The Impact of watching foreign dramas on the Netflix platform on the awareness of Upper Egyptian youths about western human rights values

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Abstract

The study aimed at finding the impact of watching foreign drama that presented on the Netflix digital platform on the awareness of young people in Upper Egypt about Western human rights values, where Netflix is spreading many cultural ideas and values presented through its content and tries to inculcate them within Arab societies, so it is important to know how young people in Upper Egypt deal with these new beliefs and norms. The study was applied through an electronic survey of a sample of 100 people from the governorates of Upper Egypt, such as Beni Suef, Assiut, Sohag, Minya, and Aswan.

This study relies on the theory of perceived reality through the media, which is concerned with measuring young people's awareness of what they receive from the media and various platforms.

The results indicated the success of the Netflix platform in influencing not a small group of young people in Upper Egypt, where many people believed that Western societies were better than Arab societies in their application of human rights values. The results also show that Netflix has achieved great success in penetrating into Egyptian society because of its diverse content, which has received interest and admiration of the study sample.

Keywords:

Digital Drama, Digital platforms, perceived reality through the media, Upper Egyptian Youth,

Introduction

Recently, digital platforms (means of providing television and film content over the internet) have gained such popularity that they are now a part of our daily routine lives. Additionally, the use of digital platforms has become as common as the use of television drama. By 2016, Netflix's streaming service was available in more than 190 countries including Egypt, with approximately 223 million paid subscribers worldwide as of the third quarter of 2022.

Why Netflix is popular in the youth category especially?

Internet TV is different than broadcast because it is fully on demand, meaning any subscriber has the right to choose what to view, when to view it, and on which platform, without the interruption of advertising. Netflix has become one of the names that tops the list of industry disruptors, and is it the cheapest choice, but it's still on of the favorites. Netflix tries to provide information about any content like age classification and genre. This way the subscriber can know what to expect when selecting a TV show or a film; also, that Netflix appeals to all age groups and has content that will suit every member of the family. (Joris Evers, Netflix vice president, 2016) Due to all the development and expansion in recent years, whether it be for digital platforms or Netflix, there are now more possibilities for watching drama.

Additionally, in this survey study, we are focusing on studying the point of view and the thoughts of upper Egyptian youth about western human rights and their traditions and cultures, perceived from western drama, because our customs and traditions play a role in our choices of drama and our acceptance of events as they consider them a foreign society for them, and they didn't interact with them in a direct way, but only from what they understand from the presented drama on Netflix.

Importance of the study:

The Netflix platform is one of the most important digital viewing platforms around the world and many people enjoy watching it, so this increases the risk of the impact of this platform on different groups of the audiences, especially young people, so we want to figure out the platform's impact on the values of thoughts of this target group of youth.

A-The practical importance of study:

According to the lack of research and information on this topic we:

1- Trying to figure out the motives that drive young people to watch this platform.

2- Trying to find out the effect of watching foreign dramas on Netflix on the thinking and values of the youth of Upper Egypt.

3-This research could help us in other research that may relate to the youth of the West.

 B-The theoretical importance of study

 What will this research add to scientific research in the digital world, meaning that the Netflix platform is widely spread among youth and have a lot of interest from this, so we try to know the impact of this platform on the values of youth of Upper Egypt.

Objectives of the study

The main objective of the study is to reveal the impact of watching foreign drama on the Netflix platform on the awareness of young people in several countries in Upper Egypt, in addition to several detailed objectives represented in the:

 1-Knowing the opinion and thinking of young people in Upper Egypt about the values of human rights that are released in Western dramas on the Netflix platform.

 2-Finding the how young people attracted to Western dramas presented on the Netflix platform, despite the presence of many other digital platforms.

 3-Learn about the most attractive types of drama for young people on the Netflix platform.

4- Measuring the understanding of youth in Upper Egypt of human rights values in general.

5- Realizing the reality of western societies through western drama presented on the Netflix platform.

Literature review

The following research studies were concerned with foreign dramas spread on digital platforms or television on the behaviour of Arab youth in general, while no research study discussed the effects of foreign drama on young people in Upper Egypt, and this is evident in the following:

- Eid (2022) study aimed to investigate the content of Arabic Drama produced by the American platform (Netflix) and the cultural and ethical values it has. It also aims to find out the opinions of Egyptian viewers concerning these dramas and their impact on them in terms of the third-person effects theory. A qualitative content analysis study was conducted on five of Netflix's Arabic dramas

and a survey study on a sample consisting of 200 viewers of youth and adults. Results showed that those Arabic dramas produced by Netflix have implicit cultural and ethical content which differs from our Arabic and Islamic norms and values. Also, the results indicate that Netflix has sometimes succeeded and failed other times in achieving its goals regarding spreading its cultural and ethical norms among Egyptian youth.

 -Al-Amiri (2022) tried to identify the extent to which young university people are exposed to dramatic works presented on online television platforms and their relationship to the impact on their value system. The researcher used the survey method, and it was applied to a sample of 300 respondents in each (Port Said University - 6 October University), who were deliberately selected from the university's young who participated in the online television platforms. The most important finding was the high rate of exposure of the young university to online television platforms, as it came in first place, always exposed, with a rate of 88.7%, and came in second place, sometimes exposed, with a rate of 11.3%. The results also demonstrated the existence of a statistically significant relationship between the intensity of the university's young exposure to dramatic works presented on online television platforms and the impact on their value system. The results of the study also proved that the Netflix platform is ranked first among the platforms that university youth are interested in following. -El-Banna (2021) study aimed to investigate the levels of adoption by Egyptian youth, aged 18-35 years, to digital media platforms for the circulation of entertainment content. This study is one of the descriptive studies, as it relied on the use of the survey method and the questionnaire tool by application on a sample of 400 Egyptian young people, who identified (211) females and (189) males. The study also used the theory of dissemination of innovations as a theoretical framework.

The most prominent results of this study were the high intensity of the Egyptian youth's use of digital media platforms for the circulation of entertainment content, as the percentage of those who use them permanently reached 53%, and the study sample saw that digital platforms allow them complete freedom in choosing the content they want at the time they want it, which leads to a number of positive effects, the most prominent of which is learning about other cultures besides the negative effects, most notably that most of the contents offered by these platforms contradict the values, customs and traditions of Egyptian society, its culture, and the teachings of religion.

-Mostafa (2021) study tried to identify the motivations for watching Originals Drama on VOD Services and the different gratification which was achieved from viewing. The sample of the respondents was conducted with (250) participants who were exposed to drama content on VOD. The study is based on the framework of the theory of uses and gratifications in its modern sense, which is concerned with identifying the motives of the public's use of new media. The most important results of the study were the superiority of the (Netflix) platform in terms of being the most watched service according to demand, and follow-up of the sample members with a percentage of 78%.

- Maatouk (2021) study examines the extent to which the streaming giant is culpable in the reproduction of Orientalist discourses of power, i.e., discourses which facilitate the construction of the stereotyped Other. The results have shown that Netflix strengthens, through the dissemination and distribution of symbols and messages to the general population, the domination and authority over society and its political, economic, cultural, and ideological domains. Using Norman Fairclough's approach to critical discourse analysis combined with a social semiotic perspective.

- Seddeek & Othman (2021) study aims to discuss 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 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.

-The thematic paper by Akkarin (2021), focuses on studying various factors that made consumers decide to watch Netflix Original. The research objective is to know various factors that will affect viewers' decision to watch Netflix Original and understand the consumers' need for a suitable marketing method for consumers to watch Netflix Original. This research used a qualitative approach, and an in-depth interview collected the data. Interviews were conducted with 30 Thai participants that watched Netflix Original. The study found that social influence greatly influenced consumers' decisions. Most interviewees said that the trends in society regarding Netflix Original were a

considerable help in decision-making. Also, WOM/eWOM can significantly influence consumers' decisions from people close to them or online, making it easier to decide to watch. In addition, the advertising influenced them to keep them interested and remember the Netflix Original. These influences are consistent with consumer behaviors and motivations. Most people value trends in society. Also, WOM/eWOM such as friends, reviews, or conversations occur in the online world. Even the influence of advertising helps them remember the Netflix Original. At the same time, seeing the advertisements also helps in motivating them to watch the Netflix Original.

 - Osman (2020) study aimed to identify the impact of watching a series presented on one of the digital platforms, which is (Netflix) on the value system of teenagers, whether it has a positive or negative impact. The study depends on qualitative studies as a theoretical framework. The sample of the study is a teenager. The findings of the study turn out that the percentage of positive values presented in the Netflix series is very low compared to the percentage of negative values, which unfortunately was approved by most of the teenagers in the study sample within the framework of "personal freedom", and accepting the other as it is without criticism, despite their acknowledgment not to adopt these negative values personally. Acceptance implies the risk of imitation later with changing circumstances. It was found that the Netflix platform provided a lot of stimulating factors to attract a larger number of teenagers to watch its series through presenting stories about the lives of teenagers, presenting entire parts of the series at one time, and embodying characters through actors who are similar in age and the education level with the viewing audience, in addition to not The presence of advertisements, all this led to attracting a large number of teenagers to watch.

- Ahmed (2020) study aims to investigate respondents' perception of the negative effects of US drama binge-watching on their cultural values as compared with its perceived effects on the cultural values of others. This study is based on a merge of three theoretical frameworks. The first is Davison's (1983) third-person effect (TPE). The second is the literature on binge-watching TV (marathon TV watching). The third is the literature on media and cultural imperialism. The results showed that binge-watchers of US drama tend to perceive the potential negative influences of US drama to exist more for others than for themselves.

 -Abdelhamed (2019) study explored the different motives for excessive viewing of dramatic content

by users of digital platforms and its different effects. The sample was performed among 300 Video Streaming Platform users, a theoretical framework for further research on binge-watching behaviours. The results imply that there are two perspectives on understanding binge-watching. The first is related to entertainment, positive emotions, cognition, and spending free time. However, the second perspective emphasizes the adverse outcomes of binge-watching, like anxiety, frustration, and behavioural addiction symptoms. Also, the results showed a significant positive correlation between binge-watching and symptoms of behavioural addiction. The current study provides a theoretical framework for further research on binge-watching behaviours. The findings have important implications for the overall well-being of the Egyptian family and strategic implications for video streaming companies like Netflix.

-The study of Bridge et al. (2019) aims to estimate the association between the release of the Netflix series 13 Reasons Why and suicide rates in the US. The study resulted in the release of 13 Reasons Why was associated with a significant increase in monthly suicide rates among U.S. young people aged 10 to 17 years. Caution regarding the exposure of children and adolescents to the series is warranted.

 -The study of Lievens et al. (2018) aimed to investigate the impact of digital technologies on children's rights through the lens of the United Nations Convention on the Rights of the Child, the study concluded that when the digital environment evolves, with children often the early adopters and primary consumers of content in ways unrecognized by adults, efforts should be grounded in an updated evidence base. Government approaches should involve multiple stakeholders, including industry, civil society, and the voices of children and parents, and these should be sustained over time and independently evaluated to ensure their effectiveness.

-The study of Al-Banna (2018) sought to determine the attitudes of the Arab public of various nationalities and groups towards the impact of dubbed foreign drama on Arab identity. On a stratified random sample of 300 respondents, the most important results of the study were that the dubbed foreign drama affected to some extent and significantly the components of Arab identity and personality by 57%, and affected customs, traditions, and history, as well as very influential in values, culture, the unity of humankind, and language.

-The study of Omran, Akil, & Ali (2014) aims to link the existence of a relationship between the variable of watching foreign films and the change in the lifestyle of university students. The sample was chosen from Tishreen University students, which reached 300 students (150 males, 150 females). Their views were analysed about what is shown in foreign films towards the formation of their cultural and moral values, and the result of the study indicated that action films are the most watched by males, while social films come first for females, and the study confirmed that university students are affected by the cultural aspects that are promoted in foreign films.

Comments on Literature review

Most of the previous research studies relied on many theories such as the third-person effect, uses and gratification, and social learning, especially the theory of the third-person effect, which appeared in more than one research study, while none of these studies used the theory of social reality through mass media that used in this research. Most of the studies were surveys and there were a few descriptive and analytical studies.

Studies have agreed that university youth and teenagers are frequently exposed to Western drama presented through digital platforms, especially Netflix, and this affects these young people and teenagers not only in their thinking but also in their cultural experiences and their understanding of Western culture.

The Study problem

Many years back, there weren't many ways to get knowledge, and there were just a few things which influence people's attitudes and behaviour. They were limited to teachers, reading books, and older friends, family, and the surrounding environment, but now in the 21st century, with the openness of cultures all over the world to each other, the minds of people have. But receiving a lot of information from different & varied sources, whether the purpose of it was initially entertainment or educational, or social, and as some countries progress to become dominant in a specific field or an industry, the industry of drama making has also become a field of distinction between countries, and recently foreign drama was able to gain huge popularity with a large audience from different countries & cultures, especially after the emergence of digital platforms such as Netflix.

According to the findings of the study, one of the reasons that helped the fast spread of the digital

platform was the ease of access to whatever the audience is searching for as soon as they can. The online platform has succeeded in attracting the attention of Arabs, especially Egypt, according to the statistics on the official website of the Netflix platform. Despite the difference in culture and language.

It wasn't enough for Netflix to purchase the copyrights of dramas and films to become available on its website to allow its subscribers to view them at any time they want. But rather, it was able to produce its drama using the latest technologies in filming, directing, scripting, and the most famous &talented actors as well. This study aims to research the impact of the ideas of Western society presented by Western drama on Egyptian society, especially Upper Egypt, since they are the community that most closely adheres to Egyptian traditions and customs. And how do the youth of Upper Egypt perceive Western society from their point of view, and what do they deduce from their customs and traditions, especially about Western human rights, and how much these customs vary or agree with them.

The Study questions

1- Why are young people attracted to Western dramas presented on the Netflix platform instead of other digital platforms or Egyptian TV dramas?

2- How do upper Egyptian youths understand the concept of human rights with its different values?

3- What kind of content do young people like to watch on Netflix?

4- To what extent do young people agree with Western values presented in the drama via the Netflix platform, which the West considers human rights values?

5- How are the perception and awareness of young people in Upper Egypt affected after learning about Western cultures, customs, and traditions, which are reflected in the drama presented through digital platforms, especially Netflix?

Theoretical framework:

Media Perceived Reality:

Perception is a central concept of social research, as theorists have long recognized that "reality" is in the mind of the observer. That is, it is important to understand how individuals perceive the world, as conditioned by their past experiences and predispositions, including potential patterns, stereotypes, biases, and distortions in those perceptions.

The most basic concept involved in media perception research is in fact, "the media." The term, "the

media" seemingly comes up as frequently in public and media discourse as it does in the conversations of experts who study the media. (McLeod et al, 2017, P.38) Investigators have long recognized that the perceived reality of a media presentation may influence mental processes, attitudes, beliefs, and behaviours.

One characteristic of television and some other media is that the stimulus itself controls the pace of information. The mental capacity to process information at any given moment is limited. Even when capacity limits are not an issue, people are often unmotivated to devote a lot of capacity to a media story. In those cases, people may fall back on relatively simple heuristic processing modes that give them sufficiently good answers. People do not need perfect answers to how real something is while watching television. They only need a good enough answer to continue processing the material. What simple heuristic provides an efficient but relatively good notion of reality? One possibility is the typicality of the information. Indeed, one of the notable characteristics of media stories is that they vary greatly in the number of typical and atypical people and events. (Shapiro& Chock, 2003, P.164). In the current study, we adopt Potter (1992) classification of perceived reality because of its suitability to measure perceived reality in drama on Netflix. He suggested that there are three dimensions of perceived reality from television drama: Magic window, Utility, and Identity. (Mutahar et al,2019, P.69). Most media entertainment is in the form of narrative. It is important to understand user perceptions of narrative reality in entertainment design. While physical reality is an important element of perceived reality (Shapiro, 2003). In this study, we examine how Egyptian youth in upper Egypt perceive the reality of western human rights values through foreign social drama on the Netflix platform through those elements of media entertainment reality perception.

The Methodology of the study

This study relied on the use of the survey approach, which is one of the most important and prominent approaches in all media studies. The study relied on this method of using the electronic questionnaire tool to collect data and access the results, which is one of the most prominent methods that are appropriate to the sample that was chosen.

The study population and sample were represented by young people in Upper Egypt from the age of 18 years and over, but an important condition must be met for the audience, which is to follow the drama presented on the Netflix platform.

This research was conducted among 100 individuals from the governorates of Upper Egypt; Minya, Assiut, Sohag, and Beni- Sueif, who watched Netflix content to study its effect on realizing western human rights through drama presented on the Netflix screen.

The Study Results:

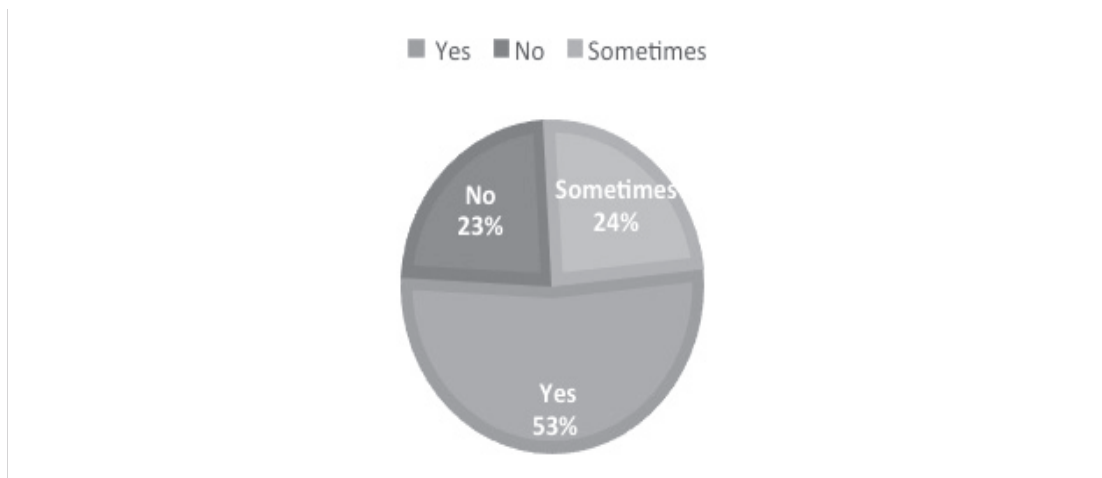1- Do you watch foreign drama on the Netflix platform

Figure (1): Drama viewership on Netflix

Data from above figure shows that the majority 53% of the study sample answered (yes) they watch foreign drama through the Netflix platform, while 24% is for the percentage of the study sample who answered (sometimes) and 23% is the percentage of those who answered (no) and this shows that more than half of The youth of Upper Egypt of the sample watch Netflix, which means it has an impact on them.

We excluded the part of the sample that had not watched Netflix before, so the sample consisted of 100 individuals who watch foreign dramas on the Net platform, from total (129) respondents.

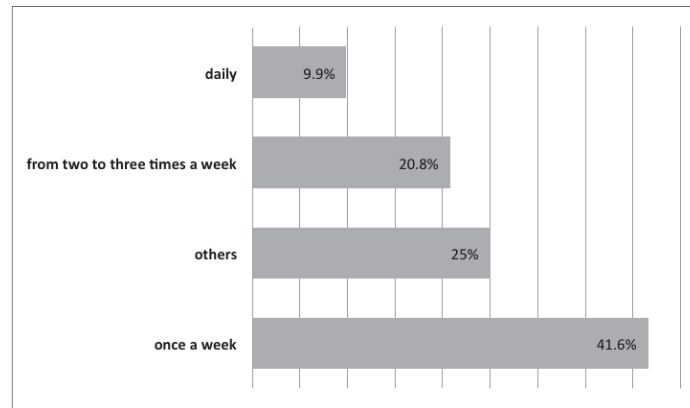**2-intensity Usage of the Netflix platform**

Figure (2) viewing intensity of western drama on Netflix

The data from the previous chart shows that watching western drama on Netflix (once a week) comes first by 41.6%, And it comes in the second place (others) with rate 25%, where these answers are represented in irregular times, once a month, three times a month and when a new movie is released, while 20.8% answered by (two to three times a week) at the third place and 9.9% is the percentage of those who watch it (daily) at the fourth place, and this shows that the youth of Upper Egypt are attached to watching Netflix at frequent intervals, which indicates the extent of its spread and its impact on them. It is clear from the following results that the density is not large in daily terms but increases in weekly terms.

3-The time spent by individuals watching a series on the Netflix platform

Table (1) Percentages of time spent watching on western series

Duration	N	percentage
More than three hours per day	34	32,4%
Less than an hour a day	33	31,4%
I can finish a season in less than two days	28	26,7%
Irregular time	5	5%
Total	100	100%

We note from the previous table that individuals who watch a series via the Netflix platform for more than 3 hours per day come in first place with a percentage 32,4%, while people who watch their favourite series for less than an hour a day come in second place with percentage 31,4%, in third place are individuals who can finish a season of the series in less than two days with percentage 26,7%, while in the last place are the individuals who watch their favourite series in an unorganized manner with percentage 5%.

These percentages are relatively high, which indicates the attachment of young people in Upper Egypt to the dramatic content provided by the Netflix platform, where when a person watches foreign drama via Netflix for more than three hours a day, it means that this habit has become part of this person's daily life, and that his day becomes of no value without it, and thus the person is exposed to a large number of ideas and cultures that the drama presents on that platform.

The results of the sample at this point agree with (Al-Amiri, 2022) findings, which proved that university youth are always exposed to foreign drama through digital platforms by 88.7%, in addition to that the Netflix platform was placed in the first place among the platforms that university youth are interested in.

4- The reason behind that the respondents prefer the drama provided through the Netflix platform.
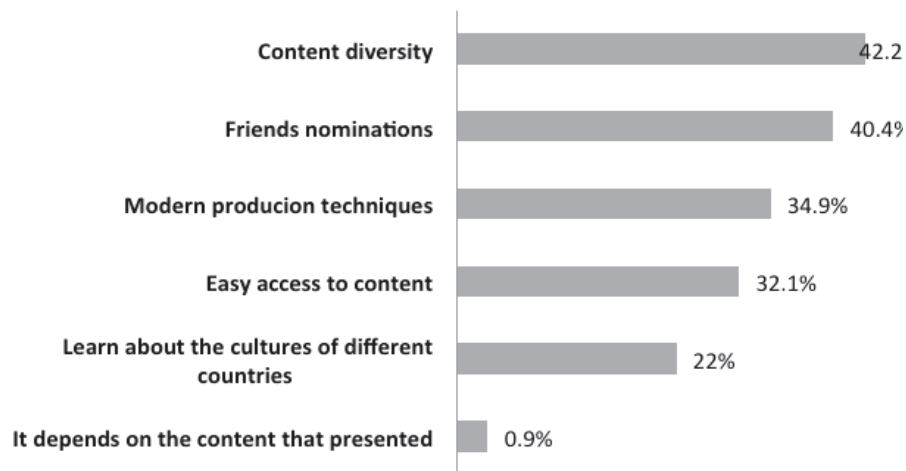

Figure (3) Reasons for preferring drama on the Netflix platform

Form the figure showed above, the sample has chosen more than one option, where the diversity of content came in the first place with percentage 42.2% as an important reason for preferring the content provided through Netflix, and this indicates that Netflix is trying hard to make its content diversified so that it is accepted by all individuals of their different genders, while the nominations of friends came in second place, with a rate of 40.4%, and this percentage is also considered large, and this is evidence that friends have a great influence on each other, which means that the content provided by Netflix spread very quickly. Modern production technologies come in third place, with a rate of 34.9%, and this comes as a result of those in charge of the Netflix platform paying huge amounts of money in using modern technologies to impress viewers and attract them to watch the content that is presented through the platform, While the ease of access to the content provided through the Netflix platform comes in fourth place with a rate of 32.1%, and this is among the advantages of Netflix, as it gives people the opportunity to watch its contents anywhere and in simple and easy ways.

Getting to know different cultures comes in fifth place, with a rate of 22%, as the platform offers thousands of films and series of different types, with different cultures, values, customs and traditions, so people can learn about these cultures, it is clear from this that these individuals specifically realize the cultures and values of foreign societies through drama, and this is what the theory of perceived reality through the media deals.

In the sixth and last place comes according to the content provided, at a rate of 0.9%. This answer was not among the available options, but mentioned by few respondents, and this is evidence that there is a small group that does not prefer the content provided through the Netflix platform permanently. We conclude from these percentages that the Netflix platform always tries to satisfy all individuals with their different nationalities, ideas, and cultures and attract them to watch the drama presented through them in some ways desired by these individuals to spread habits and values for these individuals to accept without thinking. This is like the conclusion reached by (Othman, 2020), which says that Netflix offers incentive factors to attract more teenagers to watch its series.

5- Which of these series have watched or would you like to watch later?

Table (2) The series that the sample like more one Netflix

Serial	N	percentage
La Case De Papel	50	26.3%
13 Reasons Why	44	23%
Lucifer	33	17.2%
elite	25	13.1%
Bridgerton	20	10.4%
DAHMED: Monster the Jeff	19	10%

`We notice through the data obtained, (n=191), that the attention and preference of young people was directed towards the mystery series; so, we find that the Lucifer series is among the series classified in mystery. 33 people answered that they prefer to watch it already, and we find that some young people prefer to watch drama series, as 44 people answered that they prefer to watch series 13 Reasons Why with percentage 42.7%that comes on the second place after La casa , This result is similar in this point to the (Bridge et al, 2019) study, which aimed at the relationship between the release of this series and a lot of suicides in the United States of America, which resulted in this series being a major cause of the high monthly suicide rates in the country among young people whose ages ranged from 10 to 17 years.

we find others prefer watching action and suspense series, 19 people answered that they prefer watching DAHMED: Monster the Jeff series, and 50 people answered that they prefer watching La Case De Papel series that come on the first place, and we find that others prefer watching romantic series, as they answered 20 Someone prefers to watch the Bridgerton series, and the rest of the series came in the same proportions and number.

It is clear from the foregoing that young people in Upper Egypt tend to prefer watching series of science fiction, excitement, suspense, mystery, or romance from foreign dramas. This could be the result of the absence of these series within the local drama with the same character, capabilities, quality, and strength of the actor and directing shown in foreign dramas.
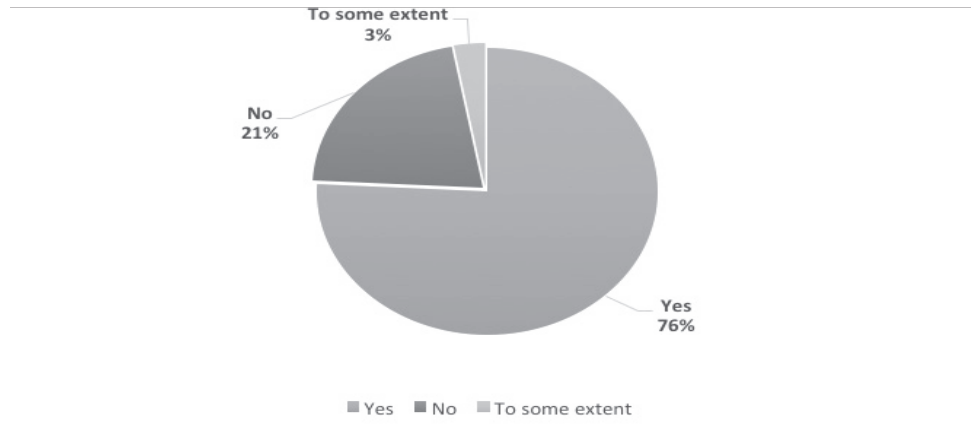
6- Do you realize what human rights are?

Figure (4) (The Youth perception about the concept of human rights

We note from the previous study that there are 89 people who answered yes with percentage of 76% on the first place that they know what human rights are, and 25 people answered that they know some information related to human rights with percentage 21% on the second place, and just 8 person answered that he does not know what human rights are.

From the previous study, we notice a high percentage of people who know and know what human rights are and people who know some information related to human rights. This means that most of the youth of Upper Egypt know what human rights are or at least some information related to human rights.

It is clear from the percentages that there is only 8 persons out of the answers who answered that he does not know what human rights are, and that the rest of the percentages refer to the culture of the rest of the youth today and their knowledge of human rights through the answer of 89 people that they know what human rights are, and that 25 people know some Information that is related to human rights and not all information, but they are aware of it.

7- What are human rights for you?

Table (3) The concept of human rights mentioned by the Youth

Human rights	N	percentage
Equality for all people regardless of their origin, religion, or nationality	83	26.4%
Freedom of expression without fear of consequences	79	25.2%
The right to social protection and an adequate standard of living	74	23.5%
Freedom to embrace religion and practice religious rights	68	21.6%
Others	10	3.3%

Respondents in this question were allowed to choose more than one alternative, (n=314). Through the responses, we could realize what concepts of human rights the respondents understand. Equality for all, regardless of their origin, religion, or nationality, ranked first in terms of the number of votes represented by 26.4%. freedom of expression without fear of consequences comes at a rate of 25.2% in the second place, while in the third place came the right to social protection and a decent standard of living with a rate of 23.5%, as they believe that freedom of opinion for them is represented in a calm social life and they have full protection, freedom to embrace religion and practice religious rites came at the fourth place with 21.6%, While a number of others answered represented in 3.3%, and those answers were represented in the freedom to enjoy safety and the right to obtain a distinguished social status.

8-Realizing human values in Western society through the drama presented through the Netflix platform:
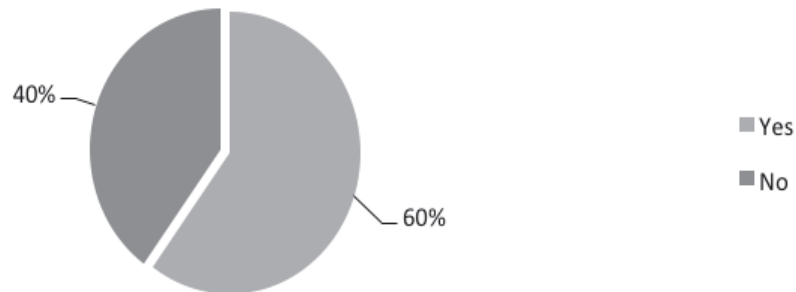

Figure (5) sample awareness of Western values of human rights

The previous figure shows that 60% of the sample are aware of human rights values through watching foreign dramas that they watch on the Netflix platform, and this is consistent with the theory of perceived reality through the media, which indicates that drama reflects the values and customs of society, but it is not guaranteed at all that these The beliefs and values are real.

The sample indicated that there is a rate equivalent to 40% that does not realize the values of human rights from Western foreign dramas presented on the Netflix platform, and therefore this category differs with the theory of reality perceived through the media, It is possible that these individuals realize Western values through different methods other than drama, including dealing with Western societies to learn about their cultures and traditions.

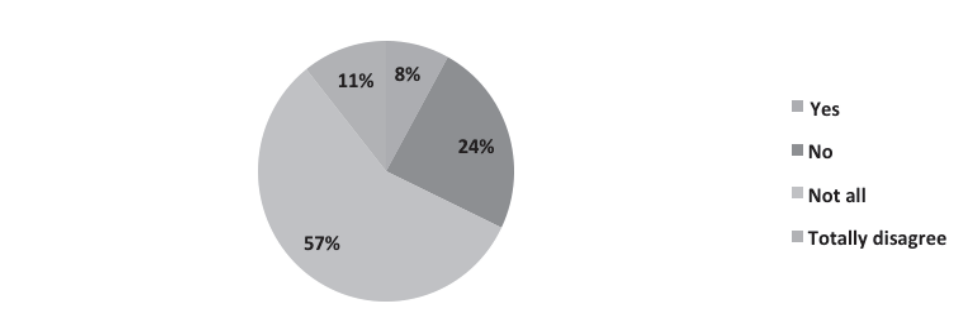**9- Agree or Disagree on the values and beliefs presented through the foreign Netflix drama:**

Figure (6) The percentages of agreement of the sample with the values provided by Netflix

The previous figure reflects the extent to which the youth of Upper Egypt agree with the Western values and ideas presented on the drama of Netflix platform, how they see the western values about human rights being applied suitably and fairly, and if they think that the Arab society suffers from a deficiency in the Application of human rights ratified by the United Nations and applying Western values to Arab nations will significantly advance Arab human rights., as a result for this question, 8 people with a percentage (8%) out of the total sample, answered (yes) as they agreed with these values and that all the western values and principles are suitable for the Arab community, since the Arab community doesn't enjoy human rights and space of freedom as the Western community does, all of this is conclusions are based solely from what they watched on the screen of Netflix platform.

 While 39 people with a percentage (34.8%) of the total sample expressed their opinion with (No) and (with complete objection), as they do not agree with foreign values and customs, and traditions according to the differences between western and Arab, as they believe that blind imitation is not in the sake of the Arab society and what suits the West It may not be suitable for Arabs. While 64 people with a percentage (57.1%) from the total sample answered (not all of them), which is the largest percentage of the sample.

This indicates that the largest percentage of the sample that represents Upper Egypt youth has such an amount of awareness about the values of Arab human rights and can differentiate between what is shown on the screen And between the actual reality, whether if they had the opportunity to interact with Western society directly, or their conclusion was a net result from the amount of their awareness and realization, that they don't have to believe everything shown on the screen, and that it is nothing more than what the producers of the drama are trying to deliver to the viewer, and that if we have an intention for improving the state of Arab human rights and give them more Freedoms We have to take what suits us from the values of Western society and leave what does not fit us to preserve the identity of Arab society and the Egyptian identity.

10- Which of these following values express human rights values in Western societies that you notice by watching foreign dramas presented on Netflix platform?

Table (4) The values observed by the sample in the drama via Netflix

Values express western human rights	N	%
Freedom of expression	62	17.6%
Freedom of personal appearance	62	17.6%
Respect each other	47	13.4%
Equality between people without racialism	44	12.5%
Different types of marriage	43	12.2%
Everyday behaviours	40	11.4%
human dignity	28	8%
Tolerance	25	7.1%
Other	1	0.3%

N=352

The previous table presents the human rights values that the youth of Upper Egypt observe when they watch foreign dramas presented on the Netflix platform, and through the survey conducted, the value of (freedom of expression) came in first place with a percentage of (17.6%) and shared the first place with the value of (freedom of appearance),as these two human Rights values represent the two highest values of human rights observed by the youth of Upper Egypt, and this confirms the importance of these values for them, and the extent of the interest of young people in expressing their opinion, social participation, and their awareness of their rights, and that they have the right to refuse or agree in different situations without fear of consequences. The value of (the freedom of personal appearance), and this value has more than one side, the positive side is that society respects the freedom of people in choosing their appearance in the way they prefer, and this gives them their own space to be in the way that comforts and expresses them, and the negative side of this value is that if the youth of Upper Egypt notice the value(Freedom of appearance)more than other value, as this indicates that societies in Upper Egypt may lack this kind of freedom and that young people may ask for more freedom and comfort in choosing the way they will appear and what to wear without the fear of judgments and criticisms, while the value of (respect) came in the second place with a percentage of (13.4%), to confirm that it is one of the most prominent human rights recognized and that cannot be dispensed with in daily interacting between people, while the value of (Equality among people without discrimination between them) came in the third place ,with percentage (12.5%), highlighting the significance of ensuring that all people, without exception, are granted equal rights that do not favour one gender, group of people, religion, or social class over another, and that everyone has a right to the benefits, facilities, and services that the government offers to its citizens. , While the value of (Different types of marriage) came in fourth place with a percentage (of 12.2%), and in fifth place was the value of (daily behaviour) with a percentage (of 11.4%), while it came in sixth place the value of (human dignity) with a percentage (8%), followed by Seventh place the value of (tolerance) with a percentage (7.1%), while others such as (the right to work) (0.3%). According to the results, most young people deduce positive values from Western dramas more than negative ones, also the Western drama shown on the Netflix platform has succeeded in presenting its society in the way it wants people to see it in a positive way.

11- To what extent, Netflix drama reflect the true picture of Western societies?
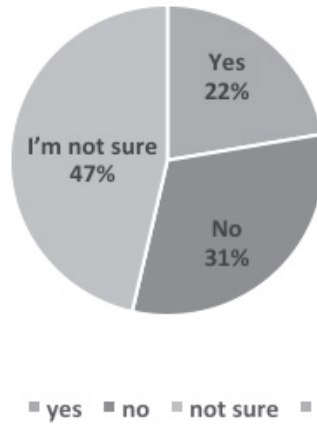

Figure (7) Youth opinions about Netflix reflecting the true image of Western society

As shown in the figure, We found 22% of respondents believe that drama presented on the Netflix reflects the true image of values in Western societies through the dramatic content presented on the platform, 31% of the Egyptian youth respondents in the study believe that the content of the Netflix platform does not reflect the reality of Western society of values and rules, 47% of them didn't sure that the values of Western society are reflected in dramatic content on Netflix. The answers indicate that the opinions of the public differ on the extent to which the values of Western society reflected in the dramas presented on the Netflix platform.

12- Do you think that Western societies are better than Arab societies in applying human rights values?
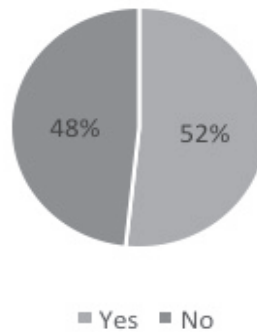

Figure (8) Youth thoughts towards western and Arab societies in applying human rights values

As shown in the figure, we found 52% of the respondents from the youth of Upper Egypt believe that the drama content on Netflix reflects that Western societies apply human rights on the ground in a better way than their Arab societies, and 48% of the respondents believe that Western societies do not apply human rights better than Arab societies, This depends on the fact that the young Egyptian audiences see different dramatic content and has not experienced the Western reality. This result is one of the most important findings of the study, as it indicates the extent to which young people in Upper Egypt are affected by the dramatic content provided through Netflix to the extent that they see Western societies as better than Arab societies in apply of human rights values.

Conclusion:

-Digital platforms have taken a clear position in our lives, as we concluded from the research that a large percentage of the sample watches the drama presented on the Netflix platform, which explains the platform's increasing popularity and user demand for subscriptions, as the platform has succeeded in establishing large popularity.

-The Netflix platform gives subscribers a wide range of options for the different types of drama it offers, ensuring that the subscriber will find something that suits their tastes and desires.

- The youth of Upper Egypt due to their high level of knowledge and awareness, are less likely to engage in binge-watching, according to the study's findings, which show medium to low viewing intensity on the platform, And for those who watch the platform on a daily basis, the results showed that a small percentage of the sample could spend more than three hours a day on the Netflix platform, while others can finish a season of a series within a day or two, and both cases represent (Binge Watching), Although the percentage is not significant, it cannot be ignored because binge-watching is one of the consequences of the rise of digital platforms. This is because some people have addictive tendencies and cannot stop watching a show they enjoy until they finish it quickly. teenagers and young adults seem to be more highly susceptible to this habit than other age categories. It either affects their academic performance or personal lives.

 - Netflix platform is preferred over other platforms and traditional TV drama in part because of its diversity of the presented content, while Friends recommendation came in second place, and a lot of other reasons varied between (modern production techniques - ease of access to content - getting to

know the cultures of other countries).

-The youth of Upper Egypt prefer watching international dramas, whether romantic, exciting, suspenseful or science fiction.

-Youth today in Upper Egypt tend to watch foreign dramas, whether it's romantic series or exciting or mysterious, or science fiction. More than half of the sample, according to the study, preferred criminal, and action dramas like (La Case de Papel), but this does not necessarily mean that they did not enjoy other types of dramas as well.

-Youth in Upper Egypt Have a good knowledge and awareness of human rights which demonstrates that they are aware of and conscious of their rights when it comes to the state they live in, toward others, as well as to themselves, and that they can recognize the distinction between the real values of human Rights presented in Netflix or the fake values with the help of the foreign drama Netflix produced, the platform was capable of representing the human rights values of Western society, and this validates the theory(Media Perceived Reality) because a significant portion of Upper Egypt's youth were able to see and understand these values through the drama presented via the Netflix screen.
-Some people believe that the application of some western human rights principles helps to improve the quality of human rights in Egyptian society, especially upper Egypt, but not all western human rights can suit us. Instead, only those things that are in line with Egyptian society's understanding of human rights and that respect Egyptian culture and history.

-The ideals experienced through the platform may not be an accurate representation of Western civilization for those who have not had direct contact with it, but even if they were, they could not be totally certain. Although the youth of Upper Egypt were aware of fundamental human rights such as the freedom of expression, the freedom of one's appearance, equality between individuals, the right to a decent quality of life, and the freedom of all types of marriage, these values were the ones they most frequently observed.

However, after watching the Netflix drama, the sample was split in half, with one half believing that Western societies apply these rights more realistically and effectively than Arab societies, and the

other half disagreeing. This is because what is shown on screen does not present a realistic picture; rather, it presents the values that the producers want the Audience to receive.

Recommendation

1-Focusing on research taking upper Egypt as a sample for the study as they present a closed society, also there aren't many studies that examine this community's characteristics and attitudes regarding various issues.

2-Research the causes for the lack of popularity and success of Egyptian-produced dramas, as well as why they cannot compete with foreign dramas.

3-Paying attention to research that highlight the significance of the family's role in protecting children from exposure to material that is unsuitable for their age or exposes concepts at odds with their worldview.

4-The need for the state media to produce works that convey balanced values that are more in line with the nature of Egyptian society and to be informed of what content is being presented on digital platforms.

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