

The smartphone uses of Algerian youth: a field study on a sample of university students

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Abstract:

The study aimed to identify areas of the Algerian youth's use of the smartphone, through a sample of university students, as the researcher followed the methodology of surveying the sample from the university student community, and the researcher adopted the questionnaire as the main tool for collecting study data, as it was applied to 361 respondents from the aforementioned community.

After analyzing the data, the study reached the following results:

- 93.31% of the sample members own Samsung smartphones.
- The study showed that 82% of the sample members use mobile phones in scientific research.
- The study arrived at the motives of use of mobile phone by the study sample are ritualistic.

Keywords:

Algerian youth; University students; Smartphone; Uses.

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1. INTRODUCTION

During the last decade of the last century, human societies witnessed conflicting and successive developments in communication and information technology, which contributed to facilitating the possibility of human and civilized communication (Ben Abbou, Ben Naima, 2018, p. 217) most notably the smartphone., or whatever its names differ, is the most prominent and has become the most widespread and used communication method in the contemporary world. The number of its users has increased, especially after the emergence of the third, fourth and even fifth generation in some countries, and according to the Cisco Visual Index report, the users of smartphone in 2017 reached five billion users all over the world (Emirates Today, 2019).

Algeria is considered like other countries that know a wide spread of smartphone use, and no one denies that the spread of the smartphone in Algeria was known in its beginnings as a low prevalence, as the number of subscribers reached 450,224 subscribers in 2002, with a penetration rate that did not exceed 1.50, to reach in the year 2017 to 45.845 million subscribers, according to the report of the Postal and Telecommunication Control Authority (The Regulatory Authority for Post and Electronic Communications, 2017, p. 20) These data indicate the extent of the penetration of the smartphone in the middle of the Algerian society, and the association of members of the community with it, as it is a personal means of communication that provides many services, and meets many needs and desires, as it has many and varied uses by different groups of society, especially the youth.

Today, young people are competing to own a smartphone and boast of owning its latest brands. Therefore, we conducted this study to search for the motives for the use of smartphones by young people, through a sample of university students, through which we will try to find out the most important motives that motivate young people to acquire and use a smartphone and to reveal the habits and patterns of its use by young people.

1.1 The problematic of the study

In light of the growing spread of the smartphone in Algerian society - like other societies - and the diversity of its uses, it has become an essential technological tool that no individual can do without, as its use has spread to various segments of society and has been closely linked to the youth segment, and has become a constant companion to them. Algerian youth of both genders, with different ages and social classes - just like other young men - use the smartphone all the time, and are interested in following its most important publications and developments. University youth are like other young people who use smartphone technology. As soon as we observe, we find that most of the students, are busy with their smartphones. The latter has become an integral part of their daily practices - whether inside the university space (classrooms, stands, university café), or outside (student buses, university accommodation). In light of what we have presented, the problematic features of our study are evident by asking the following question:

What are the habits and patterns of use of smartphones by students of the University of Oran 1 Ahmed Ben Bella?

1.2 Study Questions:

To address the problem, we will try to answer a number of questions, the most important of which are the following:

- What are the habits and patterns of use of smartphones by students of the University of Oran 1 Ahmed Ben Bella?
- What is the smartphone usage rate of Oran 1 University students?
- What are the preferred times to use a smartphone for the study sample?
- To what extent students of Oran University use the smartphone in the educational process?
- What are the main motives for students of the University of Oran 1 Ahmed Ben Bella using the smartphone?

1.3 Objectives of the Study

Through the study, we seek to achieve the following objectives:

- Knowing the habits and patterns of smartphone use by students of the University of Oran 1, Ahmed Ben Bella;

- Disclosure of the smartphone usage rate of Oran University students 1 Ahmed Ben Bella;
- Identifying the motives behind the use of smartphone by the study sample.

2. The Theoretical Part of the Study

2.1 The Theoretical Background of the Study

This study relies on its theoretical construction and formulation of its hypotheses on the theory of uses and satisfactions, as it is considered one of the most appropriate approaches to identify the motives of the study sample's use of the smartphone, and to uncover the patterns and habits of its use. The theory of uses and satisfactions is one of the theoretical frameworks widely used to find out how and why individuals use certain means to meet their needs (Menon, Meghana, 2021, p2). Where the theory assumes that individuals choose and use means effectively to meet their individual needs (Sheldon, Grace, 2021, p2).

Many studies have contributed to the formation of the theory of uses and satisfactions, the most important of which is the study carried out by "Hertha Herzog" in 1944 entitled "Motives and satisfactions of listening to the morning series on the radio" (Schweiger, 2007, p51) Where did the term uses and satisfactions appear for the first time (Sekkour, chaoui, 2020, p184) and the study by Berluson in 1945 (Smit, 1999, p8) after eight New York daily newspapers ceased publication for two weeks due to the strike, and the 1946 Wolf and Fisk study on children's comedy. (Ruggiero, 2000, p4). As for the actual emergence of the introduction to uses and satisfactions (gratifications), it appeared for the first time in a complete way in the book "The Use of Mass Communications" by Katz and blumer, which was published in 1974. The main idea of the book revolved around the perception of the functions and content of the media, and the individual's motives for caring for them (Rosengren, Wenner, Palmgreen, ND, P2).

Katz and his colleagues constructed a model for the relationship between individuals' use of the media and what can satisfy the needs of these individuals. The model is based on the fact that each individual has a

set of social and psychological factors that generate specific needs, and which generate expectations from the media or other sources (Ferchaud, 2020, p25), that lead to different types of media exposure that result in the satisfaction of some needs and other results that are often unintended (Dimmick, 1979, p8), which again leads to the emergence of new needs that begin to interact with social and psychological elements. Thus, the relationship between the need and the individual's decision to go through the media in the hope of satisfying it is cycled (Abd Elhamid, 2000, p. 221).

According to "Katz and colleagues", the approach to uses and satisfactions depends on five assumptions, as follows:

- The audience is the one who chooses the means and content that satisfy its needs.
- Those members of the public are effective in the communication process, and they use the means of communication to achieve intended goals that meet their expectations.
- Individuals can identify their needs, their motives, and the means that satisfy those needs.
- The prevailing cultural norms can be inferred through the audience's use of the means of communication, and not only through the content of the messages provided by the means of communication.
- The use of means of communication expresses the needs that the public perceives and that are controlled by individual differences (Ismail, 2003, p. 254).

2.2 Set The Concepts And Terms Of The Study:

Defining the concepts and terminology of the study is one of the important steps that the researcher needs in his studies, and accordingly, this study contained a set of concepts and terminology, which were represented in:

2.2.1 Usage:

Many researchers have presented several concepts for the term use, among them "Le coadic ", who defined use as "a social activity that turns into a normal activity in society with repetition (frequency) and time, and has

become necessary in order to satisfy a need, which is the need for information." (Dehlas, 2018, p. 446)

2.2.2 Motivation:

Motivation is defined as: "A state of internal tension that occurs as a result of a stimulus (the need). This state triggers the activity to search in the external environment for something that removes tension and satisfies the need." (Abu Haij, 2013, p. 120). And procedurally, the current study adopts the motives as those psychosocial factors that lie behind the use of the phone in the study sample.

2.2.3 Young:

Ismail Ali Saad defines youth as "an age group that occupies a privileged position in building society, and they have vitality and the ability to work and activity. They are also with a psychological and cultural structure that helps them adapt, agree, integrate and participate with great energy that works to achieve the goals and aspirations of society." (Mansouri, 2017, p. 316). Procedurally, in this study, he means those who pursue their educational attainment in universities or institutes after obtaining a baccalaureate degree and those whose ages range from 17-30 years.

2.2.4 Smartphone:

It is defined as: "One of the forms of communication tools depends on wireless communication through a network of broadcasting towers distributed within a specific geographical area" (Al-Mahadin, 2016, p. 25). Procedurally, in this study it is meant a portable communication device that contains applications and runs on the Android or ISO system.

3. Previous Studies

There are many previous studies that dealt with the subject of the study, which varied between Arab and foreign studies, which came in different periods of time, and accordingly, these studies can be presented as:

3.13.2 The study of David North and others (2014):

The study aimed to uncover the motives and patterns of using the smartphone by University of South African students, as the researchers

adopted the descriptive approach using the survey method, and the study data were collected through a survey using an electronic form, and the study was applied On a sample of 362 individuals.

Among the findings, 24% of students own Samsung smartphones, 19% of students own Apple smartphones, while 16% of students own Nokia smartphones, and the study revealed that 77% of students own one phone. The study showed that 57% of the calls made by students with their families, compared to 37% with their friends and that there are differences between students in their use of smartphones, and the study revealed signs of addiction among students.

3.2 The study of Suwarna Madhukumar and others (2015):

A survey study in which researchers tried to uncover the extent of Nomophobia among medical students in Bangalore. The researchers used the questionnaire as the main tool to collect study data on 200 students. Among the findings of the study, 67% of students bought a smartphone in order to communicate with family members, 26% of them to call and correspond with friends, and 7% for other reasons (for academic research, social networking sites, listening to music). The study also found that 48% of students use a smartphone between one to three hours a day, and 16% of the three to five hours.

3.3 Main Salih Yahya Al-Maitami's study (2018):

A survey study, in which the researcher tried to uncover the motives of Emirati university students' use of smartphones, and the benefits achieved and those expected from this use. The researcher relied on the survey method and the questionnaire as a tool to collect field information. The study was conducted on a sample of 107 students from the University of Sharjah, Emirates College of Technology, and El-Gharir University. Through this study, the researcher concluded that most of the students who make up the study sample have more than two smartphones, and that the most important uses of students for smartphones were phone calls, reading news, and social media applications, while the most important social motives for students' smartphones ownership are ritual motives.

4. Field Study Procedures

4.1 Type and Method of Study:

This study belongs to the field of descriptive studies, Where the researcher relied on the survey method, using the public opinion survey method for smartphone users (university youth), and this is in order to identify their motives for using the smartphone.

4.2 The Research Community and the Study Sample

4.2.1 Research Community:

The study population is represented by the students registered at the University of Oran 1, Ahmed Ben Bella, in all disciplines, and their number reached 23.318 students, according to the records of the Registration Department for the academic year 2017/2018.

4.2.2 The Study Sample:

To achieve the objectives of the study, a non-probability sample of 378 individuals was relied upon, and it was selected by the quota method, and it is worth noting that the real sample became 361 individuals, after excluding 14 forms. The following table shows the distribution of the sample members according to the variables of the study:

Table 1. The distribution of the study sample individuals according to the study variables (Software output Spss. V. 22)

Type	Frequency	The ratio
Male	186	%51.5
Female	175	%48.5
Total	361	%100
Age	Frequency	The ratio
From 17-25 years	343	%95
From 26 to 30 years	18	%5
Total	361	%100
College type	Frequency	The ratio
theory	122	%33.8
Scientific	239	66,2%
Total	361	%100

4.3 Data Collection Tools

The researcher relied on a field survey (questionnaire) as a tool for collecting study data. A questionnaire was designed that contained a number of questions that cover the variables and aspects that achieve the objectives of the study.

4.4 Procedures of Honesty and Constancy

To ensure the Honesty of the questionnaire, the researcher used the apparent Honesty method (Face validity), Where she presented the tool to a group of media and communication sciences experts with scientific experience to arbitrate the questionnaire, with the aim of ensuring its validity to collect information, and through the observations and proposals submitted by the referees, the researcher made the necessary adjustments to make the questionnaire suitable for field use. The researcher relied on the validity of Internal Consistency to ensure the validity of the questionnaire.

As for Constancy, Cronbach's Alpha method was used to ensure the Constancy of the questionnaire, and the results showed that the Cronbach alpha coefficient reached 0.75, and thus the researcher made sure of the validity and Constancy of the tool, which makes it suitable for analyzing the results and answering the questions of the study.

4.5 Statistical methods

Due to the nature of the study and the results it seeks to achieve, the researcher relied on data processing and statistical analysis process on the Statistical Package for Social Sciences (SPSS V.22). The following statistical methods were used:

- Cronbach's alpha test for questionnaire Constancy.
- Frequencies and percentages.
- Arithmetic means, standard deviations, and theoretical means.

5. View and Discuss Results

After the researcher carried out the methodological procedures, he obtained the study data and processed it using the SPSS statistical package. The findings will be presented in tables and comments on them, to answer the questions of the study.

The first axis: Habits and patterns of smartphone use by students of the University of Oran 1 Ahmed Ben Bella.

**Table.2 The type of smartphones owned from the study sample
(Software output Spss. V. 22)**

Phone types	Frequencies	Percentage	Ranking
Samsung	115	93 .31	1
CONDOR	96	58. 26	2
Oppo	38	52 .10	3
Iphone	21	81 .5	4
Nokia	17	71 .4	5
LG	13	60 .3	7
Lenovo	12	32 .3	8
Huawei	9	49 .2	9
Wiko	9	49 .2	9
Sony	6	66 .1	10
Iris	5	38 .1	11
Motorola	4	10 .1	12
ALCATEL	4	10 .1	12
Htc	3	83 .0	13
Starlight	3	83 .0	13
Doodge	2	55 .0	14
SAGEM	2	55 .0	14
Stream	2	55 .0	14

According to the researcher, the youth's choice of this type of phone is due to its various advantages and services it provides, such as the speed of transferring files, accessing the Internet, following up on satellite channels, as well as its containment of new and distinctive applications. The motive behind the sample members' choice of a specific type or brand is due to the taste, preferences and purchasing power of each of the sample members, or perhaps it is due to the desire of some sample members to imitate their peers.

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As for the preference of the sample members for a Samsung smartphone, this is due to many reasons, according to the findings of the study “The effect of product characteristics on making the purchasing decision of smartphones: A study on a sample of Samsung smartphone users in M'sila city”, it became clear that consumers prefer the Samsung brand over the rest of the brands and consider it one of the strongest brands in the field of smartphones, and that the characteristics of the product had a great influence in making the purchasing decision and that the quality factor was the most important factor in taking The purchase decision with a correlation factor of (0.719), followed by the price characteristic with a correlation coefficient of (0.649) (Baatish, 2017, p. 104).

Likewise, the study (David North and others) found that 24% of students own Samsung smartphones, 19% of students own Apple smartphones, while 16% of students own Nokia smartphones.

Table.3 The average daily time that the study sample spends using the smartphone (Software output Spss. V. 22)

Answer alternatives	Observed Frequency	Perc. %	Expected recurrence	Diff. between Observed /Expected	Degree of freedom	K ² value	Indication level
From one to two hours	97	26,9	120,3	-23,3	2	7,053 ^a	,029
From three hours to four hours	128	35,5	120,3	7,7			
More than five hours	136	37,7	120,3	15,7			
Total	361	%100					

Decision	Stat-signif in 0,05
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The above table indicates the average daily time that the study sample spends on using smartphones, whose total number is (361) individuals, and they were divided into three groups. The first group represents the individuals who answered the question with the alternative “from one to two hours” and their number reached (97) individuals with a percentage of 26.9%, while the second group represents the individuals who answered this question with the alternative “from three hours to four hours” and their number (128) represented the individuals who were estimated to be 35.5%. Their answer to this question was the alternative of "more than five hours" and their number (136) was estimated at 37.7%. To make sure of the significance of these differences in frequencies and percentages (ratios), we resorted to the statistical significance test (k^2), where we note from the above table that its value at the degree of freedom (2) was estimated at 7,053a, which is a statistically significant value at the level of alpha significance ($\alpha= 0.05$) Thus, there is a statistically significant difference between the three alternatives in favor of the third group with the highest frequency (more than five hours) and the percentage of certainty of this result is 95% with the probability of falling into error of 5%.

Based on the data of the above table, we can conclude that the majority of the study sample confirms that they spend more than five hours using their smartphone. According to the researcher, the researcher considers that the problems faced by young people, such as family problems, unemployment, leisure time, and psychological problems, are a direct reason for increasing youth addiction to smartphone use.

Table.4 The preferred times of using the smartphone for the study sample
(Software output Spss. V. 22)

Answer alternatives	Observed Frequency	Perc. %	Expected recurrence	Diff. betwn Observed/Expected	Degree of freedom	K ² value	Indication level
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				ted			1
Morning time	12	3,3	120,3	-108,3	2	217,60 1 ^a	,000
Evening period	109	30,2	120,3	-11,3			
Night period	240	66,5	120,3	119,7			
Total	361	%10 0					
Decision			Stat-signif in 0,01				

The above table indicates the preferred times for using a smartphone for the study sample, whose number is (361) individuals, which were divided into three groups. The first group represents the individuals who answered the question with the alternative “morning period” and their number reached (12) individuals, at a percentage of 3,3%. As for the second group, it represents the 109 individuals who answered this question with the alternative “evening shift,” with a percentage estimated at 30.2%. As for the third group, the 240 persons whose answer to this question was the alternative "night shift" is represented by a percentage estimated at 66.5%.

To make sure of the significance of these differences in the frequencies and percentages (ratios), the statistical significance test (k^2) was resorted to, where we note from the above table that its value at the degree of freedom (2) was estimated at 217,601^a, which is a statistically significant value at the level of alpha significance ($\alpha = 0.01$). Therefore, there is a statistically significant difference between the three alternatives in favor of the third highest frequency group (the night time period), and the percentage of certainty of this result is 99% with a probability of error of 1%.

Table.5 The most important uses of the study sample individuals for the smartphone (Software output Spss. V. 22)

Alternatives	Repetition (Frequency)	percentage	Rank
Sending SMS	195	%54.0	4
Making calls	302	%83.7	2
Surf internet	313	%86.7	1
Taking pictures	248	%68.7	3
Shooting video clips	132	%36.6	5
Other	-	-	-

The above table indicates the most important uses of the smartphone by the study sample, who number (361) individuals. Where the alternative (to surf the Internet) came in the first rank with 313 recurrences and a percentage estimated at 86.7%, and in the second rank came the alternative (making calls) with a total frequency of 302, and with a percentage estimated at (83.7%), and in the third place came The alternative (taking pictures) with a total frequency of (248), and a percentage estimated at 68.7%, and in the fourth place came the alternative (sending short messages) with a total frequency of (195), and with a percentage estimated at 54%, and in the fifth place came the alternative. (Shooting video clips), with a total of (132) recurrences, and with a percentage estimated by 6.36%.

Table.6 The extent of the study sample's use of smartphones in the educational process (Software output Spss. V. 22)

Answer alternatives	Observed Frequency	Perc. %	Expected recurrence	difference between Observed and Expected	Degree of freedom	K ² value	Indication level
Yes	322	89,2	180,5	141,5	1	221,853 ^a	,000
No	39	10,8	180,5	-141,5			
Total	361	100					

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Through the above table, we notice that the study sample, of which (361) individuals, had their answers divided into two groups, the first group whose answers to the question were the alternative “yes” and their number reached (322) individuals with a percentage of 89.2%, while the second group represented The individuals who answered this question with the alternative "no" were (39) by a percentage estimated at 10.8%. To make sure of the significance of these differences in the frequencies and percentages (ratios), we resorted to the statistical significance test (k^2), where we note from the above table that its value at the degree of freedom (3) was estimated at 221,853 a, which is a statistically significant value at the level of alpha significance ($\alpha=0.01$), Thus, there is a statistically significant difference between the two groups in favor of the first group with the highest frequency (yes), and the percentage of certainty of this result is 99% with a probability of error of 1%.

According to the researcher, the study sample's use of smartphones in the academic field is due to the latter’s effectiveness in providing many services that meet the student’s needs and save him time and effort. It makes it easier for the student to communicate with colleagues and professors, as well as making it easier for the student to obtain administrative or academic information, download lessons and lectures, complete research, and many other services.

Likewise, the study (Medahkimar and others) reached the same conclusion, as 77% of students emphasized the necessity of the smartphone in academic work, while 10% believed that it is not necessary in academic work.

The second axis: the motives of the study sample's use of the smartphone

Table.7 The motives of the sample individuals ’use of the smartphone (Software output Spss. V. 22)

N°	Phrases	Arithmetic average	Standard deviation	Order
01	entertainment and play	1,5485	,74050	7

02	To fill in the free time	1,5873	,78085	5
03	To imitate others	2,7778	,49573	1
04	Habit, attachment to and use of the phone	1,9888	,80606	3
05	To get rid of loneliness	1,9418	,86567	4
06	For boasting	2,7207	,60822	2
07	To get rid of boredom	1,5540	,74011	6
Ritual motives		2,0162	,40586	First
08	To download files and applications	1,1226	,41819	12
09	To send picture messages and SMS	1,1838	,46034	10
10	To make and receive video calls	1,3435	,65703	6
11	To take pictures and to take selfies	1,2659	,56389	8
12	To listen to the radio and music	1,3823	,65245	4
13	To watch the videos	1,1866	,49154	11
14	To organize appointments	1,4916	,68492	2
15	Use it as a diary and electronic agenda	1,4218	,67635	3
16	Use it as an alarm clock	1,0864	,35971	14
17	Use it as a way to read books and articles	1,2389	,53161	9
18	Internet and social networking	1,1191	,41459	13
19	To learn and control technology	1,3629	,59503	5
20	To follow the news	1,3380	,60270	7
21	To cheat on exams	2,6676	,68336	1
Utilitarian motives		1,2731	,26858	Second
Motives as a whole		1,5874	,23742	-

Through the above table, and by looking at the arithmetic averages and standard deviations, we were able to determine the level of ritual motives in each of the phrases of this axis, and on this basis, the expressions in which the level of ritual motives was high we find in the two expressions N° (3) and No. (6) which stated that (Imitating others) and (to show off). While we find that the expressions in which the level of ritual motives was moderate, we find them in the two statements N° (5) and (4), while we find that the expressions in which the level of ritual motives was low, we find them in statements N°(1), (2) and (7). The researcher explains this result that the youth's use of the smartphone to imitate others reflects the youth's attempt to keep pace with their friends and colleagues in owning and using the smartphone, seeking to satisfy many needs such as the need for self-esteem and the need to belong to their social surroundings, Belonging to a certain social class, and is one of the needs that young people seek to satisfy. Through what was previously presented, we conclude that the smartphone is still associated with showing off, to this day, from the point of view of the study sample, and the use of the phone or even its acquisition may be due to young people's keenness to appear in the best way in front of their peers and friends, and this image is that young people must own a smartphone from Latest model.

Whereas, the study of (El-Maitami) reached results contrary to that of our study, as it was found from the responses of the sample members that the motive to get rid of boredom and occupy leisure time came first with an arithmetic mean of (2.82) and a standard deviation of (0.45), while it was resolved in The second place is the amusement and entertainment motive, with a mean of (2.70) and a standard deviation of (0.51).

Through the above table, and by looking at the arithmetic averages and standard deviations, we were able to determine the level of utilitarian motives in each of the expressions of this axis, and on this, the expressions in which the level of utilitarian motives was high we find in statement No. (21) which stated (for cheating in exams) While we find that the expressions in which the level of utilitarian motives was low, we find

them in the remaining expressions of the axis. The researcher explains this result, that the phenomenon of cheating is due to a set of reasons, such as the student's lack of understanding of the lessons, fear of failing the exam, pressure, and laziness.

The smartphone is considered one of the most important modern communication tools whose use has increased and grown among various segments of society, thanks to its interactive nature, many features, and various services, as it is no longer used only to make phone calls and send and receive text messages, but rather to be used to send and receive Picture messages, Photographing, sending and receiving e-mail, GPS, listening to the radio, watching TV, accessing the Internet and social networking sites, etc.

In view of these advantages that it enjoys and the services it provides, all segments of society in different parts of the world rushed to acquire it, especially the youth group, which is considered the most open social group and use of communication technology. We have tried, through this study, to know the most important motives that motivate young people to acquire and use a smartphone on the one hand, and to reveal the habits and patterns of their use of the smartphone on the other hand, through a sample of university youth.

Among the most important findings of the study is that young people are motivated by psychological and social motives for using the smartphone, followed by utilitarian motives. But despite the results reached, they remain limited to the limits of the study. **And based on the results of the current study, the researcher proposes a set of recommendations:**

- Conducting more research by specialists on the psychological and social factors that drive young people to use smartphones, and which determine patterns and habits of use.
- Conducting more research to study new areas of smartphone use by young people, and is a result of the continuous development of technology.

- Concerted efforts between various social institutions (family, schools, the state, and the media) to develop awareness programs to rationalize the use of smartphones among youth.

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