Figure 13: Television Smartphone Applications and  
Innovators.....203

Figure 14 Television Smartphone Applications and Early  
Adopters.....204

Figure 15 Television Smartphone Applications and Early  
Majority.....204

Figure 16 Television Smartphone Applications and Late  
Majority.....205

Figure 17 Television Smartphone Applications and  
Laggards.....205

**List of Images**

Image 1: Sample of television series for Netflix own  
production..... 150

Image 2: Sample of television series of Shahid own  
production..... 151

Image 3: Sample of television series of Amazon prime own  
production..... 152

Image 4: Sample of television series of StarzPlay own  
production..... 152

Image 5: Sample of television series of Viu own  
production..... 153

Image 6: Sample of television series of OSN own  
production..... 153

**List of Appendix**

Appendix 1: Code Sheet for Qualitative Content Analysis.....268

Appendix 2: Survey (English Questionnaire) .....277

Appendix 3: Survey (Arabic Questionnaire).....287

## **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.