




### Abstracts of Arabic Researches:

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*Associate Prof. Dr. Rrdwan Dragi Mohamad Slamene - King Abdul-Aziz University*  
Media Coverage of Vision 2030 in Saudi Press: An Analytical Study of Okaz Newspaper 7
- *Associate Prof. Dr. Abdel-Khalik Ibrahim Abdel-Khalik Zakzouk - Menofia University*  
Paper and Electronic Newspapers Treatment of Phenomenon of Kidnapping of Children in Egypt: A comparative Analytical Study 8
- *Dr. Lobna Masoud Abd El-Azem Salem - Sinai University*  
Media treatment of Egyptian crises via YouTube and Trends of College youth towards it 9
- *Dr. Hanan Kamel Hanafi Marei - Kafr El-Sheikh University*  
Impact of the Interactive and Static Infographic on Social Media in Awareness University Youth about Symptoms of the Emerging COVID -19 and ways of Prevention 11
- *Dr. Heba Mostafa Hassan Mostafa - Port said University*  
Communication Roles of Adolescents through Social Media during The Corona Pandemic and its Relationship to their Level of Anxiety: Within framework of theory of richness of the media 12
- *Dr. Ahmed Muhammad Qerran Al-Zahrani - King Abdul-Aziz University*  
Motives for Saudi University Students' Use of Digital Media and its Gratification: A Survey Study 13
- *Dr. Ahmed Metwaly Abdel Rahim Ammar - Ain Shams University*  
Role of YouTube in Developing Teenagers' Awareness of Cybersecurity 15
- *Dr. Yasmin Mohamed Ibrahim Elsayed - Beni Suef University*  
*Dr. Menna Allah Kamal Moussa Diab - Beni Suef University*  
Impacts of the insatiable watch of Netflix Platform on the Moral Construction of the Egyptian Community:  
Applied study in light of the Value Determinism Theory 16

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## **Impacts of the insatiable watch of Netflix Platform on the Moral Construction of the Egyptian Community: Applied study in light of the Value Determinism Theory**

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### **Abstract**

In light of the development in the online Digital Media Consumption culture and the spread of the insatiable watch phenomenon via platforms (Video-on-demand) amid the recent increase in the number of followers in the world in general and in the Middle East in particular, modern communication means arose especially “Netflix Platform”.

Problem of the research is: “To what extent the content, that Netflix Platform provides, is in line sometimes and contradicts most times with the moral construction of the Egyptian Community. The research objective is: "to study the impacts of the insatiable watch of Netflix Platform on the moral construction of the Egyptian Community in light of the Value Determinism Theory of mass media".

The search depended on online questionnaire. The researchers prepared “the personal values scale” which was verified through three methods: Factorial Validity, Discriminant/Divergent Validity and Internal Consistency. The reliability of the scale was verified through three methods: Re-application reliability, Split Half Reliability and calculating Alpha *Cronbach* coefficient. Then, the scale was applied to the surveyed sample of the study.

Results showed that Netflix consumes a great deal of the daily life of users and the rise of the insatiable watch as individuals of the sample watch three episodes – or more – of the same show at one time.

Moreover, results showed diversification in age of the followers. The study figured out that the offered content has a dangerous impact on the moral construction, particularly as the Netflix Platform’s recommendations for exclusive shows included some immoral connotation and phrases which contradict with requirements of the value determinism regarding mass media content.

**Keywords:** Netflix Platform - Insatiable Watch - Moral Construction – Value Determinism Theory.