

Smart Cinema and the Challenges of Value Transformations among Algerian Youth: Netflix as a Case Study

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Abstract:

This study aims to analyze the impact of Netflix on social, ethical, and consumer values among Algerian youth. The research employed a case study approach focusing on the platform and collected data through an online questionnaire administered to 100 participants. The study examined how the platform's content influences youth perceptions, attitudes, and behaviors across various value dimensions.

Findings indicate that Netflix content reinforces certain materialistic and consumerist values and has a stronger impact on social and ethical values, including family relationships, family dialogue, and cultural belonging. The study also shows that repeated exposure to violent or socially norm-challenging content can lead to significant changes in values and behaviors and may contribute to reshaping some social norms among youth. Furthermore, the study highlights the challenges associated with adopting certain Western values and their influence on family and social perceptions. The study recommends enhancing digital literacy among youth, monitoring content on foreign platforms, and supporting the development of local policies aimed at protecting cultural and social values and reinforcing national identity.

Keywords: Smart cinema, Netflix, Social values, Ethical values, Consumer values, Algerian youth.

ملخص :

تهدف هذه الدراسة إلى تحليل تأثير منصة *Netflix* على القيم الاجتماعية، الأخلاقية، والاستهلاكية لدى الشباب الجزائري. اعتمد البحث على منهج دراسة الحالة للمنصة، وجمع البيانات من خلال استبيان إلكتروني شمل 100 مشارك. ركزت الدراسة على كيفية تأثير محتوى المنصة على تصورات الشباب، اتجاهاتهم وسلوكياتهم في مختلف أبعاد القيم. أظهرت النتائج أن محتوى *Netflix* يعزز بعض القيم المادية والاستهلاكية، ويؤثر بشكل أكبر على القيم الاجتماعية والأخلاقية، بما في ذلك العلاقات الأسرية، الحوار الأسري، والانتماء الثقافي. كما بينت الدراسة أن التعرض المتكرر للمحتوى العنيف أو المخالف للمعايير الاجتماعية قد يؤدي إلى تغييرات ملموسة في القيم والسلوكيات، وقد يسهم في إعادة تشكيل بعض المعايير الاجتماعية لدى الشباب. وأكدت الدراسة على التحديات المرتبطة بتبني بعض القيم الغربية وتأثيرها على التصورات الأسرية والاجتماعية.

توصي الدراسة بضرورة تعزيز الوعي الرقمي لدى الشباب، مراقبة محتوى المنصات الأجنبية، ودعم وضع سياسات محلية تهدف إلى حماية القيم الثقافية والاجتماعية وتعزيز الهوية الوطنية.

الكلمات المفتاحية: السينما الذكية، *Netflix*، القيم الاجتماعية، القيم الأخلاقية، القيم الاستهلاكية، الشباب الجزائري.

1. 1. INTRODUCTION:

The film industry has witnessed profound transformations with the integration of digital technologies and artificial intelligence into content production and distribution, a development now commonly referred to as smart cinema. This concept encompasses patterns of cinematic and audiovisual production that rely on big data and personalization algorithms to understand audiences and create content aligned with their preferences, thereby marking a qualitative leap in modes of consumption and dissemination.

In this context, Netflix represents a prominent model of “smart cinema,” having successfully harnessed artificial intelligence to recommend films and series based on viewing behaviors, while indirectly shaping viewers’ tastes. This orientation has transformed Netflix from a mere streaming platform into a global cultural actor contributing to the formation of collective imagination among its audience across more than 190 countries.

However, this cultural penetration has been accompanied by significant value-related challenges, particularly among Arab and Muslim youth. While Netflix promotes a “universal” image of culture through translated and locally produced content, it simultaneously introduces themes that do not align with the religious and social references of Islamic societies—such as the normalization of violence, illicit relationships, homosexuality, and the deconstruction of the traditional family structure. The impact here becomes twofold: it goes beyond entertainment to actively reshape the value system of youth in Algeria and across the Arab world.

1.1. Research Problem

With the growing use of digital platforms such as Netflix among Algerian youth, new patterns of media consumption have emerged, accompanied by notable changes in values and social behaviors. Much of the content reflects Western lifestyles and value systems, which may differ from traditional Algerian values rooted in family, cultural identity, and religious principles.

This raises the following central question:

How does smart cinema, represented by the Netflix platform, influence value transformations among Algerian youth, and what challenges or negative effects may result from intensive exposure to foreign content?

1.2. Sub-Questions

- How does Netflix content contribute to the promotion of materialistic and consumerist values among Algerian youth?
- To what extent does frequent consumption of Netflix content affect cultural identity and the sense of belonging to traditional social values?
- How does exposure to Netflix productions influence young people’s perceptions of family relationships and adherence to traditional family values?
- What is the impact of violent scenes and morally sensitive content on the ethical values and social attitudes of Algerian youth?
- What are the main value-related challenges posed by Netflix content, and what strategies can be adopted to reduce its negative effects on youth values and behaviors?

1.3 Research Objectives

- To examine the extent to which Netflix content promotes materialistic and consumerist values among Algerian youth.
- To explore how exposure to foreign content on Netflix affects Algerian youth’s sense of cultural identity and belonging.
- To assess the influence of Netflix content on perceptions of family relationships and adherence to traditional family values.
- To investigate the impact of violent or morally sensitive content on the ethical and social values of Algerian youth.
- To identify the main value-related challenges arising from Netflix consumption and propose strategies to mitigate its negative effects on youth values and behaviors.

1.3. Research Methodology

This study adopts a descriptive-analytical approach to provide a comprehensive and systematic understanding of the impact of Netflix content on the value system of Algerian youth. The descriptive-analytical design allows for both detailed description and in-depth analysis of the different dimensions of the phenomenon, as well as the relationships between variables.

The research employs a case study method, focusing specifically on the Netflix platform as a single case to examine how its content influences the values and social behaviors of its audience. This approach enables an in-depth exploration of the platform and provides a clear understanding of its role in shaping cultural, social, and ethical norms.

Population and Sample: The study population consists of Algerian youth from diverse age groups and educational backgrounds, as they represent the most active users and potential recipients of digital content on Netflix. The study sample includes 100 carefully selected participants, ensuring diversity and representativeness of the results.

Data Collection Tool: A **structured electronic questionnaire** was used as the primary data collection tool. It was designed to measure multiple dimensions, including consumer values, cultural identity and belonging, family relationships, moral and ethical values, and challenges associated with exposure to foreign content.

Data Analysis: Collected data were analyzed using SPSS (Statistical Package for the Social Sciences). Both descriptive and inferential statistical techniques were applied to identify patterns, trends, and potential effects of Netflix content on youth values and behaviors. The use of SPSS ensures accuracy, reliability, and scientific rigor in interpreting the results, providing a systematic understanding of how smart cinema can influence the value system of Algerian youth.

1.4 Theoretical Approach of the Study: Cultivation Theory

1.4.1 Definition of the Theory

The Cultivation Theory emerged in the United States during the 1970s as a novel framework for studying the impact of mass media on audience perceptions and behaviors. The theory posits that "prolonged and structured exposure to television over extended periods cultivates in viewers the belief that the world presented on the screen reflects the real world they live in". This theory provides a valuable lens for understanding how media content shapes social values, attitudes, and behaviors.

1.4.2 Origins and Development

The roots of the theory can be traced to Walter Lippmann's concept of the mental picture, which emphasizes that media shape individuals' perceptions of themselves and others, sometimes inaccurately, due to the lack of content regulation and the distortion of information. The American researcher George Gerbner further developed the theory in the late 1960s and early 1970s amid rising levels of violence and crime in American society. Gerbner introduced the Cultural Indicators Project, which examined the processes influencing media production, analyzed the images and messages conveyed by media, and assessed the independent impact of these messages on audience perceptions of social reality (Hassan Makawi & Leila Hassan, 1998, p. 299).

1.4.3 Core Ideas of the Theory

Cultivation Theory is built upon several key principles:

- Media and culture act as intermediaries that shape social concepts, values, and behaviors, making cultivation a continuous and dynamic process.
- Cultivation relies on the dominance of media images as a primary source of information and knowledge.
- There is a direct relationship between the **intensity and duration of media exposure** and audience attitudes and behaviors, with stronger effects on children and socially vulnerable groups.
- The cultivation process is not limited to a direct transmission of messages from media to viewers but involves ongoing interaction between media content and social contexts (Mohamed Abdel Hamid, 2004, pp. 333–334).

1.4.4 Key Concepts

The theory emphasizes two main concepts: **Mainstreaming** and **Resonance**:

- **Mainstreaming:** The homogenization of values and beliefs among heavy viewers, regardless of their differing backgrounds.
- **Resonance:** Occurs when media content reinforces the viewers' real-life experiences, intensifying the impact of the messages, such as perceptions of violence or other social values (Mohamed Abdel Hamid, 2004, p. 334).

1.4.5 Foundations and Hypotheses

- **Foundations:**

- Television and digital platforms are primary vehicles for cultural cultivation due to their ability to translate abstract information into perceptible images that shape social understanding.
- Media messages represent the dominant norms and cultural standards, reducing individual and group disparities among heavy viewers.
- Content analysis is critical for understanding cultivation, as repeated exposure to recurring media themes instills specific ideas and values in audiences over time.
- Television contributes to societal stability by conveying a symbolic world that fosters social cohesion and shared understanding across different social groups (Abdulrazzaq Al-Dulaimi, 2016, pp. 168–172).

- **Hypotheses:**

- **Theoretical Hypothesis:** Repeated media exposure leads to a shared understanding of social reality among heavy viewers.
- **Empirical Hypothesis:** Heavy viewers perceive and interpret social reality in accordance with the images and values presented by the media (Abdulrazzaq Al-Dulaimi, 2016, pp. 168–172).

1.4.6 Justification for Using Cultivation Theory

The selection of **Cultivation Theory** for this study is justified by several factors:

- The theory focuses on long-term and cumulative exposure, aligning with the continuous and repeated consumption of Netflix content among Algerian youth.
- It provides a conceptual framework to analyze value transformations, including shifts in social, moral, and cultural orientations, resulting from sustained media exposure.
- The theory is adaptable to modern digital contexts, where algorithm-driven content recommendation reinforces recurring themes and value systems.
- Cultivation Theory allows for systematic examination of the symbolic messages embedded in media content and their potential influence on youth behavior and perceptions.

1.5. Literature Review

In this section, we present a selection of prior scholarly investigations that have addressed topics and research inquiries pertinent to the current study. Specifically, we review the following four studies:

Study 1

- **Title:** *Smart Cinema and the Problem of Influencing Youth Values: A Field Study on a Sample of University Students Following Netflix* (Tabri, 2024, University of Mohamed Lamine Debaghine, Sétif).
- **Main Study Problem:** Examining the influence of Netflix content on the values of Algerian university students.
- **Key Findings:** The study revealed that foreign content (e.g., *La Casa de Papel*) conveyed negative values such as betrayal, homosexuality, and hostility, alongside positive ones such as hard work. However, these findings indicated a clear tension and conflict with traditional Algerian values.

Study 2

- **Title:** *The Impact of Marathon Viewing of Films on Digital Platforms on the Value System of Arab Youth: A Qualitative Study* (Harb, 2024, Al-Aqsa University, Gaza).
- **Main Study Problem:** Investigating the effects of excessive viewing via Netflix and other streaming platforms on youth values in several Arab countries.
- **Key Findings:** The results demonstrated that negative values outweighed positive ones as a result of prolonged exposure, with observable variations among different countries in the sample.

Study 3

- **Title:** *The Impact of Watching Foreign Dramas on the Netflix Platform on the Awareness of Upper Egyptian Youth about Western Human Rights Values* (Mostafa et al., 2023).
- **Main Study Problem:** Assessing how foreign dramas on Netflix influence the awareness of Upper Egyptian youth concerning Western human rights values.
- **Key Findings:** The study showed that Netflix reinforced the belief in Western superiority in implementing human rights, highlighting the platform's ability to influence local cultural perceptions.

Study 4

- **Title:** *Online Streaming Platforms and Media Consumption: A Descriptive Study of Usage Patterns, Choice Management, Engagement, and Binge-Watching* (Madoui, 2025, University of Oum El Bouaghi, Algeria).
- **Main Study Problem:** Exploring media consumption patterns of Algerians on digital platforms, particularly binge-watching behaviors.
- **Key Findings:** The findings indicated that Algerian youth have become increasingly independent in selecting content, with binge-watching emerging as a prevalent habit. This shift reflects a transformation in media consumption practices, which may have negative implications for values and behaviors due to deep immersion in foreign content.

General Conclusion :Collectively, these studies demonstrate that Netflix and other streaming platforms serve as powerful instruments in reshaping the value systems of Arab youth. By promoting foreign content, they exert significant influence on awareness and behaviors, generating varying degrees of interaction, conflict, and negotiation between imported values and traditional cultural references.

2. Smart Cinema and Netflix as an Entry Point to Value Transformations

This section explores the concept of smart cinema as a framework for understanding the mechanisms underlying Netflix's operations. It presents its characteristics and features, and concludes with its cultural implications for youth.

2.1 The Concept of Smart Cinema

The concept of smart cinema refers to the structural transformation of the film industry from the traditional theater-based exhibition model to one reliant on digital streaming via the Internet. This shift has enabled viewers to watch films anytime and anywhere through platforms such as Netflix and MUBI, as well as through specialized applications like Smart Cinema in China (Ma, 2020).

Tryon (2013) argued that this new form of digital distribution has reshaped the entire cinematic value chain, from production to consumption. Similarly, Lobato (2019) noted that such transformations have disrupted traditional models of the film industry in fundamental ways.

2.1.2 Characteristics of Smart Cinema

Smart cinema is distinguished by several characteristics that have redefined patterns of film production, distribution, and consumption, including:

- **Intelligent Recommendations and Data Analytics:** Netflix relies on artificial intelligence algorithms and big-data-driven recommendation systems to personalize content for each subscriber (Gomez-Urbe & Hunt, 2015). These systems also inform the platform's investment and production decisions.
- **Reshaping Content Scheduling:** Platforms have moved from fixed schedules to new strategies, such

as releasing an entire season at once to promote binge-watching, or adopting weekly releases to build anticipation and viewer engagement (Jenner, 2018).

- **New Economic Models:** Platforms have shifted from the single-ticket system to the Subscription Video on Demand (SVOD) model, while some also employ Transactional Video on Demand (TVOD). This transition has made continuous access to film libraries more valuable than attending individual screenings (Lobato, 2019).

- **Digital Distribution and Global Reach:** Netflix has adopted a model of simultaneous global release, as exemplified by the film *Roma* in 2018 (Wikipedia, n.d.). This shift has raised concerns over declining cinema revenues in favor of platforms (Le Monde, 2024).

- **Original Content Production:** Beyond distribution, platforms have become major players in production by financing exclusive films and series. Netflix, for instance, has attracted renowned directors such as Martin Scorsese to create original works (Vanity Fair, 2019).

2.1.3 Types of Smart Cinema Platforms

Digital platforms associated with smart cinema vary according to their economic models and modes of content delivery. They may be categorized as follows:

- **Subscription Video on Demand (SVOD):** Users pay a monthly or yearly subscription fee for unlimited access to a vast library of films and series. Notable examples include Netflix, Disney+, and Amazon Prime Video. In the Arab world, Shahid VIP and OSN+ are prominent examples (Matchpoint, 2023).

- **Transactional Video on Demand (TVOD):** Users pay a one-time fee to watch a particular film or episode, often used for recently released films post-theatrical run. Examples include Apple iTunes, Google TV, and Amazon Store, while in the Arab world platforms such as Weyyak and Istikana exist (OTTverse, 2022).

- **Advertising-based Video on Demand (AVOD):** Content is offered free of charge, with advertising as the main source of revenue. Examples include YouTube, Pluto TV, and Tubi; regionally, YouTube Arabia and Viu MENA are notable (Formula, 2023).

- **Hybrid Platforms:** Combining multiple models, these platforms may provide free, ad-supported content (AVOD) alongside exclusive content requiring subscription (SVOD) or additional payment (TVOD). Examples include Hulu, HBO Max, and Peacock. In the Arab world, Shahid exemplifies this hybrid model (NPAW, 2023).

- **Specialized Smart Cinema Platforms:** These focus on niche content such as independent or artistic films, often simulating the theatrical experience through direct streaming to mobile phones or smart TVs, examples include Smart Cinema in China and MUBI globally (Ma, 2020).

- **National/Local Platforms:** Designed to compete with global platforms by offering culturally tailored content for local audiences. Examples include iQiyi (China), Watch It (Egypt), and StarzPlay Arabia, which integrates both Arab and foreign content (Wikipedia, 2023).

2.2 Netflix Platform

2.2.1 Definition of the Platform

Netflix was founded in 1997 as a DVD rental service by mail in the United States, before shifting in 2007 to an online streaming service. Within less than two decades, it became the largest global streaming platform. Today, Netflix operates in more than 190 countries, with its subscriber base surpassing 230 million in 2023, positioning it as a leading competitor against major platforms such as Disney+ and Amazon Prime (Brennan, 2018).

The platform relies on a strategy of producing original content (Netflix Originals) while simultaneously expanding its library through the acquisition of broadcasting rights for international works. Netflix ensures its content is available in multiple languages through dubbing and subtitling to suit local cultures. This flexibility has enabled the platform to transcend linguistic and cultural barriers, making it appear as a “local platform” in each country, despite its inherently global nature (Wayne & Castro, 2020).

2.2.2 Global Expansion Strategies

Netflix's global expansion followed a three-phase plan:

- Phase One (2010–2013): Entering markets culturally and socially closer to the United States, such as Canada and Latin America.
- Phase Two (2014–2016): Expanding into 50 new countries, including Western Europe and Japan, driven by the availability of high-speed internet and consumers' purchasing power.
- Phase Three (2016–present): Launching in more than 190 countries simultaneously, after gaining expertise in localization and tailoring algorithms to recommend content adapted to different audiences.

Throughout these stages, Netflix did not limit itself to exporting American productions but invested heavily in local content—Korean, Spanish, Indian, Arab, among others—acknowledging that its success depends on embedding itself within national tastes (Lobato, 2019).

2.2.3 Types of Content on Netflix

- Original Films and Series (Netflix Originals): Netflix's original productions constitute one of its main strengths, as the platform owns either full or exclusive rights. These productions may be funded directly or licensed for worldwide streaming. Originals allow Netflix full control over artistic storytelling, technical quality, and distribution strategies without reliance on traditional studios. The platform has collaborated with acclaimed filmmakers such as Martin Scorsese and Alfonso Cuarón in works like *Roma* (2018) and *The Irishman* (2019), bolstering its status as a genuine Hollywood competitor.
- Documentaries: Netflix combines entertainment with knowledge through a wide range of documentaries covering nature (*Our Planet*), true crime (*Making a Murderer*), as well as arts and politics. Local documentaries such as *Hidden Algeria: The Sahara* introduce global audiences to local cultures through visually compelling narratives, enhancing the platform's educational and cultural image.
- Reality and Non-fiction Programs: This category includes competition shows, cooking programs, and self-development content, in addition to series exploring everyday cultures. These formats encourage audience interaction, either through participation or collective viewing. Examples include *Queer Eye*, *The Circle*, and *Street Food*, which foster social and interactive viewing experiences within digital spaces.
- Adaptations and Local Content: Netflix invests in locally produced or adapted works drawn from regional literature and cinema, yet frames them within global production standards. While this strategy seemingly respects local cultures, it often merges them into universal storytelling patterns that facilitate transnational marketing. For Arab audiences, this content offers familiar themes embedded within globalized formats, enhancing their marketability while maintaining the platform's commercial edge.
- Animation and Anime: Targeting both children and adults, this category encompasses Western animation alongside Japanese anime. Notable examples include *Castlevania*, *Kipo and the Age of Wonderbeasts*, and *Yasuke*. These productions not only attract younger demographics but also introduce diverse cultural narratives within visually engaging formats.

2.2.4 Netflix as a Tool of Cultural Globalization in the Arab World

Since its entry into the Arab world in 2016, Netflix has adopted a dual strategy that combines localization with global dominance (Alkebaisi, 2017). Consequently, it introduced an Arabic-subtitled library and gradually moved toward producing original Arab content, such as:

- Jinn (2019): The first Jordanian series on Netflix, filmed in Arabic. Despite its local production, its narrative and treatment of teenage issues reflected Western storytelling models, sparking wide social controversy.
- Paranormal (2020): Netflix's first Egyptian original, based on Ahmed Khaled Tawfik's novels. It sought to reframe local literary heritage within a global production model appealing to audiences beyond the Arab reader.
- AlRawabi School for Girls (2021): A Jordanian series addressing bullying and social violence, yet

stylistically aligned with American teen dramas.

•Um Haroun (2020): Although aired on MBC, this Kuwaiti series stirred heated debates for portraying the lives of Jews in the Gulf empathetically, which some critics interpreted as a form of cultural normalization with The Zionist Entity

•Perfect Strangers (2022): An Arabic remake of the Italian film *Perfetti sconosciuti*, which shocked Arab audiences by addressing sensitive issues such as homosexuality and extramarital relationships. The film illustrated how Netflix imports Western narrative templates and imposes them onto Arab contexts.

Alongside these productions, Netflix acquired rights to over 40 Arab films from Egypt, Morocco, Algeria, and Lebanon, incorporating them into its global library. While this move appears supportive of local cinema, it effectively repositions Arab culture within the capitalist framework of Netflix's marketplace (Ben Moussa, Khalil & Zaid, 2024).

Scholars have argued that Netflix often overlooks cultural specificities in its Gulf expansion, favoring "universal language" over deep-rooted local adaptation (Alkebaisi, 2017). In Egypt, a study conducted among Upper Egyptian youth revealed that exposure to foreign dramas on Netflix reinforces awareness of Western values, with many participants perceiving Western societies as superior in implementing human rights (Eid, 2023).

Other scholars highlighted that Netflix's algorithms reshape Arab users' consciousness by structuring their viewing behaviors within a dominant digital environment (Ben Moussa, Khalil & Zaid, 2024). This phenomenon falls under what is termed platform imperialism, whereby Western platforms exert control over non-Western markets not through force but through market-driven mechanisms (Jin, 2015).

The concept of glocalization further explains Netflix's model, wherein local content is adapted and reframed with global production aesthetics to attract broader audiences (Wang & Weng, 2022). Recent global usage data analyses reveal that despite the availability of local or Asian content, American productions remain dominant (Lee et al., 2025).

In conclusion, Netflix is not merely an entertainment platform but a key instrument in reshaping cultural identities and social values in the Arab world. While claiming to support local content, it often reconfigures it within the neoliberal framework of globalization.

3. The Empirical Framework of the Study

3.1 Research Instrument and Sample

The present study adopted an online questionnaire as the primary data collection instrument, following the necessary methodological revisions to ensure its alignment with the objectives of the research. The questionnaire was administered to a purposive sample of 100 Algerian youths, as this demographic group represents the most active users of smart cinema platforms, particularly Netflix. The questionnaire was designed in the form of an electronic survey and distributed via the Internet, which facilitated access to respondents, ensured rapid data collection, and enhanced the diversity of participation. This approach is consistent with the digital nature of the study population and the research context.

The questionnaire consists of two main sections. The first section focuses on the socio-demographic characteristics of the respondents, including gender, age, years of experience with digital platforms, educational level, average daily viewing time, and preferred content type on Netflix. The second section comprises the substantive items of the questionnaire, which were designed to measure the impact of smart cinema on value transformations among Algerian youth.

This second section is structured around five thematic dimensions as follows:

- The first dimension (items 1–4) addresses consumer values.
- The second dimension (items 5–8) focuses on identity and sense of belonging.
- The third dimension (items 9–12) examines family and social relationships.
- The fourth dimension (items 13–16) relates to violence and ethical content.
- The fifth dimension (items 17–20) explores the overall impact of smart cinema.

The questionnaire items were formulated clearly and arranged logically to ensure accurate responses and facilitate reliable statistical analysis.

3.2 Measurement Scale and Interpretation of Responses

Responses to the questionnaire items were measured using a five-point Likert scale, which is widely employed in social science research to assess attitudes and perceptions. The scale ranged from *Strongly Disagree* to *Strongly Agree*, with numerical values assigned as shown in Table (1).

Table (1): Five-Point Likert Scale

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	2	3	4	5

To interpret respondents' attitudes and determine the direction of responses, the weighted mean scores were classified according to the Likert scale range. Since the scale extends from 1 to 5, the range was calculated as follows:

$$5 - 1 = 4$$

$$4 \div 5 = 0.8$$

Based on this calculation, the mean scores were categorized into five intervals, as illustrated in Table (2), to determine the degree and direction of agreement.

Table (2): Interpretation of Mean Scores According to the Five-Point Likert Scale

Weighted Mean Range	Direction	Level of Agreement
1.00 – 1.80	Strongly Disagree	Very Low
1.81 – 2.60	Disagree	Low
2.61 – 3.40	Neutral	Moderate
3.41 – 4.20	Agree	High
4.21 – 5.00	Strongly Agree	Very High

This classification was adopted to analyze and interpret the respondents' perceptions regarding the influence of Netflix on value transformations across the various dimensions of the study.

3.3 Data Analysis Techniques

To ensure accurate and objective analysis of the collected data, the study utilized the Statistical Package for the Social Sciences (SPSS), version 20. A variety of statistical techniques were employed as follows:

- Descriptive Statistics were used to describe the characteristics of the study sample through frequencies and percentages, as well as to compute means and standard deviations in order to answer the research questions and rank the study variables according to their relative importance.
- Cronbach's Alpha Coefficient was applied to assess the internal consistency and reliability of the questionnaire and its dimensions.
- Validity Testing was conducted to examine the extent to which the research instrument accurately measures the intended constructs and reflects the studied reality.
- Kolmogorov–Smirnov Test was employed to determine whether the data follow a normal distribution, thereby guiding the selection of appropriate statistical tests.
- Analysis of Variance (ANOVA) was used to evaluate the adequacy of the proposed statistical model in explaining the relationships among the study variables.
- Frequencies and Percentages were utilized to present the demographic characteristics of the sample and to identify respondents' levels of agreement with the questionnaire items.
- Multiple Linear Regression Analysis was conducted to test the research hypotheses and to assess the effect of the independent variables on the dependent variable.

These statistical procedures collectively contributed to a rigorous and systematic analysis of the data, thereby enhancing the validity and reliability of the study's findings.

4. Presentation and Analysis of the Study Results

4.1 Validity and Reliability of the Research Instrument

Instrument validity refers to the ability of the questionnaire to accurately measure the variables it was designed to assess. A valid instrument consists of items that are directly related to the study variables, and whose content is consistent with the research objectives for which the instrument was developed. To verify the validity of the questionnaire used in this study, the construct validity was calculated by taking the square root of Cronbach's Alpha coefficient, a method commonly adopted in social science research to estimate validity based on reliability indicators. The results are presented in Table (3) below.

The findings indicate that the overall validity coefficient of the questionnaire is high, making it suitable for achieving the objectives of the present study. The total validity coefficient reached a value of 0.783, which reflects a strong degree of validity. Moreover, the validity coefficients for all dimensions of the study were found to be acceptable and adequate for the purposes of the research. Accordingly, it can be concluded that the questionnaire items possess an appropriate level of validity and are capable of accurately measuring the constructs for which they were designed.

Table (3): Reliability and Validity Coefficients of the Study Instrument

Variables	Number of Items	Cronbach's Alpha (Reliability)	Validity Coefficient
Consumer Values	4	0.753	0.729
Identity and Belonging	4	0.448	0.307
Family and Social Relationships	4	0.528	0.299
Violence and Ethical Content	4	0.592	0.486
Overall Impact	4	0.760	0.725
Questionnaire as a Whole	20	0.781	0.783

Discussion of Reliability Results

With regard to reliability, the Cronbach's Alpha coefficients indicate varying levels of internal consistency across the dimensions. The overall reliability coefficient of the questionnaire ($\alpha = 0.781$) demonstrates a high and acceptable level of internal consistency, confirming that the instrument is reliable for data collection and analysis. Additionally, most dimensions recorded acceptable reliability values, supporting the consistency of the questionnaire items.

Overall, the validity and reliability results confirm that the research instrument is methodologically sound and appropriate for examining the impact of smart cinema—represented by Netflix—on value transformations among Algerian youth.

4.2 Description of the Personal and Demographic Characteristics of the Study Sample

The first section of the questionnaire included a set of **personal and demographic variables**, namely: age, gender, educational level, average weekly viewing time on Netflix, and preferred type of content. This section aims to provide a clear profile of the study sample. The results related to each variable are presented as follows:

4.2.1. Distribution of the Study Sample by Age

Table (4) presents the distribution of the respondents according to the age variable. The results indicate that the majority of the sample falls within the 23–26 years age group, accounting for 62% of the respondents. This is followed by the 27–30 years category, which represents 18% of the sample. Respondents aged 19–22 years constitute 10%, while those under 19 years represent 6%. The smallest proportion corresponds to respondents over 30 years, with a percentage of 4%.

These findings suggest that the study sample is predominantly composed of young adults, which aligns with the research focus on Algerian youth as the most active users of smart cinema platforms such as Netflix.

Table (4): Distribution of the Sample According to Age

Age Group	Frequency	Percentage (%)
Less than 19 years	6	6.0
19–22 years	10	10.0
23–26 years	62	62.0
27–30 years	18	18.0
More than 30 years	4	4.0
Total	100	100.0

4.2.2 Distribution of the Study Sample by Gender

With regard to gender, the results show that female respondents represent the majority of the sample, accounting for 60%, while male respondents constitute 40%, as illustrated in Table (2). This indicates a higher participation rate among females in the current study.

Table (5): Distribution of the Sample According to Gender

Gender	Frequency	Percentage (%)
Male	40	40.0
Female	60	60.0
Total	100	100.0

4.2.3. Distribution of the Study Sample by Educational Level

Table (6) displays the distribution of respondents according to educational level. The results reveal that the majority of participants (58%) hold a secondary education level, followed by those with a university education at 26%. Respondents categorized under other educational levels represent 16% of the sample.

This distribution reflects a diverse educational background among the respondents, which contributes to the richness of perspectives captured in the study.

Table (6): Distribution of the Sample According to Educational Level

Educational Level	Frequency	Percentage (%)
Secondary education	58	58.0
University education	26	26.0
Other	16	16.0
Total	100	100.0

4.2.4. Average Weekly Viewing Time on Netflix

The results related to the average weekly viewing time on Netflix are presented in Table (7). The findings indicate that the largest proportion of respondents (41%) spend between 1 and 3 hours per week watching Netflix content. This is followed by those who watch less than one hour per week (23%) and those who spend 4–6 hours per week (21%). A smaller proportion of respondents watch Netflix for 7–10 hours (10%), while only 5% report viewing for more than 10 hours per week.

These results suggest a moderate level of engagement with Netflix among the majority of the study sample.

Table (7): Average Weekly Viewing Time on Netflix

Weekly Viewing Time	Frequency	Percentage (%)
Less than 1 hour	23	23.0
1–3 hours	41	41.0
4–6 hours	21	21.0
7–10 hours	10	10.0
More than 10 hours	5	5.0
Total	100	100.0

4.2.5. Preferred Type of Content on Netflix

Table (8) presents the respondents' preferences regarding the type of content watched on Netflix. The results show that documentary and educational programs ranked highest (18.5%), followed by local/Arab films and series (17.9%) and comedy or entertainment programs (17.7%). Animated content (anime/cartoons) accounted for 16.7%, while foreign films represented 13.4%, and foreign TV series accounted for 12.6%. Other types of content constituted the lowest proportion (3.1%).

It should be noted that this question allowed **multiple responses**, which explains why the total frequency exceeds the sample size.

Table (8): Preferred Content Types on Netflix

Content Type	Frequency	Percentage (%)
Foreign TV series (Drama, Thriller, Romance)	62	12.6
Foreign films (Drama, Action, Sci-Fi)	66	13.4
Local/Arab films and series	88	17.9
Documentary and educational programs	91	18.5
Comedy or entertainment programs	87	17.7
Anime / animated content	82	16.7
Other content	15	3.1
Total	491	100.0

4.3 Presentation and Interpretation of the Results of the Consumer Values Dimension

This dimension aims to examine the extent to which foreign content available on Netflix contributes to promoting consumerist and materialistic values among Algerian youth. The responses of the study sample to the four statements related to this dimension were analyzed as follows:

Statement 1: *“I feel that watching foreign content on Netflix encourages me to imitate a materialistic and consumer-oriented lifestyle.”*

The results indicate that 53% of the respondents expressed disagreement with this statement (27% strongly disagree and 26% disagree), while only 19% agreed with it (4% agree and 15% strongly agree). Meanwhile, 28% of the respondents remained neutral. These findings suggest that the majority of participants do not perceive a direct influence of foreign content on adopting a consumerist lifestyle, which may reflect a degree of critical awareness among Algerian youth in their engagement with such content.

Statement 2: *“I have become more focused on material possessions than on traditional values.”*

The findings show that 54% of the respondents rejected this statement (33% strongly disagree and 21% disagree), compared to 32% who agreed with it (12% agree and 20% strongly agree), while 14% selected the neutral option. This distribution indicates that traditional values remain significant for a considerable portion of the youth sample, although a noticeable segment acknowledges a growing

material orientation influenced by media content.

Statement 3: “The content promotes individualistic consumption tendencies at the expense of social cooperation.”

The results reveal that 53% of the respondents disagreed with this statement, whereas 25% agreed, and 22% adopted a neutral stance. This suggests that most participants do not view Netflix content as explicitly encouraging individualism over collective social values, which may be attributed to the enduring strength of social solidarity norms within Algerian society.

Statement 4: “I watch programs and series that promote excessive luxury and material appearances.”

The findings demonstrate that 58% of the respondents disagreed with this statement, while 22% agreed, and 20% remained neutral. These results indicate that the majority of the sample does not perceive frequent exposure to content that excessively promotes luxury and materialism, or they may not consciously recognize such elements as influential.

Overall, the results of this dimension reveal that the impact of Netflix on reinforcing consumerist and materialistic values among Algerian youth is relatively limited, from the respondents’ perspective. Nevertheless, certain indicators suggest partial influence on a segment of the youth population. This may be explained by the presence of cultural, social, and value-based regulatory mechanisms that mitigate the direct effect of foreign media content on the value system of Algerian youth.

4.4 Presentation and Interpretation of the Results of the Identity and Belonging Dimension

This dimension aims to investigate the influence of foreign content on Netflix on the cultural identity and sense of belonging of Algerian youth. The responses of the sample to four key statements are analyzed below:

Statement 1: “Foreign content on Netflix reduces my sense of belonging to Algerian culture.”

The results indicate that 56% of respondents rejected this statement (34% strongly disagree, 22% disagree), while 32% agreed (11% agree, 21% strongly agree), and 12% remained neutral. These findings suggest that, although a majority do not feel that Netflix content diminishes their cultural attachment, a significant minority perceive some reduction in their sense of belonging.

Statement 2: “I find myself adopting some Western habits and values presented in films and series.”

According to the data, 63% of respondents disagreed (40% strongly disagree, 23% disagree), 22% agreed (11% agree, 11% strongly agree), and 15% were neutral. This indicates that the majority of Algerian youth do not feel strongly influenced by Western habits and values in their daily lives, although a minority shows partial adoption of these elements.

Statement 3: “I notice a weaker interest in local cultural values when watching some foreign productions.”

The responses reveal that 23% of respondents disagreed (8% strongly disagree, 15% disagree), 35% agreed (25% agree, 10% strongly agree), while 42% remained neutral. This distribution suggests that for many participants, foreign content does not strongly affect their engagement with local cultural values, but there is a notable segment experiencing a perceived decline in attention to indigenous culture.

Statement 4: “Sometimes I feel that Western culture is more attractive than Algerian culture.”

The results show that 54% of respondents rejected this statement (27% strongly disagree, 27% disagree), 19% agreed (11% agree, 8% strongly agree), and 27% were neutral. This indicates that while a majority remain committed to their national culture, a minority considers Western culture appealing in certain contexts.

Overall, the findings suggest that foreign content on Netflix has a moderate and nuanced effect on the cultural identity and sense of belonging among Algerian youth. Most respondents maintain a strong attachment to their national culture and values, although a minority experiences partial influence from Western habits, values, or perceptions of cultural attractiveness. These results indicate the presence of cultural resilience among Algerian youth, which moderates the impact of foreign media content on

identity formation.

4.5 Presentation and Interpretation of the Results of the Family and Social Relationships Dimension

This dimension examines the influence of Netflix content on the family values and social relationships of Algerian youth. The analysis of the respondents' answers to three statements is presented below:

Statement 1: *"I learn from Netflix ideas about personal relationships that differ from traditional family values."*

The results indicate that 52% of respondents disagreed with this statement (26% strongly disagree, 26% disagree), 21% agreed (11% agree, 10% strongly agree), and 27% remained neutral. These findings suggest that most participants perceive limited influence of Netflix content on altering traditional family values, although a notable minority acknowledges some exposure to alternative ideas about personal relationships.

Statement 2: *"I watch scenes that emphasize individual freedom at the expense of family ties."*

According to the data, 60% of respondents disagreed (25% strongly disagree, 35% disagree), 18% agreed (12% agree, 6% strongly agree), and 22% were neutral. This indicates that the majority of Algerian youth do not feel that Netflix content promotes individualism over familial obligations, reflecting the continued importance of family cohesion in their cultural context.

Statement 3: *"I notice that some series reduce the importance of individual commitment to family and society."*

The responses reveal that 39% of respondents disagreed (16% strongly disagree, 23% disagree), 33% agreed (18% agree, 15% strongly agree), and 28% remained neutral. This suggests a mixed perception: while a substantial portion of the youth sample maintains the traditional emphasis on family and social responsibility, a significant minority perceives that certain content may challenge these values.

Statement 4: *"Some Netflix content makes me reconsider my relationship with my family or friends."*

The results reveal that only 13% of respondents disagreed with this statement (1% strongly disagree, 12% disagree), while a majority of 63% agreed (39% agree, 24% strongly agree), and 24% remained neutral.

These findings indicate that a significant proportion of Algerian youth perceive that Netflix content can influence their personal reflections on social and familial relationships. This suggests that while the content may not directly promote unethical behavior or violence, it has a notable cognitive and emotional impact on the way young viewers reassess their interpersonal connections and ethical considerations.

Overall, the results indicate that Netflix has a moderate influence on family values and social relationships among Algerian youth. While most participants retain traditional views on familial and social obligations, a noteworthy minority is exposed to alternative concepts that may subtly shift their perspectives regarding personal freedom and family commitment. This highlights a gradual and selective effect of foreign media on social and family norms.

4.6 Presentation and Interpretation of the Results of the Violence and Ethical Content Dimension

This dimension examines the exposure of Algerian youth to violent or ethically challenging content on Netflix and its potential influence on their values and perceptions.

Statement 1: *"Some films and series I watch depict excessive violence as part of entertainment."*

The results indicate that 20% of respondents disagreed with this statement (6% strongly disagree, 14% disagree), 36% agreed (29% agree, 7% strongly agree), and 44% remained neutral. These findings suggest that while a portion of the sample perceives violent content as part of entertainment, a large group remains neutral, reflecting a possible distinction between perception and personal

impact.

Statement 2: *“Sometimes I watch content that conflicts with the religious and ethical values of Algerian society.”*

According to the data, 17% of respondents disagreed (10% strongly disagree, 7% disagree), 49% agreed (26% agree, 23% strongly agree), and 34% were neutral. This indicates that a considerable proportion of youth are exposed to content that challenges traditional moral and religious norms, potentially influencing their ethical perspectives.

Statement 3: *“I watch content promoting non-traditional relationships or behaviors that violate social norms.”*

The results show a nearly balanced distribution: 28% disagreed (8% strongly disagree, 20% disagree), 50% agreed (22% agree, 28% strongly agree), and 22% remained neutral. These findings suggest that exposure to non-traditional behaviors is noticeable among the youth, with half of the sample acknowledging some influence.

Statement 4: *“Watching scenes of violence or crime makes me less sensitive to them in daily life.”*

The responses indicate that 41% disagreed (24% strongly disagree, 17% disagree), 34% agreed (12% agree, 22% strongly agree), and 25% were neutral. This suggests that while some participants feel desensitized by violent or criminal content, a slightly larger proportion maintains critical awareness, highlighting a varied impact on ethical perception.

Overall, the findings indicate that Netflix content has a noticeable but nuanced effect on the ethical perceptions and sensitivity of Algerian youth. While a significant segment is exposed to violent or morally challenging content, many respondents maintain neutrality or disagreement, suggesting that cultural, religious, and social frameworks continue to moderate the impact of such content on behavior and ethical attitudes.

4.7 Presentation and Interpretation of the Results of the General Impact Dimension

This dimension aims to assess the overall impact of Netflix content on the values, beliefs, and behaviors of Algerian youth. The responses to the four statements included in this dimension are analyzed as follows:

Statement 1: *“I believe Netflix has a significant influence on the traditional values of Algerian youth.”*

The results show that 35% of respondents agreed with this statement (22% agree, 16% strongly agree), while 35% disagreed (27% disagree, 8% strongly disagree), and 27% remained neutral. This indicates a divided perception among youth: while a substantial portion acknowledges the platform’s influence on traditional values, an equal proportion maintains that its impact is limited.

Statement 2: *“The content on Netflix makes me reconsider my social beliefs and values.”*

According to the data, 41% of respondents agreed (14% agree, 27% strongly agree), 25% disagreed (17% disagree, 8% strongly disagree), and 34% were neutral. These results suggest that Netflix content prompts reflection on social norms and personal values for a considerable segment of the youth, indicating its cognitive and reflective influence.

Statement 3: *“I feel that some series or films provide new behavioral models for youth that deviate from local values.”*

The responses reveal that 29% agreed (14% agree, 15% strongly agree), 42% disagreed (15% disagree, 27% strongly disagree), and 29% remained neutral. This implies that while most participants do not perceive a strong deviation from local values, a minority acknowledges the emergence of alternative behavioral models influenced by foreign content.

Statement 4: *“Continuous exposure to foreign content affects the way I think and interact with others.”*

The results indicate that 28% of respondents agreed (13% agree, 15% strongly agree), 45% disagreed (29% disagree, 16% strongly disagree), and 27% were neutral. These findings suggest that continuous exposure has a moderate impact on thought patterns and social interactions, affecting only a portion of the sample.

Overall, the findings suggest that Netflix exerts a moderate influence on Algerian youth regarding their values, beliefs, and social behaviors. While some respondents acknowledge a tangible impact, particularly in reconsidering social norms and reflecting on personal behaviors, the majority either maintain traditional values or adopt a neutral stance. This highlights the selective and nuanced nature of foreign media influence, mediated by cultural, social, and personal factors.

Table09 : Means, Standard Deviations, and Interpretation of the Questionnaire Dimensions

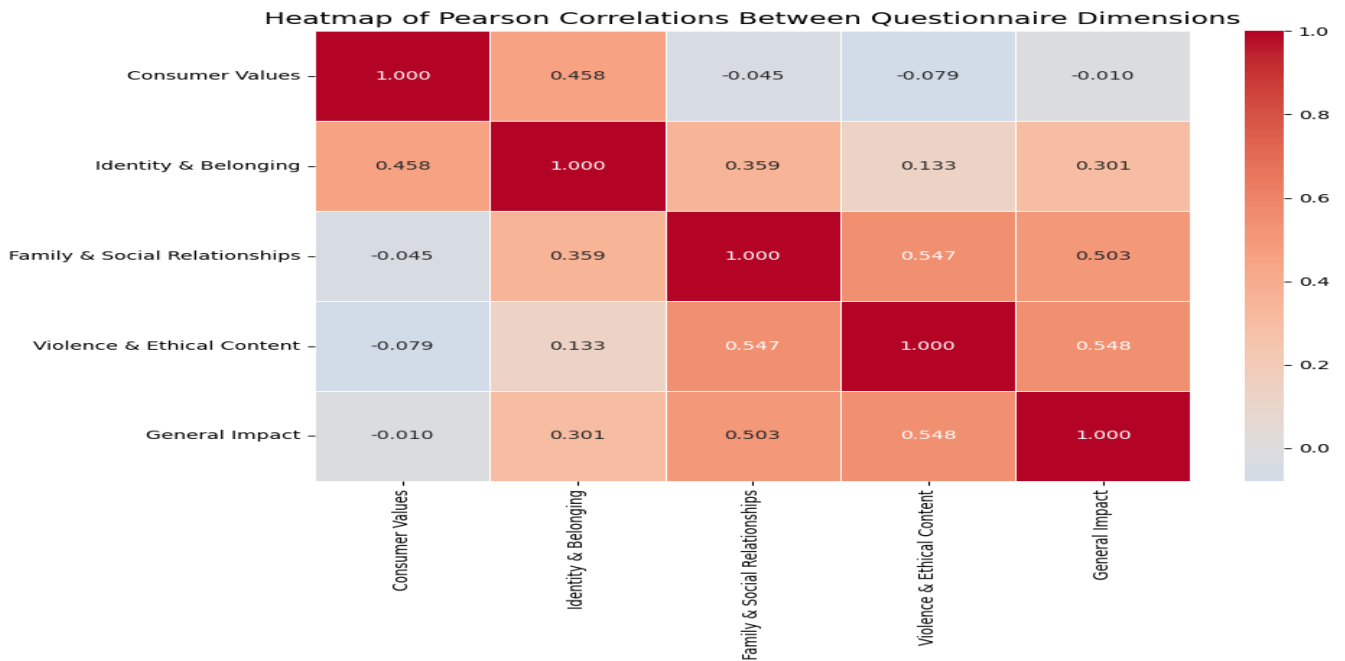
Dimension	Mean (M)	Standard Deviation (SD)	Interpretation
Consumer Values	2.53	0.42	The relatively low mean indicates that most Algerian youth are not strongly influenced by consumerist values promoted through Netflix, although individual perceptions vary.
Identity and Belonging	2.63	0.42	The mean suggests that the majority maintain a strong sense of Algerian cultural identity, despite some exposure to Western habits and values.
Family and Social Relationships	2.89	0.56	The mean is close to neutral, with a notable trend among some respondents to reconsider family and social relationships due to Netflix content.
Violence and Ethical Content	3.24	0.41	The mean indicates that violent or ethically challenging content exerts a moderate influence, perceived by some participants without being universally impactful.
General Impact	3.01	0.32	The mean reflects a moderate overall impact of Netflix on youth values, beliefs, and behaviors, with variability among respondents.

Note: Dimension means were calculated by averaging all statements within each dimension, and standard deviations reflect the degree of variation among participants' responses.

Correlation Analysis among the Dimensions

The Pearson correlation analysis yielded the following results:

1. Consumer Values: Shows a moderate positive correlation with Identity and Belonging ($r = 0.458$, $p < 0.01$), while no significant correlations are observed with the other dimensions.
2. Identity and Belonging: Positively correlated with Family and Social Relationships ($r = 0.359$, $p < 0.01$) and General Impact ($r = 0.301$, $p < 0.01$).
3. Family and Social Relationships: Exhibits strong correlations with Violence and Ethical Content ($r = 0.547$, $p < 0.01$) and General Impact ($r = 0.503$, $p < 0.01$), indicating that social relationship aspects are significantly influenced by violent/ethical content as well as general content impacts.
4. Violence and Ethical Content: Strongly correlated with General Impact ($r = 0.548$, $p < 0.01$), suggesting that exposure to violent or ethically challenging content is associated with notable general effects on youth values and behaviors.
5. General Impact: Significantly correlated with Identity and Belonging, Family and Social Relationships, and Violence and Ethical Content, while showing no significant correlation with Consumer Values.



Overall Interpretation: These findings indicate that the social and ethical effects of Netflix content are more prominent among Algerian youth. Family relationships and exposure to violent/ethical content are strongly linked to general impacts, whereas consumerist tendencies appear relatively independent and are not significantly associated with the other dimensions.

Regression Analysis – Academic English

1. Descriptive Statistics

- General Impact: Mean = 12.03, SD = 3.92, N = 100
- Weekly Netflix Viewing Hours: Mean = 2.33, SD = 1.09, N = 100

2. Pearson Correlation

- $r = 0.172$, $p = 0.043$
- Interpretation: There is a weak but statistically significant positive correlation between weekly viewing hours and General Impact, indicating that higher viewing hours are slightly associated with higher General Impact scores.

3. Simple Linear Regression

- Dependent variable: General Impact
- Independent variable: Weekly Netflix Viewing Hours
- Model summary: $R = 0.172$, $R^2 = 0.030$, Adjusted $R^2 = 0.020$
 - Only 3% of the variance in General Impact is explained by weekly viewing hours, suggesting that other factors contribute more substantially to General Impact.
- ANOVA: $F = 2.989$, $p = 0.087$ (not significant at 0.05)
 - Interpretation: The regression model does not significantly explain the variance in General Impact.

4. Coefficients

Variable	Unstandardized B	Standardized Beta	t	Sig.
Constant	10.590	—	11.520	0.000
Weekly Viewing Hours	0.618	0.172	1.729	0.087

- Interpretation: Each additional hour of weekly Netflix viewing is associated with a 0.618 unit increase in General Impact, but the effect is not statistically significant at the 0.05 level, indicating a weak influence.

5. Residuals

- Predicted General Impact values range from 11.21 to 13.68, with SD of residuals = 3.87
- Residuals show substantial variation around the regression line, confirming that other factors influence General Impact beyond viewing hours.

Conclusion:

- Weekly Netflix viewing hours have a weak positive association with General Impact.
- The regression model indicates that other variables beyond viewing hours are likely more influential in explaining variations in General Impact.

5. CONCLUSION

This study aimed to explore how smart cinema, represented by the Netflix platform, influences value transformations among Algerian youth and to analyze the challenges or negative effects resulting from intensive exposure to foreign content. The findings indicate that Netflix's influence on youth is multidimensional, varying according to the nature of the content, with the most pronounced effects observed in social and ethical domains, while consumerist influences remain relatively limited.

Impact on Consumer and Material Values

The results show that materialistic and consumerist content on Netflix exerts a limited influence on youth values, although it may promote individualistic tendencies toward consumption. Repeated exposure to foreign content can lead some youth to imitate material lifestyles; however, this effect does not constitute a decisive factor in overall value transformations.

Influence on Cultural Identity and Belonging

Despite exposure to Western values, Algerian youth generally maintain a strong connection to their local culture and identity. Nonetheless, certain foreign content may reduce the sense of belonging or encourage the re-evaluation of traditional values. This highlights the potential challenge posed by Netflix in preserving cultural identity, particularly under intensive exposure to foreign programming.

Effects on Family and Social Relationships

The study reveals that Netflix viewing influences youth perceptions of family and social relationships. Certain content encourages rethinking traditional family commitments and social interactions, indicating that the platform can contribute to modifications in family-related behaviors and social norms.

Influence on Ethical and Social Values

Exposure to violent or morally sensitive content has a noticeable impact on youth behaviors, including desensitization to violence and tolerance toward nontraditional practices. This demonstrates Netflix's capacity to shape ethical and social attitudes, sometimes producing negative effects.

Value-Related Challenges and Mitigation Strategies

Youth face several challenges related to value transformations due to intensive exposure to foreign content, including partial adoption of Western values, changes in family and social perceptions, and an increase in individualistic consumption tendencies. To mitigate these effects, the study recommends educational and awareness strategies, such as promoting cultural awareness, fostering critical discussion of visual content, and guiding youth toward content that reinforces local and social values.

General Conclusion

The study concludes that Netflix, as a representative of smart cinema, plays a complex role in value transformations among Algerian youth. While its influence on material values is limited, its impact on cultural identity, family and social relationships, and ethical values is more evident. The findings emphasize the need to balance the benefits of foreign entertainment content with the preservation of cultural and social values through targeted educational and guidance strategies.

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