

The Impact of Netflix's Drama on Teenagers' Perceptions of Social Relationship

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ABSTRACT

This research paper analyzes the huge change teenagers currently undergo as they watch content that affects the way they think in the present time as well as in the upcoming future. A clear example is the American streaming service of Netflix which plays an important role in influencing teenagers' perceptions of social relationships. In light of this, the study presents and discusses the findings of the effect of Netflix on teenagers' perceptions of social relationships regarding families, friends and gender at large. It also examines the negative and positive aspects of Netflix. The study thus focuses on two theoretical frameworks; Social Learning Theory and Third Person Theory. Methodologically, the research relies on quantitative and qualitative data, as it conducts an in-depth interview with 25 parents and holds a questionnaire with 110 teenagers. The results reveal that teenagers are influenced by the content Netflix presents, as it has a significant impact not only on how they think, but also on their attitudes, social experiences, habits and cultural experiences.

PRELUDE

Digital technologies have evolved more rapidly than any other innovation throughout history. They reached nearly half of the world's population in just two decades, transforming societies and leading the world to futuristic improvements that exceed man/s expectations. As such, digital platforms have altered individual's view of the world.

Drama, as a programmatic form of digital technology, plays an important role in influencing teenagers' and young adults' worldviews. For instance, foreign dramas attract a wide range of audiences world-wide as they introduce new themes that foreground different sets of social values. A case in point is how foreign drama

contains ideas and actions that are foreign to the Egyptian culture. It could be thus inferred that where foreign drama could be beneficial in introducing new cultures to people with different customs and traditions, it could also have side effects where the content can be quite intimidating for foreign audiences. This is reflected in how the content can be offensive to public morals, as clearly foregrounded in scenes that depict murder, rape, crime, suicide and sexual assault.

In light of the above, Netflix, an American entertainment company that specializes in online on-demand streaming content, is one of the most successful networks that streams domestic and foreign content world-wide. With 203.7 million users and 37 million subscribers towards the end of 2020 (Flint and Maidenberg 2021),

it offers a high level of interest in a variety of materials, including programs, movies, series, and TV shows. Along with producing their own TV-content, Netflix invested in smart software. It keeps track of subscribers' viewing preferences and provides them with personalized suggestions about what they should watch next. As a result, Netflix subscribers do not have to waste time searching through catalogues as they can simply watch the recommended content.

Adolescence is one of the most dangerous and critical phases in a person's life (Matrix 2014). Due to various turbulent changes that surround teenagers physically, emotionally, hormonally, sexually, socially and intellectually, it is crucial to monitor the content that is being streamed to them. Certainly, the media impact on the personality of teenagers is dangerous insofar as it later determines their upcoming beliefs, social interaction, and behavior. A clear example of such heavy impact is Netflix which has developed an imaginary place in the minds of teenagers, where they escape to and dwell in its fictional reality. Since it is considered a globalized network, Netflix transforms the local cultures and ethnic languages of teenagers everywhere across the globe. A case in point is how it transferred many of the Egyptian society's ideals and social practices and distorted many facets of Egyptian culture.

Netflix original production of love stories affects teenagers, making them think and act differently. Such underlines the drastic effect of globalized networks on teenagers as their culture is appropriated by the foreign content that is presented to them. It could be thus inferred that Netflix does not supervise the content it streams to teenagers with respect to their historical and cultural backgrounds.

STATEMENT OF THE PROBLEM

Teenagers currently deal with a huge impact on their lives as they watch foreign content that affects the way they think. Netflix impacts the way teenagers behave in social relationships, specifically with family members and friends. Given that teenagers are interested in watching new content that transmits different social values and introduces different cultures and experiences, the

study focuses on examining the impact of Netflix on teenagers' perception and attitude regarding all aspects of social relationships. The study also examines the negative and positive aspects of the impact of watching such foreign content.

OBJECTIVES

The objectives of the study are to:

- analyze how far teenagers are engaged watching Netflix platforms;
- examine how Netflix affects the social relationships of teenagers;
- identify the consequences for viewing Netflix by teenagers;
- identify whether teenagers are aware of the impact of Netflix over them; and
- examine how far parents are aware of the transformed behavior of their children and the content they are exposed to.

SIGNIFICANCE OF THE STUDY

The implication of this study is that people have recently been engaged in limited digital viewing platforms which influenced societies in all aspects. The impact of Netflix is mainly negative especially in the Middle East because of the different cultural values that are being introduced in the content that is streamed for teenagers and young adults who are the most drawn to its platforms.

LITERATURE REVIEW

Previous studies center on the relationship between foreign drama, media literacy, Binge Watching, censorship, digital platform streaming, and the effect of Netflix drama on teenagers' social relationships.

THE EFFECTS OF DIGITAL STREAMING PLATFORMS

The great digital revolution brought about a change in all fields, specifically the field of entertainment (Madhani and Nakhate 2020). Traditional modes of entertainment

were facing stiff competition from OTT (over-the-top) video channels, which rapidly became a significant part of viewers' leisure time. OTT is a method of delivering TV and film content over the internet to suit the requirements of the individual consumer. The term itself implies that a content provider is providing additional services on top of those already available on the internet. Rather than waiting for their favorite program to be broadcasted, teenagers click to watch their favorite content.

Madhani and Nakhate's (2020) study is aimed at how the viewers' habits have been shaped by platforms, content, and environment. To better understand the subject matter, a questionnaire was shared online to collect data from about 110 viewers. The results showed how streaming platforms have shifted the viewer's watching habits from Traditional Television channels to OTT Video Platforms, challenging the television industry. For instance, analyzing the OTT watching viewing behavior of respondents, the results were that about 56% watched television for less than 1 hour whereas 4% spent more than 3 hours watching television.

While watching streaming platforms has positive effects, it can often lead to potentially serious consequences. According to the results reached by Madhani and Nakhate (2020), online streaming platforms uses algorithms to personalize content options, which satisfies the viewers' expectations. It also has negative impacts on teenagers, being addicted to some illegal activities that are contradictory to morality, leading to serious disorders. The researchers assert that Binge Watching gives the feeling of loneliness and wanting to belong even more. With reference to a data survey sample conducted in 2018, by college students, average college students spent 3.36 hours on online streaming platforms whereas 2.80 hours are spent on TV through cable, and 36.19% on Binge Watching of more than three TV series. Statistic results show significant differences in student emotion and health outcomes, underlining that the heavy streaming males had the highest levels.

According to a published report, Netflix original series, *13 Reasons Why*, in March 2017, sparked a widespread concern among pediatrics insofar as they worried about its impact on teenagers as well as patients, aged from 4 to 18, regarding the possibility of suicide contagion

among them (Cooper, et al., 2018). The series portrays fictional events leading up to the suicide of a female high school student told through flashbacks after her death via recorded cassette tapes that she leaves behind. Each of the 13 stories is aimed at those she believes helped her commit suicide by self-harming. It unfolds in such a way that the protagonist becomes relatable to those who have had similar encounters and feelings. Despite the fact that Netflix does not publish statistics on series downloads or ratings, year-end press releases ranked annual lists of shows that were binge watched for more than two hours a day, approximately two months after the release of *13 Reasons Why*.

Another study investigates Binge Watching among the Egyptian youth, especially after the spread of TV streaming services. Internet TV broadcast services are characteristics of the modern era, referring to sites that enable TV content streamed for later viewing, either digital platforms for existing TV channels or standalone digital platforms, such as "Netflix, Watch it, or Shahid" (Samy 2020). With the development of these platforms, a new trend of uninterrupted television consumption emerged, "modern Binge Watching". The study explored Egyptian youth's pattern of viewing streaming platforms, and its reflection on their lives. Many networks have resorted presenting continuous episodes for few hours straight without commercial breaks in order to capture the viewer's attention.

Streaming video services provide a versatile way to view online videos by allowing users to watch several video files simultaneously as they are being delivered from the server (Cui and Qui 2014). The designers enhance the consistency of the streaming service in order to maximize customer loyalty. To do so, it is important to investigate the development of user behavior in streaming sessions supported by streaming servers, which usually include a large number of user interactions.

In another study, where the streaming services such as Netflix and Hulu have revolutionized the way of consuming media in the world today, the emergence of "Binge Watching" granted viewers access to more entertainment than ever before. However, this raises the question: What effect do these modern possibilities

have on our society as a whole? They have altered the viewers' collective subconscious perceptions about media, specifically how digital content distribution has developed and has affected their society (Flanagan 2018). To truly understand Netflix's effect, it is necessary to look back at how the business began, as well as the climate and decisions that contributed to its supremacy. For example, video rental stores have vanished, replaced by Netflix, the new king of the hill. Binge Watching suspenseful dramatic, narrative material for an extended period of time has become extremely popular among younger generations. Hulu has taken a wise half-measure, allowing viewers to watch the first three episodes of a series to hook them into the story without rushing them into it. This helps the show to gain momentum and build excitement for the upcoming episodes that are published weekly. In this respect, Netflix and other streaming platforms have altered two main elements of media consumption that are intertwined: Mobility and availability.

BINGE WATCHING

Jose (2015) declares that Google trends have underlined that in 2012 a new term took a huge place in people's lives known as "Binge Watch". In 2013, it began to be fairly known at a very exceeding rate. The study reveals that there are two definitions for the term Binge Watch. The first definition describes the phenomenon without operationalizing the term as it lacks any quantifiable measure. The other definition, on the other hand, describes Binge Watching as viewing more than three episodes of a series in a day.

Another study by Stoldt, mainly concentrates on the behavioral effect of Binge Watch (2016). The study used quantitative and qualitative data analysis by surveys and focus groups with undergraduates. Binge watchers have concluded that Binge Watch makes them able to earn an advanced level of sociability through watching the content that the service offers them. It also shows that watchers feel that they have a closer relationship with characters and gain a high level of entertainment as they become more indulged in the story behind the screen compared to traditional watchers. The results also reveal that Binge Watch makes them concentrate

on the minor details about their favorite characters unlike watching traditional TV. On the other hand, there is a hidden negative habit of Binge Watching, as it leads to the addiction of viewing certain contents in a very short period of time which often affects viewers, specifically teenagers, by making them anti-social or accelerating their emotional sensitivity. As a result, the study identifies that Binge Watching causes various illnesses and has negative effects on physical and mental health.

Moreover, a study by Yan (2017) concludes that people mainly preferred the streaming watch due to the services which offer them much more flexibility to consume content. The study indicates that one of the main reasons people stream a new show a few hours after its release date and finish it in a matter of days is because users are influenced by the recommendations the application suggests. For example, the Netflix original programming sci-fi-horror series *Stranger Things*, released on July 15, 2016, had created 2.1 million views from its release date until the end of July.

THE EFFECTS OF FOREIGN DRAMA ON TEENAGERS

In a research conducted by Alardawi (2020) the effect of the American TV series *Game of Thrones* on young Saudi males' cultural identities is examined. From a vital cultural viewpoint, the study underlines why Saudi males watch the series. The information for this study was gathered via an online survey of 63 Saudi male adolescents aged 15 to 25 years old. The findings show that Saudi males' cultural identities are unaffected. The results show that 81.0 % of those polled have seen *Game of Thrones* either for having fun, learning a new lesson, or passing the time.

In a research conducted by Naema (2012), which is considered one of the first studies analyzing dubbed drama and how it affects teenagers' values and behaviors, cross-cultural values between the East and the West have been closely examined. With reference to the Egyptian society, the research confirms that there is an increasing number of teenagers who prefer watching dubbed drama. The percentage of the viewers that underlines the resulting negative behavior of over-

watching dubbed drama is 65.5% as the percentage of violent scenes either verbal or nonverbal reached 62% of its view ratio. The percentage of teenagers watching romantic scenes is 67.5% and that of the sex scenes is 5.14%.

In another research conducted by El-Mallah (2020), a poll was conducted on teenagers to find out the effect of watching dubbed Turkish series on their lives. The research highlights that 23% of the participants confirmed that they begin to ask for higher levels of personal freedom after watching these series. Also, 23% of teenagers confirmed that these series have an impact on their lifestyle, as they begin to imitate their favorite characters in the manner of dress as well as try to learn how to prepare Turkish dishes or at least taste them by buying them from restaurants that offer those types of food.

THE EFFECT OF NETFLIX DRAMA ON TEENAGERS' SOCIAL RELATIONSHIPS

A study conducted by Osur (2016), analysed the development of the internet television networks like Netflix. In 2015, Netflix produced 48 original shows and specials all over the world, and by early 2017, it was expected to be available in more than 200 countries. This rapid development is both a by-product and a necessary foundation for Netflix Internet TV networks. Certainly, given that Netflix has made a series of remarkable progress in the distribution and viewing of TV programming, with the increasing spread of smartphones and the development of tablets, Netflix poses a very difficult threat to children's programming. This is clearly reflected in how children are likely to view content on alternative platforms such as laptops, game systems, smartphones, essentially relegating traditional television to secondary experience.

However, on Netflix, subscribers view episodes endlessly, without forgetting any plots or plot points. Osur's (2016) study also mentions that Netflix template has become one of the most standardized on Internet Television. The template is built on the following five main tools:

1- Internet networks have to be consumer-centric.

- 2- Internet networks have to innovate on the intersection between technology and the consumer.
- 3- The buzz around Internet networks comes from original programming.
- 4- Original programming brings subscribers to an Internet network, syndicated long-tail content which keeps them there.
- 5- Internet networks are both global and local.

In a study conducted by Cox et.al. (2018), the perceptions of teenagers towards lesbian, gay, bisexual, transgender and queer (LGBTQ) content on Netflix is examined with reference to their impact in Malaysia. This is clearly reflected in how sex connections have existed in Malaysia. In light of this, LGBTQ has become a relatively controversial topic in Malaysia as its culture has never been recognized by its society earlier. A quantitative approach is thus selected as the methodology to fulfill the research objective. The research has developed a questionnaire containing 29 questions that are divided into four sections. All the responses collected from 200 respondents among students in UITM show that 83.5% of the respondents are aware that the LGBTQ content on Netflix is uncensored. 63% of the respondents indicated that Netflix has changed their views towards LGBTQ.

In a study conducted by Othman (2020), drama is considered one of the most important programmatic forms that attract a large number of audiences, especially teenagers and young adults. However, drama is being used to show films that include ideas and values that are foreign to Egyptian culture and may even contain values that are contradictory to public morals, such as murder and rape scenes. The researcher concludes that watching these series presented on the Netflix platform has a clear impact on audience's valuable pattern.

CENSORSHIP

Lee (2012) conducted a study which analyzes parental control of children's internet use. The aim of the study is to identify the predictors of parental restrictive mediation and to investigate the impact of restrictive mediation on children's internet use. The study shows diverse opportunities and risks that face children and teenagers

through online platforms. Opportunities include learning, communication, creativity and expression. Risks include exposure to pornographic, violent or hateful content, invasion of privacy, cyber-bullying and inappropriate contact. Although parents are aware of both online benefits and dangers, their parenting strategies are focused toward limiting internet access, which indicates parental concern about online risks and the negative consequences for their children.

In another study, which analyzed the Netflix's content and censorship in Malaysia, Netflix announced that each Netflix TV show and film has its own maturity rating (Musa et.al. 2020). This is designed to enable users to make better choices as to what content that suites them best. The maturity level for each film and television show on Netflix can vary by region, but the terms used are the same. For example, a general TV show or film that is suitable for all age groups is categorized ALL, following with older children are categorized 7+, teenagers are categorized 13+, and mature content is categorized 16+ or 18+. In light of this, any content available on Netflix can be watched through self-censorship during streaming. However, studies found out that the behavior of teenagers is changing vigorously due to lack of parental censorship on what they are viewing.

Jenkins (2020), in a different study, proclaims that censorship is the action that a party takes to prevent a second party from accessing all parts of information that are considered harmful or unacceptable for certain reasons. After implementing surveys with seven parents and a total of 31 university students, it turns out that parental censorship plays a huge role and raises concerns about both adults and children. Even though the results manifest that a variety of students ageing from 18-22 would imply censorship material for their future family, 60% consider that parental censorship is a significant problem, as children are prohibited from gaining new experiences and they are locked away from reality.

MEDIA LITERACY: SOCIAL MEDIA

The role of social media in media literacy has developed into multi-dimensional methods as a result of advanced internet networks and widespread adoption of Web

2.0 around the world (Atmi et.al. 2018). Recently, social media has been integrated into the media literacy concept as a key platform for teens to engage with society. Online networks allow users to collaborate and exchange information globally. This study aims to contribute a growing field of research analyzing the level of media literacy skills among teenagers in urban areas when it comes to social media. Atmi's study is based on the association between social media and media literacy.

A quantitative descriptive survey identified the media literacy skills of teenagers toward social media as well as their behavior in digital environment in urban areas. Analysis of data shows that teenagers acknowledged the benefits of social media. However, no statistically significant difference in four sets of media literacy skills is evident.

Media literacy refers to people's ability to interpret media in compliance with rule and law as based principles, as well as their ability to comprehend knowledge from the media (Tetep and Suparman 2019). Media literacy, in this respect, refers to a person's ability to effectively communicate knowledge to the general public. The willingness to use the media serves as a unifier and affirmation of humanity for differences in culture, depending on a person's character and social skills.

According to Tetep and Suparman's (2019) study, in the age of the fourth industrial revolution, the advancement of digital technologies necessitated the demonstration of media literacy by today's younger generations. Individual competence structure was used to assess students' media literacy. A total of 100 Indonesian university undergraduate students were chosen at random as respondents. According to the findings, 60-80% of respondents possessed medium technical skills, 80-90% possessed low critical comprehension, and 45% possessed medium communicative abilities. Furthermore, media literacy was found to have a 49% effect on students' social character. Since low media literacy led to low social character, this study's findings suggest that literacy education is urgently needed.

THEORETICAL FRAMEWORKS

This research is based on two theories:

- 1- Third Person Effect Theory
- 2- Social Learning Theory

THIRD PERSON EFFECT THEORY

The Third Person Effect Theory was produced by German sociologist Philip Davison in 1983. The theory suggests that individuals resort to mass media communication to establish an impact on each other. The third-person effect is characterized by either an individual's overestimation or underestimation of the effect of a mass communicated message on the generalized other. The power of the third party, according to Davison, happens when an individual understands that the content of media messaging has a larger impact on other people than it does on his/herself. The theory is based on two main assumptions: the first is perceptual hypothesis, where Davison underlines that individuals tend to extend the impact of media on the generalized other's perceptions and actions.

The majority of studies have been conducted on individual's' perceptions of the negative effects of media content, clearly reflected in the violent scenes that are considered sociably undesirable. The second factor is behavioral hypothesis, where Davison suggests that thinking of others as being more affected by media messages and more influenced by the self would affect the actions of those who expect a reaction from others. He also predicts that thinking about others makes people more likely to support the concept of censorship of the media.

SOCIAL LEARNING THEORY

Social Learning theory is conducted by Albert Bandura in the early 1960s. The theory highlights how social behaviors are influenced by observation and imitation.

The theory is built on the idea that people learn through their interaction with others in a social context insofar as after observing the behavior of others, people assimilate and imitate that behavior. In light of this, Bandura developed the Social Learning Theory into the Social Cognitive Theory in 1986 which hypothesizes that learning takes place in a social framework with mutual interaction that takes place between individuals, their behavior and the environment that surrounds them at large.

As the theory emphasizes the importance of observing and modeling the other's behavior, Bandura illustrates his theory in the Bobo doll experiment where it involves children observing a model punch an inflatable doll. The experiment shows that children act in a different behavior as they imitate a given model. The theory highlights that the observational phase could not occur unless the cognitive process was present.

DATA COLLECTION AND ANALYSIS

RESEARCH METHODOLOGY

The context of the study consists of teenagers and parents who watch Netflix on a regular basis. The study uses two samples: the first is quantitative insofar as it is composed of 131 respondents of teenagers. The second is qualitative with reference to 25 respondents of parents whose children watch Netflix.

RESEARCH QUESTIONS

1. What is the average use of Netflix?
2. What are the types of contents and genres that are most likely used?
3. What are the important values that Netflix offer?
4. What are the main content characteristics?

RESULTS OF THE QUANTITATIVE STUDY

Table 1: The sample characteristics N (131)

Characteristics		Respondents	Percentage
Gender	Male	36	27.5%
	Female	95	72.5%
Age	14 – 16 y/o	30	22.9%
	16 – 18 y/o	98	76.6%
Highest Level of Education	Highschool	88	67.2%
	University	43	32.8%
Education System	American	68	51.9%
	National	40	30.5%
	IG	23	17.6%
Monthly Family Income	Less than 5,000	12	9.2%
	5,000 – 8,000	95	72.5%
	More than 8,000	26	20.1%
City	Alexandria	125	95.4%
	Cairo	6	4.6%

Table 2. The average use of Netflix (N=131)

Watching Netflix	N	%
Always	63	48.1%
Sometimes	53	43.5%
Rarely	11	8.4%

48.1 % of teenagers always watch Netflix, as mentioned in the study of Dhenuka and Bohra (2019), which highlighted the negative effect of Binge Watching and Netflix. The lowest percentage of 8.3% is of teenagers who rarely watch Netflix as their parents prevent them from watching the content that is streamed on the platform.

Table 3. Time of subscription on Netflix (N=131)

Time of subscription on Netflix	N	%
More than a year	77	58.3 %
1 year ago	33	25%
3 months ago	6	4.5%
This month	10	7.6%
Three years	2	1.5%
Myflixer/egybest the free stuff	1	0.8%
More than 3 years	1	0.8%
Maybe 3 years	1	0.8%
Never	1	0.8%

The highest percentage is 58.3% of teenagers who subscribed to Netflix and hence it becomes clear that Netflix develops so rapidly and it increases in a highly accelerated rate. Likewise, Osur's (2016) study confirms that Netflix, as played on laptops, smart phones, and conventional television sets, enables subscribers to control how, when, and where they can watch their favorite shows. 0.8% of teenagers who are not subscribed on Netflix are the teenagers who do not have digital streaming platforms.

Table 4: The content teenagers watch on Netflix (N=131)

The content people are watching on Netflix		Always	Sometimes	Rarely
Tv shows	N	63	26	43
	%	48%	19.8%	32.8%
Documentary	N	9	41	82
	%	6.87%	31.2%	62.6%
Drama	N	61	41	30
	%	46.6%	31.2%	23%
Movies	N	88	34	10
	%	67.1%	26%	7.6%
Others	N	25	35	72
	%	19%	26.7%	55%

The results of table 4 show that 67.7% of teenagers watch movies because of their different content and characters that are close to the teenagers' way of thinking and acting. 46.6% of teenagers watch drama, and 6.87% watch documentary on Netflix.

Table 5: The average of online streaming services or rental services that are currently being used (N=131)

Average of the online streaming services or rental services are currently being used	N	%
Netflix	123	93.9%
Hulu	8	6.1%
Amazon prime	5	3.8%
Shahid	44	33.6%
Redbox	3	2.3%
Others	29	22.1%

93.9% of teenagers watch Netflix which highlights how Netflix has 75 million users in over 190 countries making it a truly global "post network" phenomenon, whereas 33.6% of teenagers watch shahid for more Arabic content, and 2.3% of teenagers watch Redbox for video games.

Table 6: The genre of drama that teenagers watch (N=131)

Genre of drama teenagers' watch	N	%
Comedy	82	62.6%
Action	72	55%
Fantasy	45	34.4%
Romance	83	63.4%
Drama	83	63.4%
Sci-fi	43	32.8%
Horror	43	32.8%

63.4% of teenagers watch Drama & Romance which confirms how *Game of Thrones* attracted 63 % of Saudi males whereas there are 32.8% who watch horror and Sci-fi drama on Netflix.

Table 7: The motivation to watch Netflix drama

Statements	Respondents	Percentage
Having Easy accessibility	66	50%
Subscription is easily renewed	22	16.7%
Content is unique	52	39.4%
All series are launched without any commercials.	85	64.4%
It keeps track of subscribers' viewing preferences, providing them with personalized suggestions.	42	31.8%

Teenagers enjoy the services that Netflix offers them, such as watching their favorite content without any ad-interruption. As the results clearly illustrate, teenagers select their favorite content without any ad-interruption rather than waiting for their favorite program to be broadcast.

Table 8: Parents practice censorship on teenagers

Kind of censorship	Respondents	Percentage
Someone watches with you	16	14%
Take away mobile	13	11.5%
Watch in specific hours	19	16.8%
Ask you about content	83	73.5%

The results show that 76.5% of approval where parents do not practice censorship on their children when watching Netflix. Although Netflix lacks supervision, it is the parent's duty to potentially limit what their teenage children view before it is too late. However, 23.5% of teenagers have parents who provide censorship for them. The results show that the highest rates of censorship refer to parents who check the type of content their teenage children watch.

RESULTS OF THE QUALITATIVE STUDY

The majority of respondents stated that watching series on Netflix is a daily habit for them. Teenagers can watch a number of episodes at leisure time, which highlights how addicted are they to the content they watch. In light of this, results show how parents should monitor and censor the content that their teenage children watch on Netflix for long hours. However, the results also show that there are parents who do not practice direct censorship. Such is clearly illustrated in their habit to watch their teenage favorite content before they do in an attempt to check its validity.

On a larger scale, the advantages and disadvantages of watching content on Netflix have been disputed among parents in the above-mentioned studies. For instance, where there are parents who underline the disadvantages of using media platforms such as Netflix and Binge Watching insofar as there is no censorship over the content their teenage children watch, there are others who believe that the content their teenage children watch provides them with high quality content that entertains them as well as encourages cross-cultural communication.

However, the results show that the percentage which indicates the positive aspects of Netflix is outweighed by the negative aspects that apparently define its streaming service.

As Netflix is ranked as one of the most used media platforms by teenagers across the globe, it has been identified that the reasons which drive teenagers to use the platform are mainly related to the themes of its foreign content which stir their curiosity to watch. Such is clearly evident in the theme of women empowerment which appeals to many female teenagers in different parts of the world. Other reasons are related to the Covid-19 pandemic as many people subscribed to Netflix for entertainment during the quarantine. The resulting effect of spending too much time on Netflix is having the attitude and the behavior of teenage viewers changed either for better or worse.

With reference to the results of the interviews in the above-mentioned surveys, the following points are drawn:

- Social networking sites play an important role in adolescents' lives as they promote new ideas, given the long periods that teenagers spend using their mobile and computer screens to follow these sites.
- Adolescents are the most addicted to Netflix series, which affects their academic achievement, and cause them health and psychological problems.
- Parents need to monitor their teenage children's behavior using such media platforms as Netflix and Binge Watching.

CONCLUSION

This study sheds light on drama, especially foreign drama, discussing its impact on the upcoming generations' perceptions and their social relationships in a remarkable way. Given that teenage years are one of the most dangerous and vital stages of a person's life, Netflix has influenced the way teenagers think and behave, creating a fictional world, where they can escape reality and live in a fantasy world. With reference to the above-mentioned survey, the average use of Netflix and by teenagers is 93.9% because of its easy access.

This is clearly reflected in how 37.4% of teenagers confirmed spending more time watching Netflix with friends or alone rather than with family. A high percentage of approval reaching 76.5%, underlines how parents do not practice direct censorship on the content their teenage children watch whereas the remainder 23.5% of teenage parents practice indirect censorship by checking the content their teenage children favor before they watch it.

With reference to the research questions, it is confirmed that Netflix reached the highest rate of teenage viewers achieving 48.1% of teenagers. In 2016, a study pointed out that Netflix offers its subscribers the easiest means by which they can access their favorite content without ad-interruption. In this sense, Netflix has a great impact on teenagers' life. This is clearly reflected in their changed attitude and behavior toward their families and friends. With reference to the content that is the most viewed, 67.7% of teenagers watch movies, 46.6% watch drama and 63.4% watch drama and romance.

As for the foreign cultural values that Netflix transmits through its content, 86.2% of teenagers are aware that such live streaming videos oppose their cultural traditional values, which underlines the power of globalization. In light of this, parents need to either directly or indirectly monitor the content that their teenage children are exposed to on such media platforms as Netflix and Bing Watch.

In light of the above, the researchers recommend raising awareness on how parents use censorship in a way to protect their teenage children against the change in their cultural values and their psychological thinking.

RECOMMENDATIONS

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

- 1- What content affects teenagers and how they think?
- 2- How online and foreign platforms can affect teenagers all over the world?
- 3- How parents use censorship as a way to protect their teenagers?
- 4- What are the foreign values that can have side-effects on Egyptian teenagers?

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