

A Qualitative Research

**“TV Series Watching Habits of Media Students at Palestine
Technical University, Ramallah Branch: Cable TV, YouTube,
and Netflix”**

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Abstract:

This qualitative research study aims to find out the watching habits of media students in Palestine Technical University branch in Ramallah in the West Bank, occupied Palestine, for Cable TV, YouTube, and Netflix, through 14 in-depth interviews conducted by the researcher with a random sample of participated students from four diplomas and one bachelor programs in the academic year 2022-2023.

The research findings indicate that YouTube is the most frequently used platform, followed by Netflix and cable TV. Participants expressed a preference for YouTube due to its diverse range of movies and videos that can be accessed anytime and anywhere through smart phones. The availability of free Wi-Fi provided by the university and the convenience of using smart phones for communication and watching videos further contributed to YouTube's popularity. Students watch YouTube for various purposes, including entertainment, educational content, creative ideas, and language learning. They predominantly watch YouTube alone, especially in their rooms using smart phones or laptops. Netflix is favored for its professional and new content, particularly for fiction movies, but its usage is limited due to subscription costs. TV watching is primarily done with family or friends, particularly for entertainment programs, sports games, and news. The screen size influences watching habits, with smaller screens promoting solitary watching and larger screens encouraging group sharing. Netflix and YouTube are commonly used for relaxation, while TV is preferred for shared watching experiences. The study concludes that digital media platforms have gained prominence among PTUK-R students, with YouTube being the most

popular choice, followed by Netflix and cable TV. Students exhibit distinct preferences for each platform based on content, timing, mood, and the desire to watch alone or with others. The availability of smart phones and laptops has facilitated individual watching habits, while TV remains a preferred medium for communal.

Keywords: TV Series Watching Habits, YouTube, Cable TV, Netflix, Media Students, Digital Media.

المستخلص:

تهدف هذه الدراسة البحثية النوعية إلى استقصاء عادات مشاهدة طلاب الإعلام في جامعة فلسطين التقنية - فرع رام الله في الضفة الغربية، فلسطين المحتلة، للتلفزيون الفضائي، وموقع يوتيوب، ومنصة نيتفليكس، من خلال 14 مقابلة عميقة أجراها الباحث مع عينة عشوائية من الطلاب المشاركين من أربعة دبلومات وبرنامج بكالوريوس في السنة الأكاديمية 2022-2023.

تشير نتائج البحث إلى أن يوتيوب هو النظام الأكثر استخداماً بشكل متكرر، تليه نيتفليكس والتلفزيون الفضائي. أبدى المشاركون تفضيلهم ليوتيوب بسبب تنوع مجموعة الأفلام والفيديوهات التي يمكن الوصول إليها في أي وقت وفي أي مكان عبر الهواتف الذكية. ساهم توفر الواي فاي المجاني المقدم من الجامعة وسهولة استخدام الهواتف الذكية للتواصل ومشاهدة الفيديوهات بشكل أكبر في شعبية يوتيوب. يشاهد الطلاب يوتيوب لأغراض مختلفة، بما في ذلك الترفيه، والمحتوى التعليمي، والأفكار الإبداعية، وتعلم اللغات. يشاهدون يوتيوب في الغالب بمفردهم، خاصة في غرفهم باستخدام الهواتف الذكية أو الكمبيوتر المحمول. يفضل نيتفليكس لمحتواه المهني والجديد، خاصة لأفلام الخيال، ولكن استخدامه محدود بسبب تكاليف الاشتراك. مشاهدة التلفزيون تتم في المقام الأول مع العائلة أو الأصدقاء، خاصة لبرامج الترفيه، ومباريات الرياضة، والأخبار. يؤثر حجم الشاشة على عادات المشاهدة، حيث يعزز الشاشات الصغيرة المشاهدة الفردية ويشجع الشاشات الكبيرة على المشاركة الجماعية. تستخدم

نيتفليكس ويوتيوب عادة للراحة، بينما يفضل التلفزيون لتجارب المشاهدة المشتركة. تستنتج الدراسة أن منصات الوسائط الرقمية قد اكتسبت أهمية بين طلاب جامعة فلسطين التقنية - فرع رام الله، مع يوتيوب كونه الخيار الأكثر شيوعاً، يليه نيتفليكس والتلفزيون الفضائي. يظهر الطلاب تفضيلات متميزة لكل منصة استناداً إلى المحتوى، والوقت، والمزاج، والرغبة في المشاهدة بمفردهم أو مع الآخرين. سهولة الوصول إلى الهواتف الذكية والكمبيوترات المحمولة قد سهلت عادات المشاهدة الفردية، بينما يظل التلفزيون وسيلة مفضلة للمشاهدة الجماعية.

الكلمات المفتاحية: عادات مشاهدة المسلسلات التلفزيونية، يوتيوب، التلفزيون الفضائي، نيتفليكس، طلاب الإعلام، وسائط رقمية.

1. Introduction:

Every day, we spend long time watching audio-visual media, such as television, digital platforms like "YouTube" and "Netflix", these kinds of mass media tools are mostly occupying our choices and priorities to access different kinds of TV series using: TV, smart phones, computers, and I Pads.

Anyone can easily notice the relationship between the increasing percentage of watching and the rise of digital communication technologies, besides the spread of both cable and wireless (WI-FI) internet, in addition to the upgrades of cable TV to a digital device.

Cable TV broadcasting capability improved more after connecting it with digital satellite, which strengthen its role in our life and make it a main competitor in the world of digital media, satellite technology-enriched TV facilities to send and receive signals world wild, and provide us with unlimited TV and radio channels, this shift empowered TV and made the broadcasting process work on three levels: local, regional, and international.

Digital TV developed more by upgrading its technology and facilities to support internet and new digital media platforms, now we can use it like cable TV or connect to the internet to access media platforms, but despite its advantages, its use is still linked to limited places like homes, offices, and coffee shops...etc.

Access to digital media platforms is more diffuse and useful by using smart phones and other portable devices; it became major alternatives for watching, and make the difference in our watching habits.

Young people, digital natives, and internet or digital generation are more engaged with digital media and internet, the availability of Internet, and new technologies of communication devises helped them to watch TV series in any place and any time, it broke the borders between them and the world of media and connect them directly, they always using their smart phones, I Pads, and laptops in cars, homes, workplaces, restaurants...etc.

They used to get information as fast as they can and watch series: Films, TV programs, News when they want.

That means they have many options for watching: Cable TV the traditional modified tool, and digital media platforms. Now they own their time and have control over watching what they want, and their habits of watching

became different, the new technology has changed the shape of mass communication landscape and affected their priorities of watching.

University students, in general, like to watch TV series; this research will focus on the study of the watching habits of media students in Palestine Technical University- Ramallah Branch (PTUK-R) in the West Bank.

Background:

Around 120 media students of PTUK-R, the university provides them with Free Wi-Fi 24 hours per day, its areas, buildings, restaurants, and computer labs are covered with internet services, to let them make use of it when they want via their laptops, smart phones, and I Pads.

Cell phone and internet companies also offer them special prices on internet packages, moreover, most of the restaurants in Ramallah City are provided with free WI-FI to attract the customers, the students also have TVs and internet in their homes.

The privileges of the availability of the internet and smart devices help the students to watch TV series in any place in their free time using: cable TV, and digital media platforms, which means they live in an environment that encourages them to watch TV series easily.

Students watching habits affected by these situations, they have different choices to watch TV series, they also have control over their watching time as a result of the availability of watching devices in different places. So how do they make use of these environments to watch: TV, YouTube, and Netflix?

1.1 Motivations of the research:

The researcher noticed that a lot of media students set in the areas, cafeteria, library, buses, cars and everywhere watching videos or playing games using their smart phones or other electronic devices, some of them are watching alone and some others sharing their friends.

This phenomenon motivated the researcher to make a qualitative scientific research to explore and understand what do media students in Ramallah

branch prefer to watch using each one of the mass media tools of the following: "YouTube", "Netflix", and cable TV.

Also, the multi-cultures of PTUK-R students' society encouraged the researcher more to make the research, especially because Ramallah is a central city, and the students are from all other cities, villages, and camps.

The research helps to understand how the changes in the media landscape affected the watching habits media students.

1.3 Aims and objectives of the research:

The study aims at exploring and understanding the habits of PTUK-R's students in watching TV series by using cable TV, YouTube, and Netflix, by getting their answers on the following questions: what do you watch? When, where, and with who do you watch? And which kinds of TV series do you watch on each tool, and by using which devices?

1.4 Research Questions:

The prime question of the research is: What do PTUK-R students watch using TV and/or YouTube and/ or Netflix? This question brings up minor questions:

- When they prefer to watch each one of them?
- Which kinds of TV series do they watch using every tool of them?
- Where they prefer to watch?
- Do they like to watch alone or by sharing others?
- How do they access to Platforms via TV or Smart phones or Laptops or I Pads?

By having the answers to the questions we will understand the students' habits of watching.

1.5 Significance of the research:

The research will provide us with accurate indicators and direct information about the habits of watching for the PTUK-R student and the use of TV, and digital platforms, which can help us to understand the future of digital communication.

The results will help the planning team in the university, the public relations department, and the student affairs dept., and also media department to take in consideration how students and young people axis to watch videos using deferent kinds of tools, which can help them to make their visual productions more reachable and successful.

It's important for PTUK-R to know how the students watch, so it designs and broadcasts its messages to them through their preferred tools and upon their time.

The research also will be a good reference for researchers and students in the fields of communication, public relations, and planning.

On the other hand, some advertisers can make use of the study results to choose which tools platforms can make their advertisements more successful and make them achievable to media students.

1.6 Reflexivity and research Limitations

The target group of the study is the media students; bachelor and diploma in PTUK-R, a random sample of 14 participants was selected and 14 personal interviews were conducted in the campus in the second semester of the academic year 2022-2023.

2. Literature Review

2.1 Introduction:

In any conference, workshop, lecture, focused discussion group, and in each book and research paper about visual media and communication, you will find the core issue talking about communication and media technologies, processes, and how does it affect and influence audiences.

The upgrades of the technologies of TV from traditional TV to an internet TV, and obtaining the digital media platforms had accompanied with many changes in the habits of people watching.

To go deeply in studding the reflections of the deep changes in media, its peter to start through a group of articles that discussed some issues related to the topic of this study.

Some of the reviewed papers are talking about the youth habits of watching TV and other Platforms. On the other side, other papers discussed the impact of digital media platforms on youth, on the other hand, some articles focusing on the phenomena of YouTube and Netflix.

For the purposes of this research, the literature review has shaped in three main areas: TV watching, digital platforms, youth engagement, and interaction.

2.2 Television and the changing media:

Television is the main device in our life, it is a basic piece of furniture in our homes, offices, coffee shops, restaurants, supermarkets, and different workplaces, it's always on the top of the list of the priorities when we start furnishing our new houses or renewing it, and sometimes it's a choice of our valuable gift for friends and relatives. We will never ask ourselves why?! Because we already know the answer!

When we design the interior decoration of our homes we chose the best place to put the TV, one in the living room, which is the place where we meet with our family members, and spend most of our time sharing each other many hours a day, then we prefer to have TV in each bedroom, where we relax and can watch some movies alone or with some others.

We think deeply to decide which sizes of TVs we want, the quality of its picture is important issue too, and if it supports internet protocols or not, in other words these technical details mean that the TV remains the most time-consuming activity in our daily life, it creates an intimate medium; and brings the world to the audience into direct relationship. (Tina, 2014).

Communication technologies are changing rapidly, many updates reshaping the media world constantly, the broadcasting process shifted from the traditional cable TV to digital, then to internet TV, and other media platforms were developed and shared the TV the space of broadcasting but, with another strategies to affect the audience using many new communication technologies like smart phones, computers, I Pads...these changes brought

in television itself and the relationships established with this medium. (Ugalde & Medrano, 2017).

After the digital media revolution, it's very important to understand how people watch, they have multiple choices to do that, and this study will take the media students in PTUK-R as a target group to answer the question partially to check three main tools of watching: TV, YouTube, and Netflix.

Previous researchers studied this issue, some of them took in consideration watching TV and its effects on youth, and to examine what types of media they watch, for example, the main result of Apuke (2017) study shows that the most preferred watched TV programs for youth are those which about entertainment and music. The study also found that young people simulate what they see on TV like hip hop, hippies, makeup, hairstyles. (Apuke, 2017).

According to Ugalde & Medrano (2017), boys usually like to watch cultural and informative programs but, girls are interested in watching some TV series that they can discuss and talk about later with their friends. (Ugalde, Martínez & Medrano, 2017).

On the other hand, the findings of Pietro (2016) confirms the results of the mentioned studies, it shows that an increase of 1% in the audience of Master Chef program is associated with an increase in the proportion of final year lower secondary school students willing to enroll at vocational hospitality and catering schools of between 0.25 and 0.35 percentage points. (Pietro, 2016)

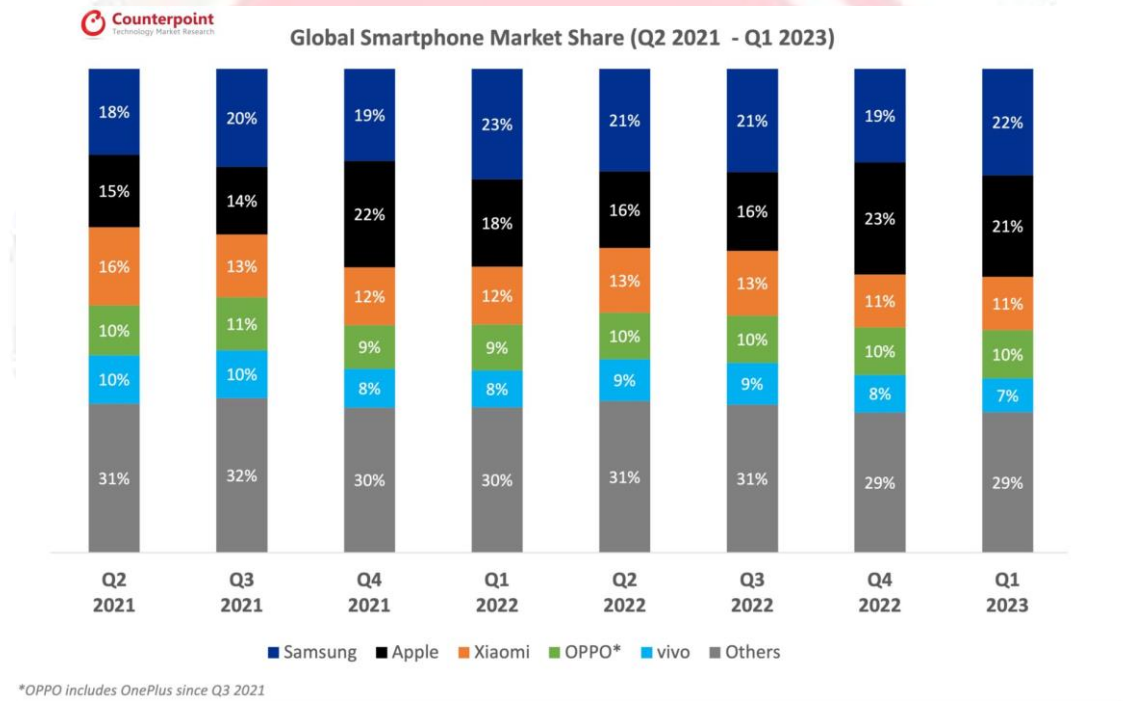
This means TV is still one of the main choices of watching for youth, especially for some topics and kinds of shows.

Satellites, Internet TV, and upgrading the traditional TV to the world of digitals repositioned the role of TV in our life as the main device besides computers and smart phones. It is a window where we can axis to the internet TV and new Platforms of Media and watch locally, regionally, and internationally.

As Jenner, (2015) mentioned, the major changes in TV construction and video industry led to extend in the concept of binge-watching, and people used to schedule alternative TV as an alternative to watching it as a habit. (Jenner, 2015)

2.3 Digital world and media platforms:

2.3.1 Smart phones and the change of media landscape:



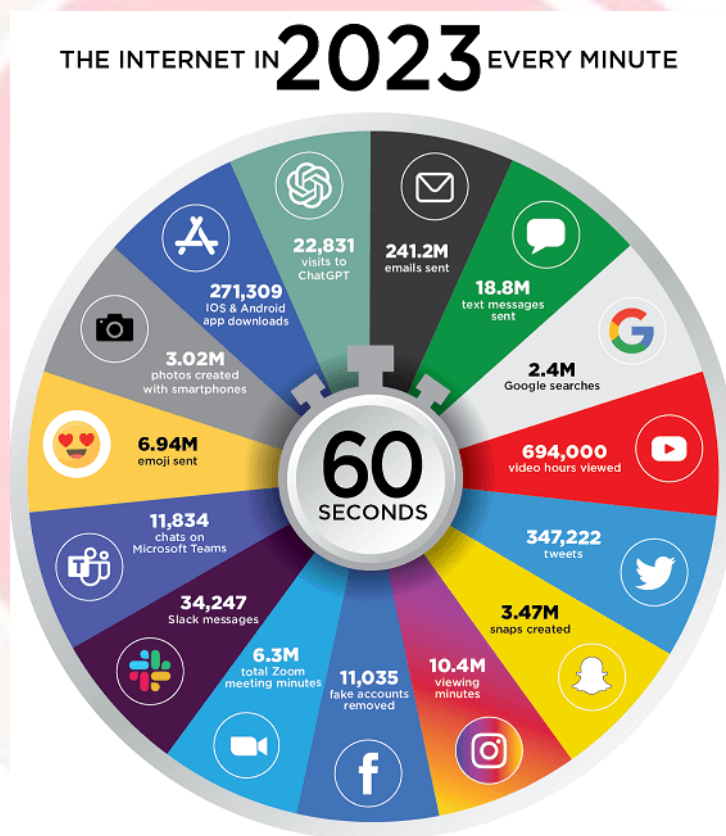
When we describe cell phones, we can do that easily by saying its small smart devices, portable, with high quality, great efficiency, easy to use, multi-functional use, contains many application and platforms, anyone needs it to go online to get in touch with others and communicate with the world.

The rising demand and use of the internet and smart phones, and dealing with it as a main need in our life made the people watch media digital formats like Netflix and YouTube, which give it the position television as the main entertainment hub. (Deloitte, 2019)

People are on digital media more than the traditional media, because of the improvement in mobile technology and internet capability, which is the gateway to digital media. (Deloitte, 2019)

The production and sales of smart phones are increasing every month, it's a basic need for every person, the smart phone is the mediator between us and the digital media and more.

2.3.2 YouTube: International popular media platform



Created by: eDiscovery Today & LTMG

YouTube is an international video interactive website established in 2006. The recent statistics data indicates that YouTube users in 2023 reached 2.6 billion monthly, and it's the second most accessed online platform after Google with "25.19 billion visits per month and 694,000 video hours viewed per minute, and one billion of watched hours of content everyday", these

information means that YouTube is the first video platform worldwide. (Digital information world, 2023)

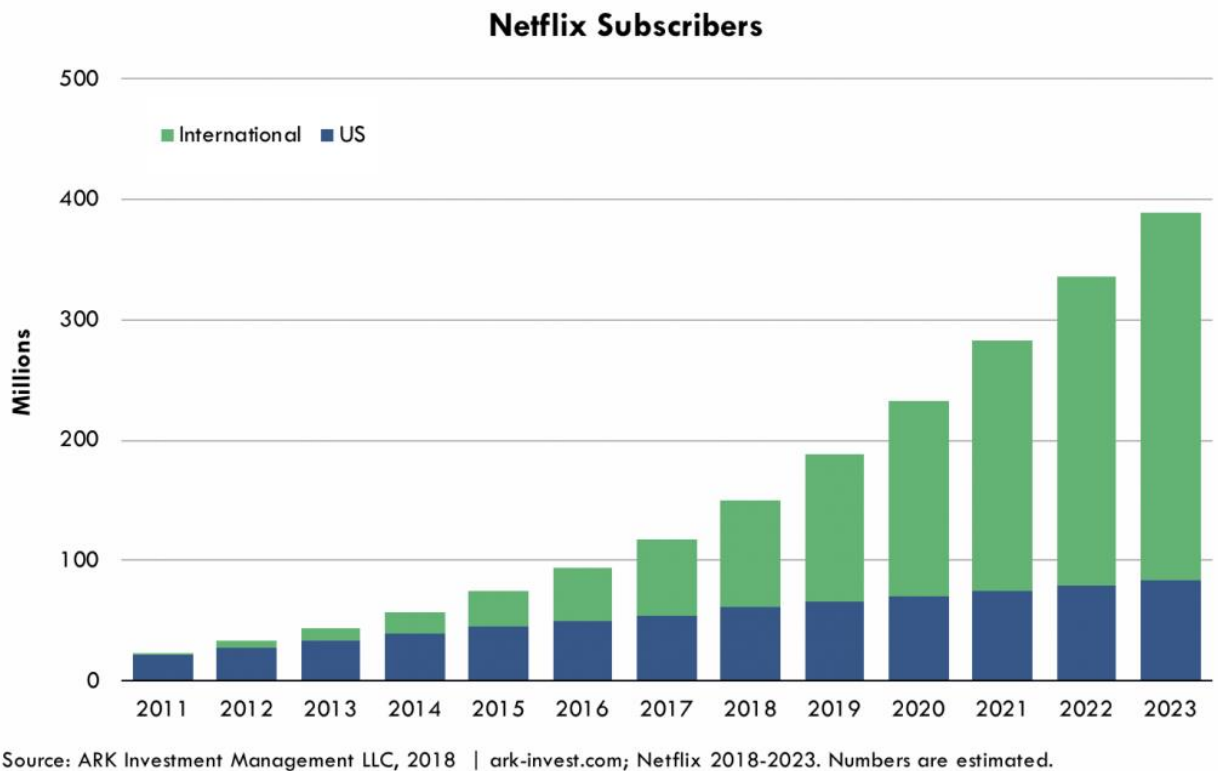
YouTube is the website where anyone can create his or her channel, and upload or download many kinds of TV series anytime and anywhere using smart phones, computers, and TVs.

This change gave the audiences the role of the producers sometimes and the role of consumers at other times, this a big opportunity and free space increased their interaction with what they watch on, users like & dislike; comment and upload videos to socialize. They read comments for information seeking and relaxing entertainment. (Khan, 2017).

On YouTube you don't have limitations and controls, you can use it when you want, you can search it for any topic in mind, you can decide whether you want to watch alone or share others, and you can stop watching at any moment you want. So the programs on YouTube are of great importance especially that such programs are not subject to local controls. (Ensour, 2015).

YouTube is a study case for university students and researchers everywhere, many assignments, researches are about this website or some of its content, many current practices of how YouTube is used, it is an important topic the classroom to study, and an idea for future researches. (Cayari, 2011)

2.3.3 Netflix: Professional modern media platform



Netflix is an American media services provider company, established in 1997 as a profit project; it had developed its work and become a production company for professional TV shows.

The content strategy of Netflix has three main aspects: Original TV series, Stand Up Comedy and other popular TV shows, and Movies with high ratings. (Mandal, Diroma, and Jain, 2017)

Netflix now is one of the most international watched media streaming services, its annual income gradually increased in the last 14 years, by 2023, Netflix is anticipated to have 400 million customers in 2023, an 8.8% growth from the roughly 230.75 million users it had in 2022. In terms of revenue, Netflix brought in USD 31.61 million in 2022, and predictions indicate that it will rise by about 7% in 2023, or roughly \$33.7 million (Watson, 2023).

3. Methodology

3.1 Qualitative Research

This is a qualitative research methodology, conducted by applying the grounded theory, for the following reasons:

Qualitative research allows the researcher to use open-ended questions and the participants answer the questions using their own words in different contexts, so this helps the researcher to collect more information for the research and this will help in the analysis section. In other words, open-ended questions are more relevant and useful for qualitative research, dealing well with topics of human, social, political and communication (Smith, 2018).

Based on their real experiences, the evidence or information provided by the participants may bring more to the study, as well as sharing real stories and going back to their memories to speak about some related issues, which is important to the researcher and helps to ask more questions and go further into the interview (Creswell, 2013).

Having a dialog with participants will give them more confidence in the researcher than just making a questionnaire, so this encourages them to give more information, which can make the research more genuine. In addition to the answers of the participants the body language of them is important for the researcher, it may add information or imprisons to the answers and the notes and observations of the researcher (Denzin & Lincoln, 2018).

This methodology allows the researcher the ability to document the responses, write them later and also hear them several times to make the correlations between data and to establish the themes of the study, it is also proof of the objectivity of the research and helps to make conclusions, as data analysis in this approach begins from the beginning of the data collection process (Charmaz, 2014).

The qualitative approach helps to focus on the prime question of the research, by collecting data as much as possible to reach a logical answer, from interview to another the skills of the researcher will be developed to get the meaningful information; by this methodology the researcher can collect data as much as it can help to accomplish the research. (Northeastern University, 2000, Pg. 4).

3.2 Phenomenology:

Watching TV series is the phenomena of the research, especially within the university students of PTUK-R, through the research, the researcher conducted direct interviews to collect the data as much as it helps in answering the questions of the research, and to understand the role of cable TV and media platforms in the life of PTUK-R students, and how it attracts them to watch TV series?

The development of media platforms and the technological revolution and also the internet have changed the landscape of the young people's habits of watching, so what are the attitudes and behaviors of PTUK-R students towards watching TV, Netflix and YouTube?

The research will discuss and describe the experiences of the participants as individuals to understand how they watch TV series.

3.3 Data collection procedure:

The researcher used the direct interviews with the random sample which consists of (14) participants, and recorded the interviews, the following questions were asked:

- 1-What do you watch on: TV. Netflix, YouTube?
- 2-When do you watch each one?
- 3- Which kinds of TV Series and film genres you watch on each one?
- 4- Where do you prefer to watch each one?
- 5- With whom do you prefer to watch each one?
- 6- How do you usually watch? By using which device and to watch what: smart phone, computer, TV, I Pad?

also, the researcher documented notes for each participant of the students, in addition to the personal observations of the researcher towards the phenomena of participants watching TV series, then the researcher wrote the recorded interviews and coded them, and divided the codes to 12 themes depending on the prime question of the research, and finally summarized the codes into six main themes to focus on the major data that fit to the question

of the study which is What do PTUK-R students watch using TV and/or YouTube and/ or Netflix?

4. Data Analysis and interpretations:

4.1 Students watch YouTube more than Netflix and cable TV

The researcher found that the first choice of watching for the participants is YouTube, then Netflix, and the third is the cable TV, their answers show that they use YouTube more because it contains many kinds of movies and videos, and they can watch it everywhere and in any time using their smart phones in general.

The Participants are stick to their smart phones most of the time, so they see that it's easy to access to YouTube for free, also the university provides them with free WI-FI, and they used to use their smart phones to communicate and also to watch short videos such as pranks, vlogs, songs and music, documentary films, educational videos, drama, and scientific films, also they watch social videos like success stories, and fun tricks, moreover the participants watch YouTube to search for creative ideas.

They watch YouTube at home, either with family or alone, and they prefer to watch fictions alone in their rooms on smart phones or laptops, also they sometimes watch the drama with family or friends on YouTube.

Some participants noted that YouTube contains multiple choices of videos, so they can choose what they want to watch depending on their mood, and also the smart phones allowed them to search for their preferred movies faster.

Most of the participants mentioned that they use YouTube more than other platforms because it contains lessons and good videos to learn English language, especially they are not native speakers and the university teaching languages are Arabic and English, and also they use it to watch lectures in several topics related to their courses or researches, this attracts them to use it more than other tools, some other students preferred YouTube because they can watch it at work on their smart phones, they work after school, so they see it the best to watch drama while working.

Smart phones were the best choice for the students to access to YouTube, they like to use YouTube alone when they are in relaxation time, and while walking, or in the buses or Taxis.

YouTube is the best location for the participants to share friends on social media songs or music; they use it to express their feelings with others.

4.2 Participants prefer to watch digital media platforms alone

The majority of the participated students declared that they mostly prefer to watch YouTube and Netflix alone, either in their rooms or outside, especially when they use their smart phones. But when they decide to watch with close friends they use laptops in general, but if they want to watch with family they prefer to use cable TV.

They usually watch fiction, romantic, and drama movies on Netflix, and mostly they use laptops because they search for the wilder screen with high quality and at the same time they want to control it while watching and changing their place in their rooms, most of the time they watch while they are relaxing on their beds before sleep in the night or the weekends either in the night or at the daylight, so they put the laptop near them or hold it.

Student mostly studying in their rooms, they find it useful to take short rests and watch short videos on YouTube, but when they have the long time they prefer to watch long videos like documentary films: Scientific, historical, educational, and sometimes entertainments shows like makeup art, singing, and cooking...etc.

4.3 Participants like to watch entertainment programs, sports, and news on TV with others

The participated Students usually watch TV with family or friends in the night when there is an entertainment program or sports games like football, and sometimes to watch news programs, but, they like to plug their smart phones or laptops to the TV to watch Netflix or YouTube videos, especially fictions and drama and documentaries.

Most of the entertainment and talents TV shows that attract the young people were succeeded, this kind of programs attracts also audiences like university students, and the broadcasting time of this kind of TV shows mostly after 8:00 PM, which is the family time for most of the students, TVs usually use live broadcasting, and it also makes it live on digital and social media too, students prefer to watch these kinds of programs with others like family or

friends, they watch at home and sometimes in public places like restaurants, but mostly they watch it on TV at home by using cable because its screen is wider and the quality of the image is higher and also to avoid signal cut on other devices which depends on the internet, so TV helps them to avoid internet problems and gives them the perfect image and they can enjoy watching the programs,

The student also is involved with sports, they prefer TV to watch live football games, and the students who are interested in the news mostly prefer to watch it at night also on TV when they need more information about what happened, they find the full reports about the major issues and professional critics.

They see that the news is available on the internet all day as basic news mostly, the TV allows them to know more about it from different points of view.

4.4 Netflix content is new and more professional but not available to all

Many participants of students watch Netflix in the weekends, and some of them prefer to watch it because they see that its content is more professional and it shows new movies, they also consider Netflix as convenient content to make them enjoy their relaxation time by watching fiction movies, actions, love stories, comedy, and historical films most of the time.

Some of them don't watch Netflix at all because it costs money, their choice is YouTube most of the time to enjoy films like actions, fictions, documentaries, and sometimes they prefer TV to watch them or to access YouTube using the cable TV screen.

4.5 Screen size and watching habits

It's clear that when the screen is small like smart phones the students are more likely to watch alone or with a very close friend, and the percentage of sharing others increases when the screen is wider like laptops, they prefer to share a small group of friends or family, and when the screen is larger like TV they like to watch with their family or many friends or go to restaurants to share huge groups of audiences.

So, student's choices of watching TV series depending on many fractures like the type of content, time of watching, mood, the place of watching, and the aim of watching.

4.6 Netflix and YouTube watched to relax more than TV

We noticed that the given information emphasizes that most of the participants watching Netflix content in relaxation time, especially in the night and weekends, so they prefer to watch fictions or drama alone in their rooms using laptops in general and sometimes smart phones, the majority of them do not have cable TV in their rooms.

Students watch YouTube many times a day, but when they use it in the night they usually do that to relax by listening to songs or music or short videos using their smart phones, but when they decide to watch long movies like romance and documentaries they use laptops in their rooms, but during the daylight, they watch short videos or educational videos to enhance their academic and life skills, also, they listen to music or songs and share it with friends and social media, they share the family watching YouTube in rare times they watch YouTube for many purposes and in non-limited places or times.

They use the TV at night only in very limited and specific times, to watch live entertainment and talent shows, or sports games like football, and sometimes to watch the news, also they watch TV when there are some films to watch with family, like social drama.

5. Conclusion:

The main question for the research is: What do PTUK-R media students watch using TV and/or YouTube and/ or Netflix? We find the answer which is led us to reach the aim of the research, via following up the answers of the students and analysis it taking into consideration the questions of the research.

The results shows that the Digital media platforms (YouTube and Netflix) occupy the agenda of watching of PTUK-R students, the first watched platform is YouTube, and then Netflix, and the final choice is cable TV, this result meets the hypothesis #1 and also supports the results of the literature reviews, and also the other hypothesis of the research especially hypothesis #2 and #3.

The participated students in general watch fictions, drama, and narrative films on Netflix in their relaxation times and they use YouTube to watch songs, listen to music, watch short videos: educational videos, social stories, and documentaries, this supports hypothesis #2

They prefer cable TV to watch live events like entertainment shows and news programs, sports games such as football, and they like to share watching it with others, and that was the expectation of the fourth hypothesis.

Mostly they watch Netflix and YouTube alone, in rare cases, they share watching with their friends or families using media platforms, this happens when they use TV screens to watch the platforms.

The new technologies like smart phones and laptops and the internet encouraged the students to watch alone most of the time.

Students watch movies and TV programs mostly at night, and they consider Netflix watching, and YouTube sometimes to relax.

The participants make use of their time and devices to watch TV series, they mostly prefer to share watching with others when they watch cable TV, but generally they watch Netflix alone when they want to relax in their rooms, and they used to watch alone or with others on YouTube outside or inside their homes.

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