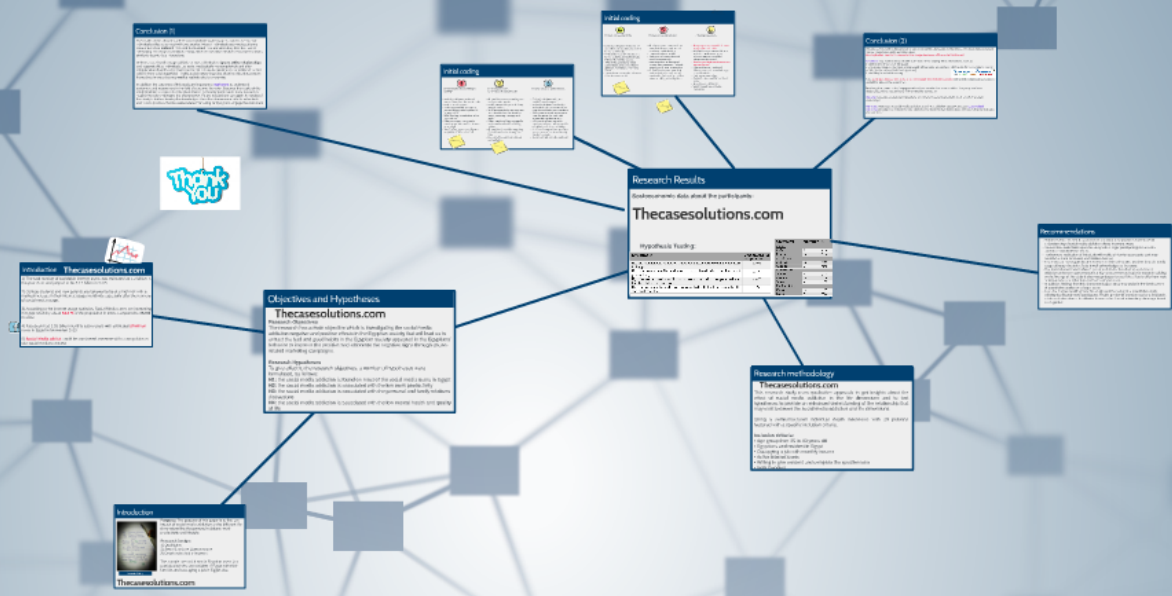


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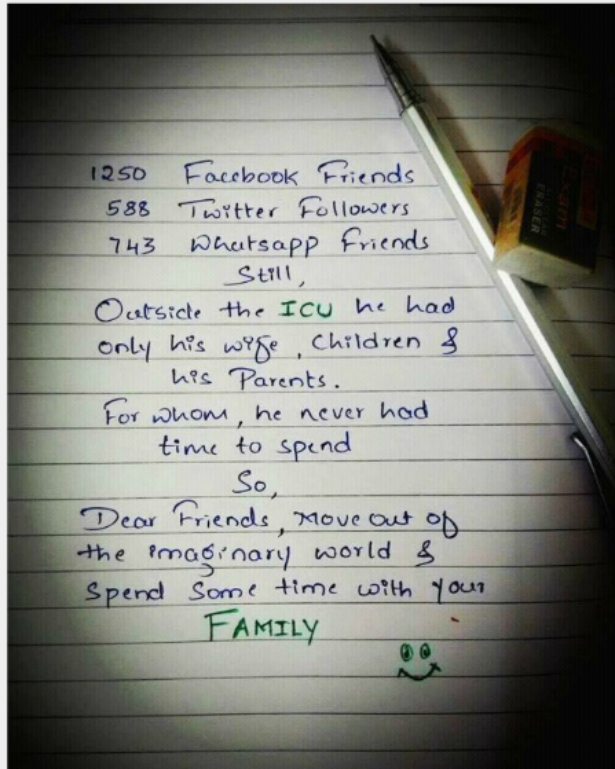
Keeping up with The Joneses: Stealth, secrets, and duplicity in marketing relationships



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Introduction



Repeated Story

Purpose: The purpose of this paper is to find out impact of social media addiction at the different life dimensions like the personal relations, work productivity and lifestyle.

Research Design:

- 1) Qualitative
- 2) Semi-Structure Questionnaire
- 3) Depth individual interviews

The sample are social media Egyptian users (20 participants) who are resident in Egypt with their families and occupying a job in Egypt also.



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- 1) The total number of worldwide internet users was estimated as 1.2 billion in the year 2000 and jumped to be 3.17 billion in 2015
- 2) College students and new parents are believed to be at a high risk with a marked increase in their internet usage worldwide especially after the new era of social media usage.
- 3) According to the internet usage statistics, Social Media users are increasing in Egypt reaching about **54.6 %** of the population in 2015, compared to **35.6%** in 2012.
- 4) Facebook had 1.55 billion monthly active users with estimated **27million** users in Egypt in November 2015
- 5) **Social Media addict:** could be considered someone with a compulsion to use social media to excess



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One of the Participants called Eng.Amr Tareq said
“this question is like you are asking; do I have blood?!”



The background features a white canvas with several thick, overlapping geometric lines. A large, stylized red shape, resembling a thick letter 'Z' or a similar abstract form, is prominent. It is surrounded by several blue lines that intersect to form a grid-like pattern of triangles and quadrilaterals. The overall aesthetic is modern and graphic.

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Ms Mai Assem said; “I counted it before, it was ten hours per day!”

Objectives and Hypotheses

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Research Objectives

The research has a main objective which is investigating the social media addiction negative and positive effects in the Egyptian society that will lead us to extract the bad and good habits in the Egyptian society appeared in the Egyptians' behavior to improve the positive and elaborate the negative signs through cause-related marketing campaigns.

Research Hypotheses

To give effect to the research objectives, a number of hypotheses were formulated, as follows:

H1: the social media addiction is found on most of the social media users in Egypt

H2: the social media addiction is associated with the low work productivity

H3: the social media addiction is associated with the personal and family relations distractions

H4: the social media addiction is associated with the low mental health and quality of life

Research methodology

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This research study uses qualitative approach to get insights about the effect of social media addiction in the life dimensions and to test hypotheses to provide an enhanced understanding of the relationship that may exist between the social media addiction and life dimensions.

Using a semi-structured individual depth interviews with 20 persons featured with a specific inclusion criteria.

Inclusion Criteria:

- Age group from 25 to 40 years old
- Egyptians and resident in Egypt
- Occupying a job with monthly income
- Active internet users
- Willing to give consent and complete the questionnaire
- Both Genders

Research Results

Socioeconomic data about the participants:

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Hypothesis Testing:

Hypothesis	Percentage of supporters
H1: the social media addiction is found on most of the social media users in Egypt	100%
H2: the social media addiction is associated with the low work productivity	50%
H3: the social media addiction is associated with the personal and family relations distractions	100%
H4: the social media addiction is associated with the low mental health and quality of life	70%

Character	Number	%
<u>Gender</u>		
Male	8	40%
Female	12	60%
<u>Age Group</u>		
25 to 32	14	70%
33 to 40	6	30%
<u>Career Level</u>		
Junior	6	30%
Medium	12	60%
Senior	2	10%
<u>Marital Status</u>		
Married	13	65%
Single	7	35%