

New Tendencies in Media Consumption Behavior: A Quantitative Study on the Media Habits of Egyptian Affluent Youth

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Abstract

The advancement of media technology in recent years has produced an enormous shift in the way the youth engage with media. The mobility of media devices and fusion of interpersonal and mass communication have drastically altered the youth's media habits and the time they spend consuming the media. Utilizing the recent developments in the uses and gratifications theory (UGT), this research investigates the influence of people's needs and goals on their adoption of new technology and media consumption behavior.

Analyzing the media habits of 161 students, the study reveals many interesting findings. To mention a few, results indicate that young people log on the internet more than they watch television. Except for the phones which the youth carry with them at all times, young people have a clear preference for a specific medium (radio, computer, or television) depending on the daypart. They listen to the radio in the morning, log on their computers in the afternoon, and mostly watch television in the evening. MBC is the respondents' favorite television network, YouTube is their preferred video-streaming website, and "Sahebat El-Sa3ada is their most cherished television program. Young people hardly watch news; in fact, they only attend to news if it is presented in satire format or if it is visually stimulating. Talk-shows are not a popular genre for the youth. Chatting on WhatsApp and social networking on Facebook are the activities consuming the most time on any day, with three hours on average.

The paper provides useful insight that can serve policy makers, media strategists, advertisers, and sociology scientists.

Keywords: Uses and gratification, media habits, social media, and advertising.

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With the penetration of new media in Egypt, policy makers, media strategists, advertisers, and sociology scientists speculate the media consumption trends in the future. Policy makers, who seek to address the public, have always relied mainly on television. But can television continue to be the medium policy makers exhaust to reach Egyptian masses? Is television the best medium to reach the youth, the educated, and the affluent? The consequences of a disconnect between the government officials and this vital segment of Egyptian society could be shattering. Hence is the importance for Egypt's policy makers to understand the way the new generation is exposed to information and news.

It is equally important for administrators of the media industry to have accurate understanding on new media users' wants and habits. Adapting to the changes in media consumers' needs and behaviors is necessary for the media industry to survive. In addition, advertisers have a special interest in understanding media consumers' habits, especially of the affluent class. According to Nielsen Egypt, the middle (and upper) class which represent only 39% of Egypt's population, count for the most spending in the economy. Therefore, there is the need of advertisers to be updated on which medium and which content is the most relevant to the new generation of Egypt's prosperous class (Migally, 2015).

Finally, sociologists are similarly concerned about the occurring change in consumers' media habits and how this might influence people's social interaction and culture. This research presents a comprehensive mapping of young adults' consumption habits for media. Utilizing the uses and gratification theory (UGT), the paper serves as an indication about present and future trends in the media consumption market.

Literature review

The UGT has witnessed many developments since its inception in the 1940s. Dissecting the needs and goals of media consumers, the UGT is employed to predict the influence of such desires on media use and adoption of new media technology. According to the research, four motives are identified for media consumption. 1) Seeking information. People use media to self-educate, obtain advice, and learn about relevant events and matters. 2) Reinforcing personal Identity. People identify with characters in the media environment, gain insight about

one's self, and strengthening personal values. 3) Enhancing social interaction and integration. Media creates common interests among users, which allows people to connect with each other and creates a sense of belonging towards society. 4) Getting entertainment. Media allows people to escape from stresses, release emotions, and fill time (McQuai, 2010).

With the emergence of digital technology, UGT expanded to include the concepts of interactivity, demassification, and asynchronicity. Interactivity refers to the degree to which media users can participate in the communication process. Demassification is the amount of control a user has over the medium and content. Asynchronicity enables users to send, receive, save and retrieve content at their convenience (Ruggiero, 2000).

Entertainment Media Uses and Gratifications

People use entertainment media seeking emotional gratification. Attending to movies, songs, or television can regulate users' mood. Mood management is the key emotional gratification stated for media use. When in a bad mood, bored, or irritated, people will turn to entertainment media to distract and perhaps uplift their mood (Zillman, 2000). Others, might seek entertainment that matches their emotions. For example, in an emotionally charged situation, males were found to prefer intense over pleasant media content (Knobloch, 2003).

The Internet Uses and Gratifications

Internet use achieves three classes of gratifications: content gratification, process gratification, and social gratification. Content gratification refers to surfing the Internet to research or find specific information. Process gratification is gained as a result of the actual process of intentional or random browsing of the Internet. Social gratification relates to Internet uses, which seek to develop and strengthen social ties (*Stafford, Stafford, Schkade, 2004*).

Social Media Uses and Gratifications

With the increasing popularity of friend-networking sites, follow up studies examined whether the four UGT motives remain relevant. Results show that the four motives continue to be valid but the order of their importance has changed. For example, in a survey administered

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on 1,715 students, respondents ranked their motives to join a Facebook group as follows (Park, Kee, & Valenzuela, 2009):

- **Socializing:** Respondents look to talk and meet with others who share similar interests, to obtain peer support and generate a sense of community.
- **Entertainment:** Respondents find Facebook groups amusing.
- **Self-Seeking:** Respondents express feelings and opinions pursuing attention. Some people use social media to vent negative feeling seeking comfort from virtual friends, others engage in intellectual debates aspiring for recognition and status.
- **Information:** Respondents used the group to receive information about related events going on in their community.
- A fifth motive stated for browsing Facebook is surveillance. People have an interest to learn other people's news (Whiting, 2013), sometimes to the extent of virtual stalking.

Online Gaming Uses and Gratifications

Achievement, enjoyment, and social interaction could motivate a person to start to play an online game. The continuation of play mainly depends on users' success at the game and the extent to which their sought gratifications were achieved (Wu, Wang, & Tsai, 2010).

Mobile Phone Uses and Gratifications

Cell phones are characterized by their mobility nature, perpetual access, and inclusion of apps. Studies show, people use mobile phones mainly for social interaction purposes. Other motives include: entertainment, instrumentality, safety, and fashion/status. Users' gratifications change according to location and audience. For instance, while talking to family members is related to the uses and gratifications of social interaction, talking to school or work partners is related to the uses and gratifications of instrumentality (Leung & Wei, 2000).

Texting & Online Chatting Uses and Gratifications

The UGT continues to be valid, also in the context of messaging. However, results show that frequency and difference in use were

mitigated by gender. Whereas females chatted longer and for sociability, males spent less time per session and for entrainment and relaxation purposes. It was also marked that heavy users were mostly motivated by sociability desires while light users carried devices mainly for fashion (Leung, 2001).

Considering studies mentioned above, it is noted that results of the studies on the uses of new media are very similar to those obtained from older media. This indicates that gratifications are generated from innate needs of human beings. The popularity of a current or even a future technology/device depends on how successful a medium is at satisfying these four needs humans have.

Research Methodology

Research Problem

This research tackles mainly two problems. First, there is a huge disconnect between Egyptian policy makers and the youth. This inadequate communication between them causes youth to be dissatisfied, if not angry, at the political body of the country. There is a necessity to improve the communication with the youth, for a mounting dissatisfaction/anger may cause instability on the long run.

Second, there is a change in the way Egyptian youth consume media. If media administrators and advertisers do not understand this shift, they will not be able to produce content suitable for young viewers. Since successful advertising is important for a thriving economy, a weak media will have negative economic effects on society.

Research Significance

The importance of this research lies in applying the UGT concepts in the current media usage environment. Testing the validity of old and new motives of UGT, this research paper aims to predict the adoption of media users to new technology and their media consumption behavior.

Studying the current and expected media consumption behavior is meant to help people of interest to take correct decisions. For instance, policy makers will learn the best medium to use to disseminate information and news to the young generation. Media administrators

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will take informed decisions regarding which technology to trade in and which format should be adopted for their programs. Advertisers will be updated on which medium and which content is the most suitable to reach Egypt's prosperous class. This paper is also useful for sociologists, as it allows them to study current trends of youth social interaction and its impact on Egyptian culture.

Research objectives

- Finding the best medium for policy makers to reach Egyptian youth.
- Identifying the needed actions to be taking to cope with new developments in the media industry.
- Recognizing the advertising potential for each medium.
- Analyzing media use of various devices and the subsequent usage experience.

Research Questions

- How can policy makers reach Egyptian youth?
- What should media administrators do to keep the industry thriving?
- What are the best venues for advertisers to reach the young and affluent Egyptians?
- How do new media influence the consumption behavior of Egypt's young generation?

Population

Students of October University of Modern Sciences and Arts belong to the affluent class of youth in Egypt. These students can afford to pay tens of thousands of pounds towards tuition and can speak a minimum of two languages. Their ages range mostly between 18 and 21. About 80% of the students graduated from either a private language school or an international school. Most of these students earned the Egyptian high school diploma (62.3%) with a considerable group earning either the IGCSE or the American Diploma (32.7); the remaining (5%) earned a comparable degree from abroad.

Sample

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Researcher deliberated the option of a convenient sample versus a random sample. Researcher decided on a convenient sample of 170 students enrolled in a mass communication course titled Introduction to Broadcasting for the following reasons:

- 1) To acquire as much information as possible about current trends, a detailed questionnaire is needed. Students completing the questionnaire as part of their course work guarantees a high response rate for a lengthy questionnaire. This was achieved as most questions enjoyed a response rate of almost 100%.
- 2) A disadvantage of surveying a random sample is that the respondents typically rely on selective memory when filling questionnaires, which may result in inaccurate responses (Visser, Krosnick, & Lavrakas, 2000). According to the principle of recency, students enrolled in a broadcasting class who commonly discuss television programs and their media habits have the information fresh in their mind, hence are more capable of giving more accurate responses (Baddeley & Hitch, 1974).
- 3) Once the information is acquired, this research can be replicated in the future to examine the extent to which these questionnaire responses represent the media habits of the affluent youth of Egypt.

Method of Data Collection

A survey was conducted on a convenient sample of 161 out of 170 students enrolled in a course titled “Introduction to Broadcasting.” The survey was created over two steps. First, students were asked to write a reflective essay after observing their media habits for one day. Their essay would address the following:

- 1) Media consumption of television versus computers, game consoles, and phones.
- 2) Television viewing habits including choice of channels and programs.
- 3) Treatment of ads
- 4) The use of various screens simultaneously
- 5) The influence of mood on consumption choice
- 6) Websites and phone apps frequently visited

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Second, the essays were analyzed in order to develop and refine a questionnaire that allows the collection of data in a quantifiable manner. Students completed the questionnaire in a computer lab, reserved for 90 minutes during the regular time slot of a class period. The questionnaire was created through a survey tool named “The Survey Monkey.” A prevalent software that allows the collection and presentation of results graphically and in real time.

Results*

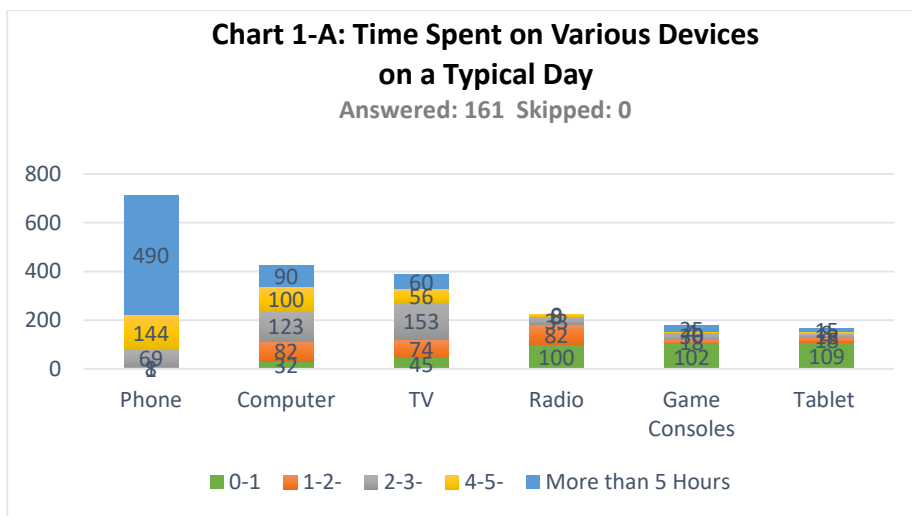


Chart (1-A) shows that the device used the most is the phone. In fact, most respondents say that they mostly spend more than five hours on their phones a day.

These results are consistent with the International Data Corporation (IDC) research, which states that smart phones have become the primary devices as people spend more time with their smartphones than they spend browsing the Internet or watching TV (Coffee, 2014).

*Scores are weighed in some charts. For example, in Charts(1-A) & (1-B), scores are multiplied by 1 to represent 0-1 hour of consumption, by 2 to represent 1-2 hours of consumption, by 3 to represent 2-3 hours of consumption, by 4 to represent 3-4 hour of consumption, and by 5 represent more than 5 hours of consumption. Similarly, in Charts (2-A) & (2-B), scores are multiplied by 1 to represent third favorite device, by 2 to represent second favorite device, and by 3 to represent most favorite device.

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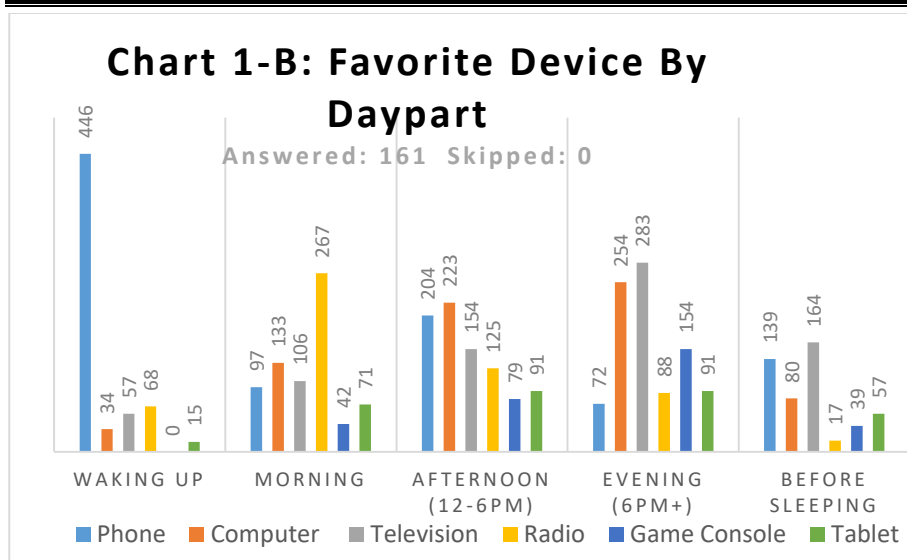


Chart (1-B) shows that different media are popular at different dayparts. For example, when waking up, respondents seek mostly their phones. This again matches IDC research which states that “80% of smart phone users check their phones within 15 minutes of waking up and 79% of smart phone users have their phone on or near them for all but two hours of their waking day,” (Coffee, 2014).

Radio is the most popular medium in the mornings, probably as students drive to their schools. Interestingly, while computers are the most popular medium in the afternoons, television remains the most used medium in the evenings.

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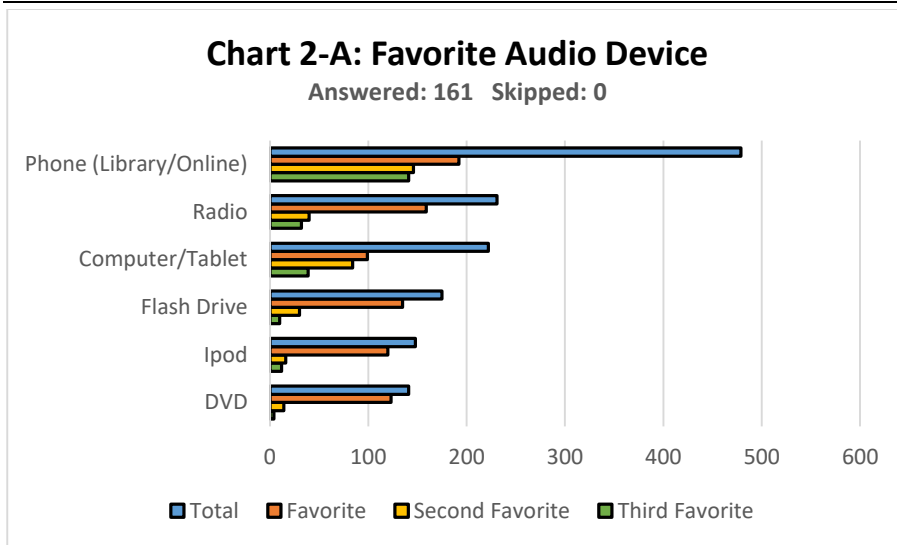
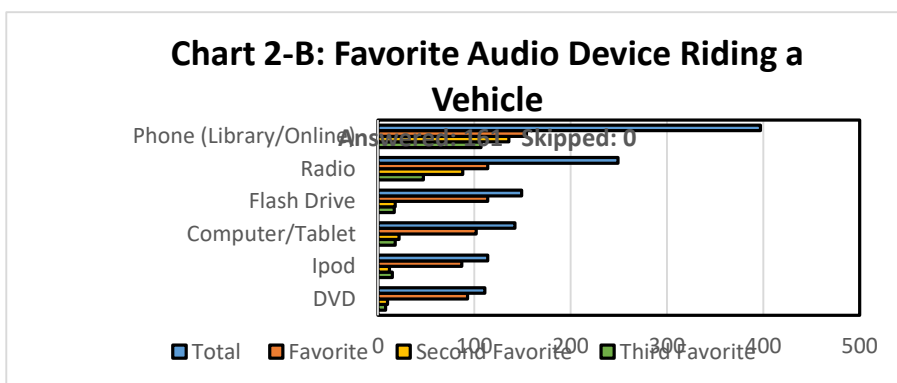


Chart (2-A) shows that phones have become the primary devices for listening to music. It is interesting to note that DVDs have been overtaken by all other means of listening to music.

Another interesting result is that radio continues to maintain a strong presence for the respondents of 17-22 years of age.

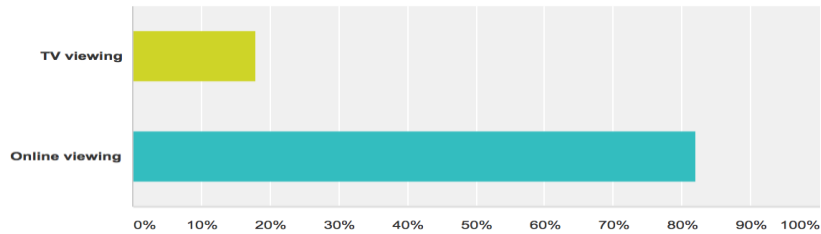
In comparing the results with favorite audio device when riding a vehicle, chart (2-B) reveals that phones and radio sets preserve their first and second ranking. Flash drives ranking has advanced from fourth to third. Tablets ranking continues to precede iPods and DVDs.



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Chart 3: TV Versus Online Viewing

Answered: 161 Skipped: 0



The results of Chart (3) show that 80% of viewing occurs online rather than on television. This is consistent with a recent study that reveals strong migration from conventional media to Internet Use (Shade, Kornfield, & Oliver, 2015). The study explains that the reason for this migration is the perceived higher gratification across all three classes of Internet gratification. First is higher process gratification. As audiences can choose the place, the time, and the specific content, episode, or scene, audiences are convinced that watching television shows on Internet is more convenient and efficient than using conventional television. Moreover, the reduction in time devoted to advertising online versus advertising on conventional television increases “content gratification” for the Internet. Finally, “social gratification” is better achieved online. Typing in silence allows users to chat with each other without causing a disturbance to the viewing experience.

Chart 4-A: Skipping Ads

Answered: 159 Skipped: 2

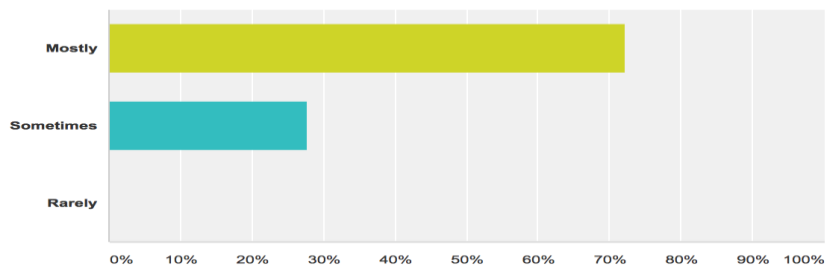


Chart (4-A) shows that more than 70% of respondents skip the ads. On most websites, viewers are able to skip an ad after only five seconds.

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This feature becomes an added value to the viewers and makes them feel they are using their time effectively. On the other hand, it poses a challenge to advertisers who only have five seconds to capture the audience's attention and interest them enough to persuade them to finish watching the entire ad.

Chart 4-B: Use of a Second Screen/ Device

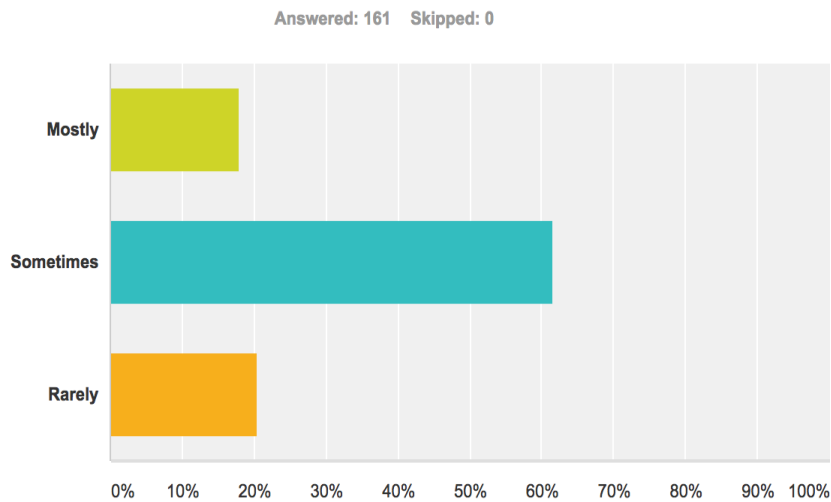


Chart (4-B) reveals that about 80% of viewers use a second screen either occasionally or frequently. This habit is expected to be on the rise. According to a study from year 2010, adolescents spend 30% of their time with media multitasking (Rideout, Foehr, & Roberts, 2010). Media-multitasking refers to the use of television, radio, print, the internet or any other medium simultaneously. Some viewers use media-multitasking to share their television experience with other viewers by communicating with other viewers via Twitter or Facebook parallel to their viewing. While some scholars argue that this kind of media-multitasking enhances the viewing experience, others argue that the prevalence of media-multitasking reduces the attention level paid to content being viewed.

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Table 3: Influence of Mood on Medium Choice

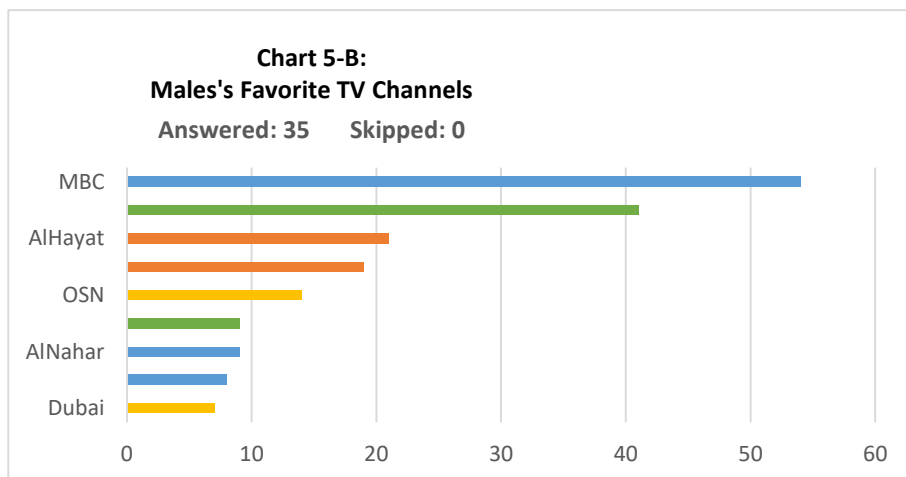
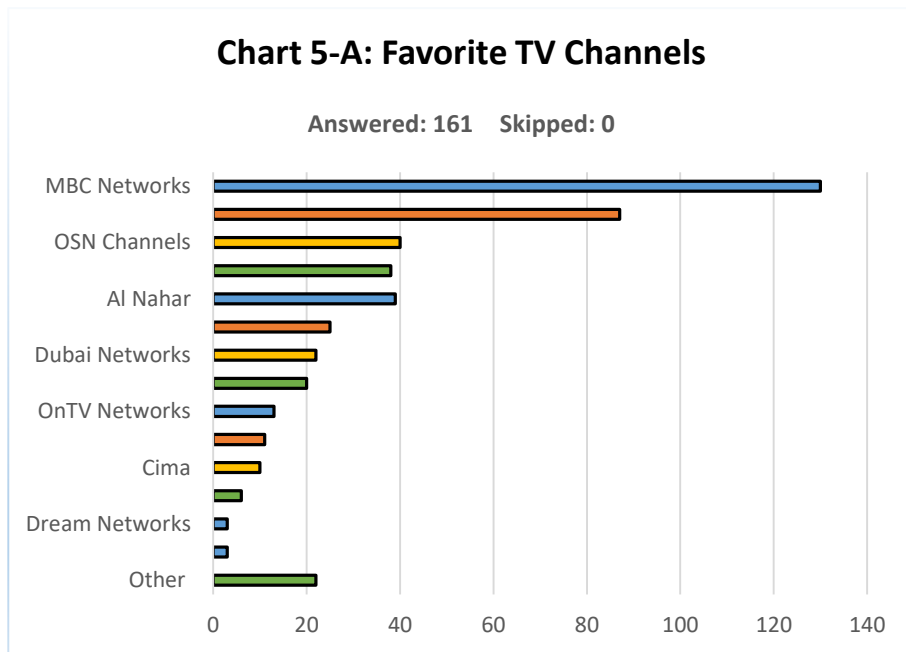
Answered: 161 Skipped: 0

Media Emotion	Mus ic	Social Netw ork	Come dy Videos	Pho ne Apps	Oth er	Roma ntic Videos	Dra ma Videos	Radio Progra ms	Thri ll Vide os	Respo nse Count
Happy	51	23	50	16	4	11	5	1	0	161
Relaxed	62	15	11	17	9	19	19	7	2	161
Sad	47	18	23	11	17	4	35	4	2	161
In Love	40	11	5	11	11	79	2	1	0	160
Bored	14	49	22	37	7	1	7	15	7	159
Overwhel med	23	35	14	22	27	7	15	3	12	158
In Breakups	48	18	14	14	26	4	25	3	4	156
Anxious	34	21	17	21	32	5	10	6	9	155
Total	319	190	156	149	133	130	118	40	36	

Table (3) reveals that respondents turn to music whenever they experience high emotions, except in two cases. When respondents feel bored or overwhelmed they escape to social networks rather than music. This is surprising, as previous research maintains that social media use is mostly motivated by human beings urge to socialize. The table findings point out that entertainment and self-seeking (expressing feelings and pursuing attention) are stronger driving forces for using social media. This makes an interesting topic for further investigation.

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Another interesting finding is how respondents use media content to match their feelings. When happy, they seek comedy videos, when sad they seek drama, and when in love, they seek romantic videos. This supports the findings of Knobloch (2003), which states that people turn to entertainment that reflects their emotions. This is in contrast to the findings of Zillman (2000), which states that in search for equilibrium,



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people look for entertainment that distracts them from intense emotions and uplifts their mood.

Chart (5-A) reveals that Arab networks are very popular among respondents. Among the top ten channels, MBC ranks first, OSN ranks third, Rotana ranks fourth, Dubai ranks seventh, and BeinTV ranks eighth.

These results are in contrast with a media report (Dubai Press Club & Deloitte, 2012), which surveyed a sample from the entire Egyptian population. Results state that consumers prefer local Egyptian content, with eight of the top ten preferred channels being Egyptian. Arab channels stated are Rotana cinema placed at eight and MBC 2 placed at ten.

The discrepancy in the results point out to the importance of segmenting Egyptian population into various categories to be able to better serve various interest groups, especially advertisers. For instance, chart (5-B) reveals that for males Bein TV is the second preferred channel in contrast to number eight when gender is not considered.

Chart 6: Favorite Websites

Answered: 161 Skipped: 0

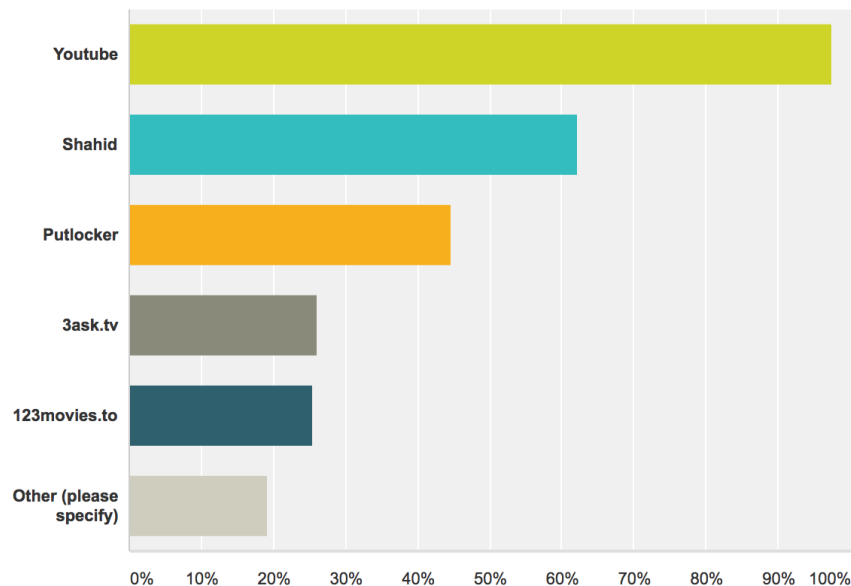
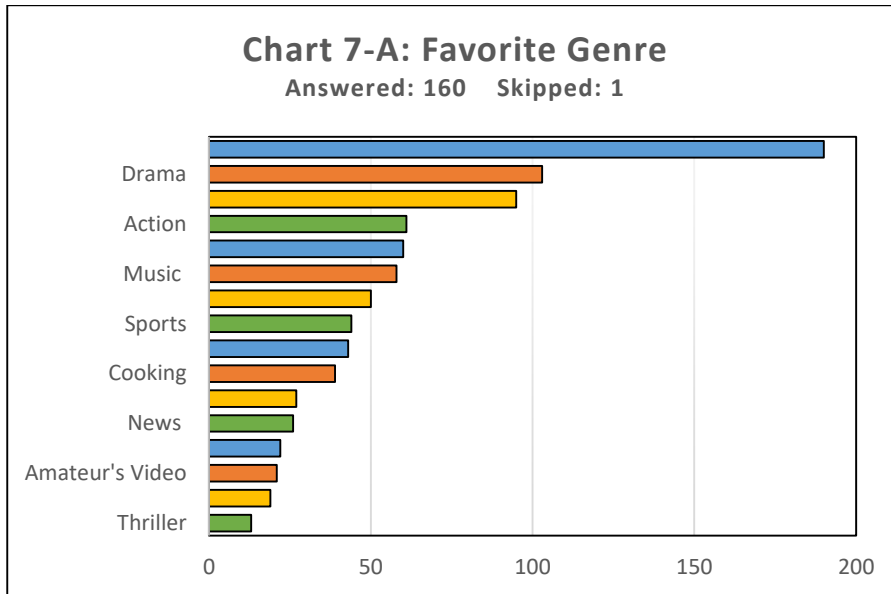


Chart (6) reveals that Youtube is the most preferred website to view videos. This comes as no surprise as Youtube is cited as the most popular website not only in Egypt, but in the world. An interesting finding is that Shahid website comes second. The fact that Shahid website comes at a such high rank could explain why MBC network scored so highly on the list of most viewed channels. Especially, if one considers chart (3) that states that most of the viewing occurs on line. This finding is particularly important as it indicates that for the young generation, it is not that the network with the best programs prevails, but rather it is the network that possesses the most popular website that prevails.

Other popular websites are Putlocker and 123movies specialized in foreign entertainment and ask.TV specialized in Turkish entertainment. Other websites mentioned are Twitch.tv, Dailymotion, El7l.com, Panet.com (each mentioned three times), Watchseries.cr and

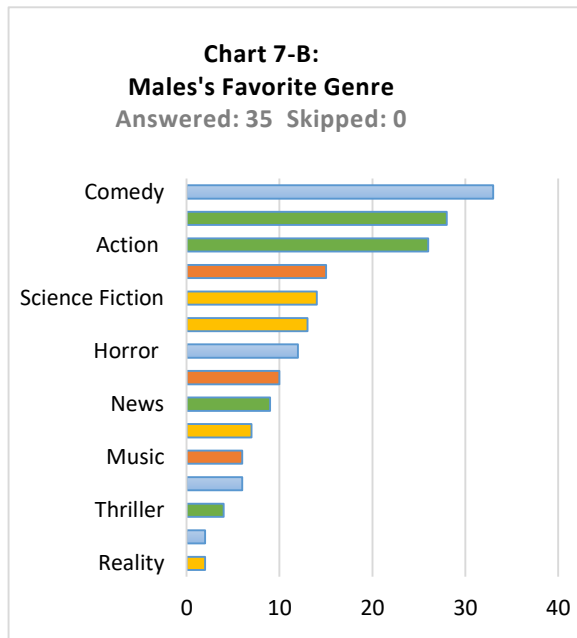
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Dardarkom (each mentioned two times), and Solarmovie, Arablionz.net, Popcorn, Mago.com, Anakebnet, Kickass, Onlinemovies.pro, Sockshare, OLX, Anakb.net, Freeafnam, Lodynet.com, Farfesh and watch32 (each mentioned one time).



According to chart (7-A), comedy is the most popular genre for respondents. It is important to note that news come at a much lower ranking –number 12.

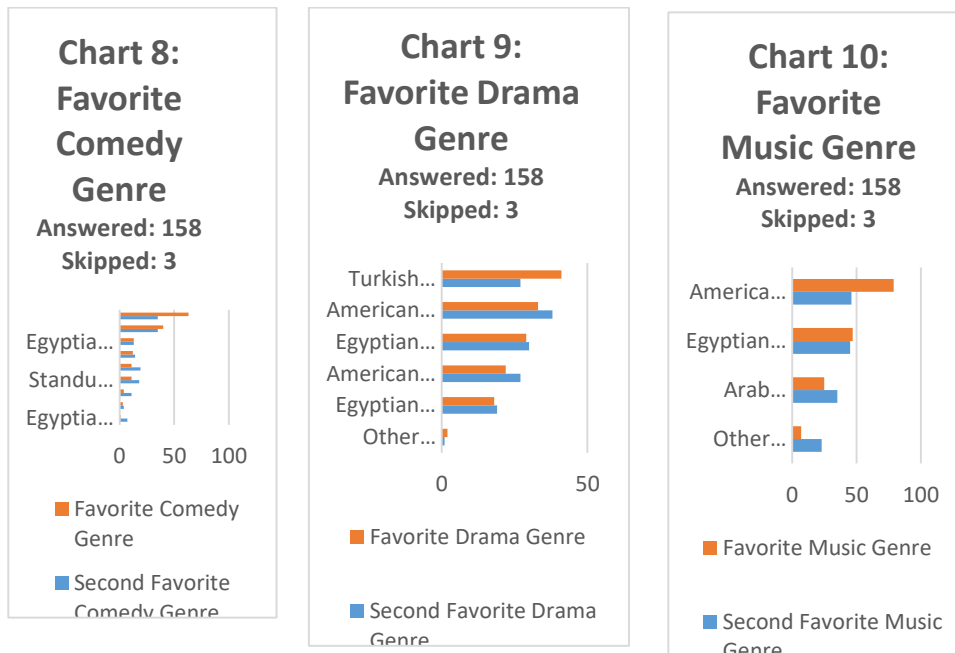
According to Knobloch research (2003), a variety of psychological and social factors guide media consumers'



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selection. For example, individuals with aggressive traits are drawn to violent and sexual content. Impulsive and nonconformists people are attracted to horror films. People who seek recognition, expose themselves to news. Finally, whereas women are mostly interested in watching soap operas, drama, and romance, men are mostly interested in watching sports, horror, and action-adventure.

Chart (7-A) and (7-B) support these propositions. Results show that whereas drama and romance come second and third for the general respondents, when considering the answers of male respondents only, sports and action take second and third places respectively.



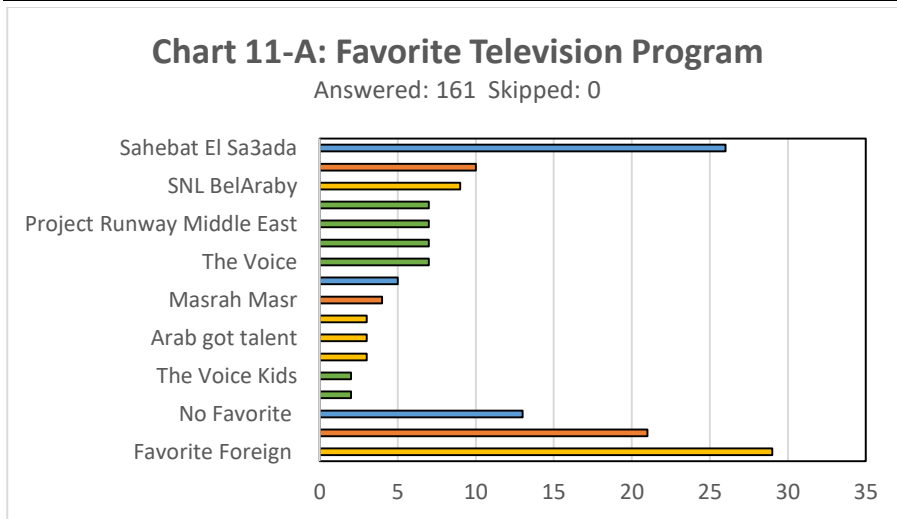
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Results of chart (8) show that when it comes to comedy, Egyptian movies are on the top of respondents' favorite list. However, American movies score higher than Egyptian comedy plays for which Egypt is known.

Unlike comedy, chart (9) shows that Egyptian drama movies come in a tardy place, after American movies and Turkish series. Interestingly, Egyptian drama series are praised more than Egyptian drama movies. Most importantly, when it comes to drama, Turkish series are king, beating Egyptian, American, and all other foreign drama programming alike. It is necessary for administrators of the Egyptian media industry to notice this shortage of quality drama content and to note that Egyptian consumers are hungry for that genre.

As for music programs, chart (10) indicates that when it comes to music, respondents consider American music programs to be the best. Another finding is that respondents expose themselves to Arabic music and Arabic music programs, not just Egyptian ones. But why do respondents prefer American to Arab programs needs further research. It doesn't seem to be budget related as Arabic music programs also enjoy high budget. What causes respondents to be attracted to American music programs to that extent is an important question to answer.

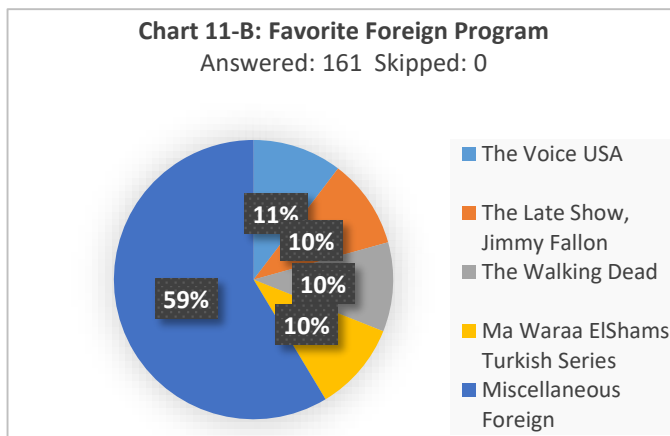
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According to chart (11-A), Sahebat El Sa3ada is by far the number one current show for most respondents. The show is presented by the 67-year-old actress, writer, producer, and presenter Isaad Younis. It tackles social, cultural, and political topics by comparing their presentation in the entertainment industry in the present with the past. With a nostalgic theme to the past, it is surprising to see that the young respondents describe the show as their favorite.

It is noticed that most popular shows are social in nature, such as SNL in Arabic, El-Frenga, and ET in Arabic. Other popular shows comprise singing and fashion programs.

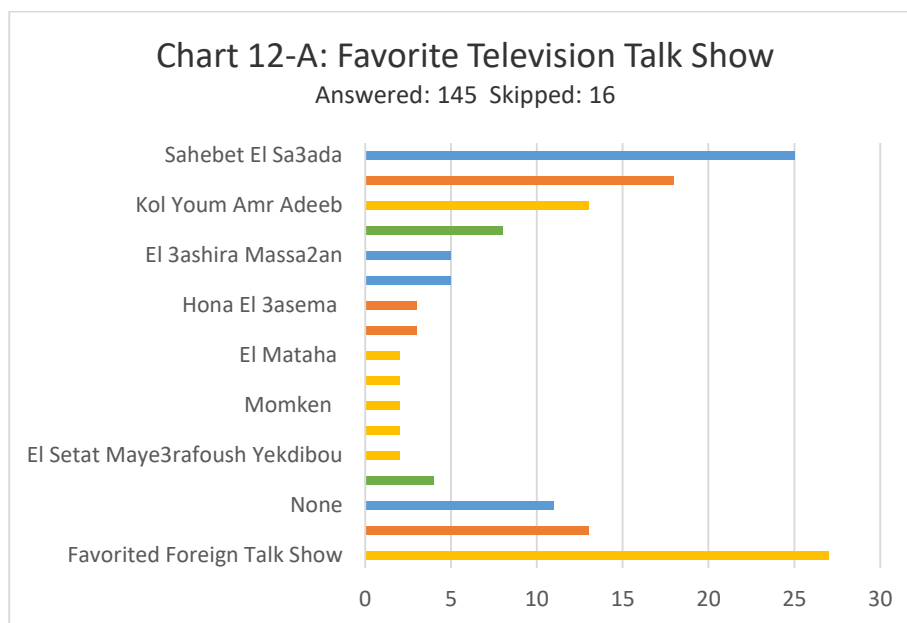
An interesting finding is that El Barnameg, a political satire show presented by Bassem Youssef, continues to capture respondents' hearts, despite being off air for over 30 months. Since respondents give low



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ranking to news programs, this finding supports the proposition that the only way to educate young people about news is through satire.

It is important to note that foreign programs represent a sizable portion of the content viewed. Chart (11-B) reveals that the most popular foreign shows are The Voice USA, an American reality television singing competition, The Late Show, an American talk show presented by Jimmy Fallon, and the Walking Dead, an American horror TV series, in addition to Ma Waraa El-Shams, a Turkish romantic series.



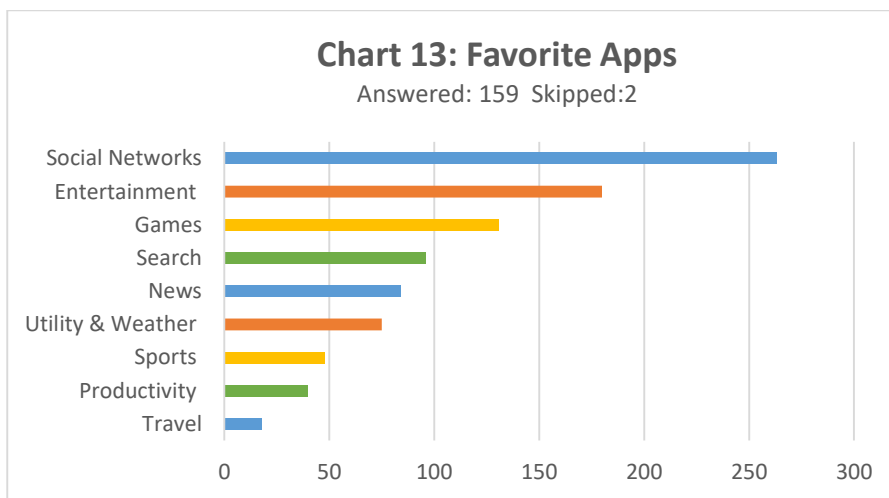
With regard to talk-shows, chart (12-A) indicates that Sahebat El Sa3ada maintains its place as number one.

It is interesting to note that when asked about favorite talk shows, respondents cited programs which scored low in the previous ranking or were not mentioned at all. Ma3kom Mona El-Shazly, cited as the second favorite talk show, ranked eighth when compared with other entertainment programs. Programs KolYoum - Amr Adeeb and Nafsana, which are placed in talk show ranking at three and four respectively were not listed at all in the previous list. This indicates that talk shows may not be the best entertaining genre for the young respondents.

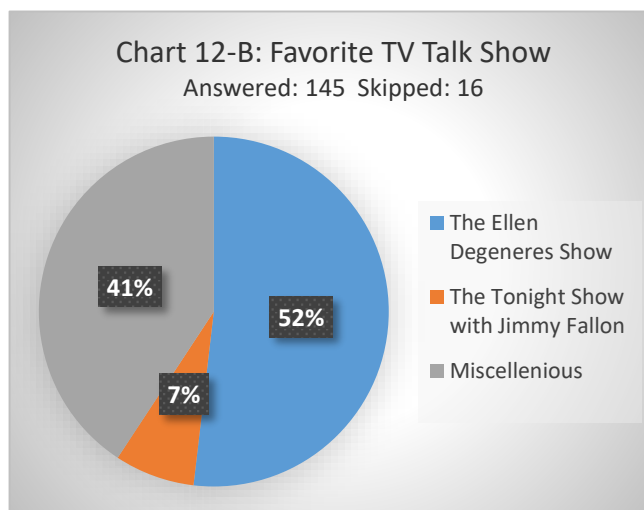
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It is interesting to note that out of the many political and religious talk-shows routinely broadcasted on Egypt’s public and private channels, none is cited among the favorite talk-show list.

As with the Arabic talk-show ranking, Chart (12-B) reveals that Ellen DeGeneres is the most popular foreign talk-show, exceeding The Tonight Show, previously cited as the favorite program. This is because the list of favorite talk-shows is much narrower than the list of favorite programs, causing a concentration of responses voting for Ellen DeGeneres.



Respondents state social networks as the apps they mostly spend time on. It is interesting to note that social networks, which may qualify as user-generated content (UGC) websites, attract more audience than conventional entertainment.



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Respondents rank games at third place, perhaps because gaming demands higher concentration and deeper involvement. Searching information and learning about the news are listed as the fourth and fifth use respectively.

According to J. Lee (2008), most young users encounter the news all the time on their mobile devices as part of being constantly tied with media platforms. A practice that he calls “incidental news” as users’ encounter with the news is arbitrary rather than an intentional act to look for it. This mode of news access raises major editorial and political implications.

Another finding is that respondent’s ranking of functional apps, such as utility and productivity, is at a low priority. This signals to a higher interest in social and entertainment apps over operative ones.

Table 4: Hours Spent Using Social Networks Per Day

Answered: 160 Skipped: 1

Social Networks	0-1	1-2-	2-3-	3-4-	More than 4 hours	Weight
Facebook (& Messenger)	24	30	43	30	32	
	(x1) 24	(x2) 60	(x3) 129	(x4) 120	(x5) 160	493
Twitter	104	24	7	5	2	
	(x1) 104	(x2) 48	(x3) 21	(x4) 20	(x5) 10	203
Pinterest	87	16	6	0	1	
	(x1) 87	(x2) 32	(x3) 18	(x4) 0	(x5) 5	142
Tumblr	93	10	5	2	1	
	(x1) 93	(x2) 20	(x3) 15	(x4) 8	(x5) 5	141
Vine	88	9	5	0	1	
	(x1) 88	(x2) 18	(x3) 15	(x4) 0	(x5) 5	126
Reddit	100	2	0	0	1	
	(x1) 100	(x2) 4	(x3) 0	(x4) 0	(x5) 5	109
MeetUp	94	2	1	0	1	
	(x1) 94	(x2) 4	(x3) 3	(x4) 0	(x5) 5	106

Table (4) shows that Facebook is the top visited website among respondents. This is consistent with the Arab social media report, conducted by TNS, one of the largest research agencies worldwide. The report reads that the current number of Facebook users in Egypt, is 34 million users, with an increase of 14 million over the past two years. To

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put into perspective, one out of three Egyptian citizens is a Facebook user (Salem, 2017). In comparison with other media outlets, Facebook is more powerful than any single program or channel.

According to table (4), Twitter is the second popular social network among student respondents. Twitter is a particularly important social network for its role in political communication. Twitter has been utilized as a tool of governing, declaring positions on various issues, and has impacted political communication to the extent of triggering foreign policy crises at times (Salem, 2017).

Other social networks listed are: Tumblr, Vine, Reddit, Meetup, but their use is not as significant as Facebook. Chart (14) shows that respondents spend less than one hour a day on them. This is contrast with Facebook, which 66% of responds stated that they spend a minimum of two hours a day on.

Chart 14: Hours Spent on Social Networks

Answered: 160 Skipped: 1

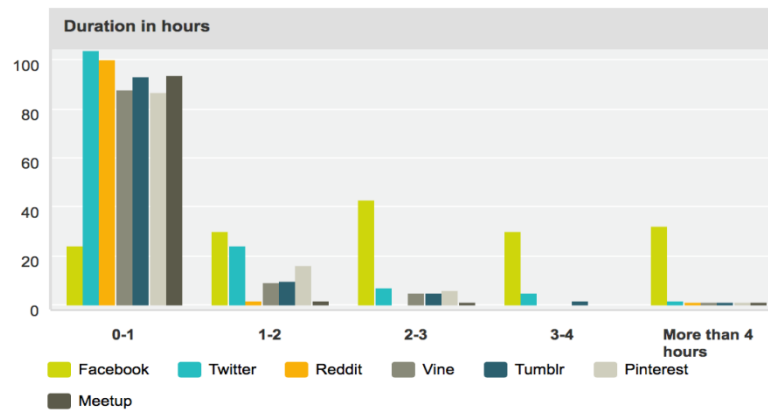


Table 5: Hours Spent Using Phone Apps Per Day

Answered: 162 Skipped: -1

Apps	0-1	1-2-	2-3-	3-4-	More than 4 hours	Weight
WhatsApp	14	15	35	33	65	
	(x1) 14	(x2) 30	(x3) 105	(x4) 132	(x5) 325	606
Instagram	32	44	42	25	16	
	(x1) 32	(x2) 88	(x3) 126	(x4) 100	(x5) 80	426
Snapchat	60	38	33	15	6	
	(x1) 60	(x2) 76	(x3) 99	(x4) 60	(x5) 30	325

Table (50) shows that the three mostly used phone apps are respectively: WhatsApp, Instagram, and Snapchat. It is interesting to note that the time spent on WhatsApp exceeds the time spent on Facebook, please view table (4).

According to the Arab Social Media Report, 94% of social media use is divided 50-50 between Facebook and WhatsApp and that chatting is “the top performed activity when using social media,” (Salem, 2017).

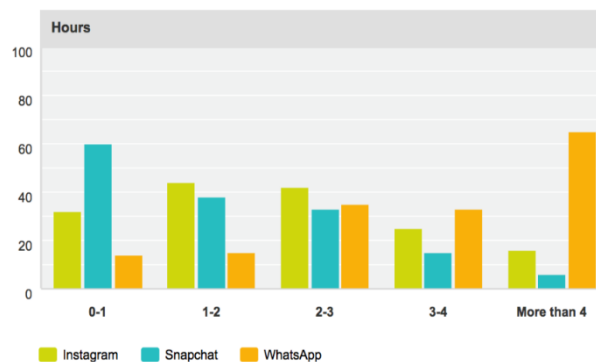
Chart (15) shows that users spend a considerable amount of time on Instagram and Snapchat. About 70% of respondents spend one to four hours a day on Instagram and 54% of respondents spend an equal time on Snapchat. This indicates a rising interest to visual options when communicating with friends.

Discussion

This paper sheds the light on modifications in media consumption among Egypt’s affluent youth. Comprehending the environment. The role of conventional and later on new media goes beyond

Chart 15: Hours Spent on Popular Phone Apps

Answered: 162 Skipped: -1



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connecting and entertaining to making crucial tools of politics and business. Hence is the importance to answer this paper's four research questions 1) How can policy makers reach Egyptian youth? 2) What should media administrators do to keep the industry thriving? 3) What are the best venues for advertisers to reach the young and affluent Egyptians? 4) How do new media influence the consumption behavior of Egypt's young generation?

With regard to reaching out to the young generation, policy makers should note the following findings. Young people go on the internet more than they watch television. They consume small segments of media on the go, mostly on their smart phones, hence, the importance of creating intact messages that can be viewed in small clips. Except for the phones, which the youth carry with them at all times, young people have a clear preference for a specific medium (radio, computer, or television) depending on the daypart. They listen to the radio in the morning, log on their computers in the afternoon, and mostly watch television in the evening. Young people hardly watch news, in fact, they only attend to news if it is presented in satire format, and may be if it is visually stimulating. Moreover, the use of acting scenes is more efficient than talk-shows in communicating political messages as findings indicate that talk-shows are not a popular genre. It is also important to note that the youth spend more time on social networks more than television, which means that most of the political messages they are exposed to are received not from an authority, but through friends. Tailoring the form, content, medium, and delivery time of political messages according to these guidelines should enhance the efficiency of political communication.

Concerning ways to keep the media industry thriving, media strategists and administrators need to consider how to create media format and content that achieve these four gratifications: interactivity, self-seeking, social interaction, and surveillance. To achieve interactivity, perhaps a movie would be designed with different prototypes for characters, plots, and endings that can direct the storyline according to the viewer's preference. To enable self-seeking and social interaction, television networks should utilize social television. Social television is the union of television and social media. The simple creation of a Facebook page would help the audience attain both self-seeking and social interaction

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gratifications as it allows them to express their feelings and opinions and share their viewing experiences among friends, family and other viewers. To satisfy the surveillance gratification, more attention could be given to reality television. The reality television has developed into eight subgenres: “gamedocs”, dating programs, makeover programs, docusoaps, talent contests, court programs, reality sitcoms, and celebrity variations of other programs (Murray & Ouellette, 2009). Surveillance gratification suggests people are interested to learn the news not only of celebrities but also of ordinary individuals, especially acquaintances.

In pursuing young and affluent consumers, advertisers should realize that television is not the answer. Findings show that most respondents skip the ads. When an advertisement plays, people either change the channel, browse the internet, or use social media on the phone/tablet in front of the television. It is also important to note that television audience is extremely stratified. In contrast, more than 97% of respondents say they use Youtube and more than 62% say they use Shahid, which makes it more efficient to advertise on them. Advertising at the beginning of playback, as with YouTube, is accepted as one can skip the ad after only five seconds and the ads rarely interrupt the viewing once the intended video starts to play. Moreover, the restrained advertising in the online environment has set the expectations of what amount of advertising is reasonable, making it harder for viewers to stand the long segments of advertising on television.

Even more efficient is to advertise on Facebook, WhatsApp, or Instagram where more than half the users spend typically more than three hours a day on each of them. By tracking visitors’ searches, these apps are able to personalize their content for each user and better connect product advertisers with interested consumers. The ability to provide a personalized advertising experience makes online advertising the optimum choice.

Observing changes in the consumption behavior, it is clear that the young generation presently use media while on the move. Phones have become the ultimate media device despite their smaller screens. In their words, Rideout et al (2010) describe: “Communication technologies moved from our desk (desktop), to our bag (laptop), to our pocket (smartphone).” Additionally, the new generation tends to media multi-

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task using two or more media simultaneously. This trend of chatting and networking while watching television or listening to radio might push the media industry to create lighter content that doesn't require too much attention. Future studies can examine how media corporations plan to cope with these developments.

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