



The Impact of Snapchat Streaks on Egyptian Teenagers' Mental Health

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Abstract:

This study explores the impact of Snapchat streaks on the mental health of Egyptian teenagers, focusing on the psychological and behavioral effects associated with maintaining streaks. Through a quantitative method, the research investigates key areas such as the time spent on Snapchat, the importance of streaks, the perceived social connection, and the motivations behind maintaining them. The study reveals that while the majority of respondents engage with Snapchat for brief periods, a



significant portion prioritizes maintaining streaks, with 35.4% considering them very important. Notably, streaks contribute to a sense of social connection for over half of the participants. However, the study also highlights concerning behaviors, including late-night app use, prioritization of streaks oversleep or study, and emotional distress when streaks are lost. Emotional responses such as disappointment and sadness were common, suggesting that streaks can impact mental well-being. Furthermore, the study found that streaks significantly contribute to attachment to the application, with over half of the participants reporting heightened engagement. The findings highlight the social pressures and potential psychological implications of Snapchat streaks.

Keywords:

Snapchat Streaks; Egyptian Teenagers; Mental Health; Social Connection; Social Media Impact

تأثير الستريك على تطبيق السناوبات على الصحة النفسية

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ملخص الدراسة

تهدف هذه الدراسة إلى تحليل تأثير الستريك على السناوبات على الصحة النفسية للمراققين المصريين، مع التركيز على الآثار النفسية والسلوكية المرتبطة بالحفاظ عليه. تعتمد الدراسة على المنهج الكمي للتحقيق في عدة جوانب رئيسية، منها الوقت المستغرق على التطبيق، وأهمية الستريك، ومدى الإحساس بالترابط الاجتماعي، والدوافع وراء الاستمرار فيه. تكشف النتائج عن أن غالبية المشاركين يستخدمون سناوبات شات لفترات قصيرة، إلا أن نسبة كبيرة منهم تولي أهمية كبيرة للحفاظ على الستريك، حيث اعتبره ٣٥.٤% منهم "مهماً جداً".



يساهم الستريك في تعزيز الشعور بالترابط الاجتماعي لدى أكثر من نصف المشاركين، لكنه في الوقت نفسه يؤدي إلى سلوكيات مقلقة، مثل استخدام التطبيق حتى ساعات متأخرة من الليل، وتفضيله على النوم أو الدراسة، والشعور بالضيق عند فقدانه. وتظهر الدراسة أن مشاعر مثل الإحباط والحزن شائعة بين المستخدمين عند انقطاع الستريك، مما يشير إلى تأثيره على الصحة النفسية. كذلك، يعزز الستريك التعلق بالتطبيق، إذ أبلغ أكثر من نصف المشاركين عن زيادة ملحوظة في تفاعلهم معه. وتعكس هذه النتائج الضغوط الاجتماعية والآثار النفسية المحتملة المرتبطة بظاهرة ستريك سناپ شات.

الكلمات المفتاحية:

ستريك؛ سناپ شات؛ المراهقون المصريون؛ الصحة النفسية؛ الترابط الاجتماعي؛ تأثير وسائل التواصل الاجتماعي



Introduction:

Snapchat has rapidly gained popularity among Egyptian teenagers, securing the seventh spot in the rankings of most-used social media platforms, according to the (Egyptians and Digital: 2023 Report, 2023). This platform's appeal lies in its emphasis on real-time sharing, augmented reality features, and a unique focus on private, personalized experiences. From 2020 to 2022, Snapchat's usage in Egypt grew significantly, increasing from 28% to 41%, indicating its growing influence on the digital habits of young Egyptians. Given Snapchat's unique features, such as the popular "streaks" function, it is essential to explore its impact on the mental well-being of teenagers. Snapchat's streaks, which encourage continuous interaction through daily exchanges, may have both positive and negative psychological effects, including feelings of social pressure, anxiety, and even loneliness.

This study seeks to investigate how the use of Snapchat streaks affects the mental health of Egyptian teenagers, particularly focusing on outcomes such as depression, loneliness, and emotional well-being. By understanding the relationship between Snapchat use and mental health, this research aims to provide insights into the broader impact of social media trends on youth in Egypt.

Research Importance:

This study explores the potential impact of Snapchat streaks on Egyptian teenagers' mental health, contributing to discussions on digital addiction, social validation, and peer pressure in the context of social media. By examining user behavior and engagement patterns, the research aims to provide a deeper understanding of how maintaining streaks may influence adolescents' emotional well-being.

On a practical level, the findings could offer insights for parents, educators, and mental health professionals in addressing concerns related to teenagers' social media habits. Additionally,



the study may inform discussions on platform design and digital well-being, encouraging social media companies to consider strategies that enhance healthier user interactions, particularly for younger demographics.

Research Problem:

Snapchat has emerged as one of the most influential social media platforms among teenagers, playing a significant role in shaping their online interactions and social behaviors. Among its most engaging features is the concept of Snapchat streaks, which encourages continuous communication between users. While streaks are often perceived as a tool for strengthening social bonds, their potential psychological effects on adolescents remain insufficiently explored.

Teenagers represent a critical demographic in society, as their attitudes and behaviors contribute to future social structures. Given their high engagement with digital platforms, it is essential to examine how maintaining Snapchat streaks influences their mental health, particularly in terms of stress, anxiety, and social validation. Despite growing discussions on digital addiction and peer pressure, there is a noticeable gap in research addressing the extent to which Snapchat streaks contribute to these challenges, especially within specific cultural contexts such as Egypt. This study seeks to bridge this gap by investigating the psychological dimensions of Snapchat streaks among Egyptian teenagers and the broader implications for their well-being.

Literature Review:

This literature review examines the comprehensive impact of Snapchat on youth, focusing on its social, educational, and psychological effects. By synthesizing recent studies, it explores how Snapchat shapes user engagement, self-expression, identity, and consumer behavior across diverse contexts.

The growing popularity of Snapchat among youth has led to diverse research examining its impact on social, educational, and

psychological aspects. Studies like those of (AlAzmi, 2021) and (Charteris, Gregory, Masters, Maple, & Kennedy, 2016) explore the social influence of Snapchat, showing that it significantly shapes students' social lives, especially in educational environments. (AlAzmi, 2021) found that Snapchat had a high impact on students' social lives, while its effects on educational, religious, and political aspects were moderate, with gender and age differences influencing perceptions. Similarly, (Charteris, Gregory, Masters, Maple, & Kennedy, 2016) explored Snapchat's role in enhancing emotional and social dynamics among young people in New South Wales schools, emphasizing the app's ability to enhance "networked affect"—the emotional responses triggered by digital interactions. Both studies highlight Snapchat's transformative social impact, but (AlAzmi, 2021) focused on a broader range of university students in Kuwait, while (Charteris, Gregory, Masters, Maple, & Kennedy, 2016) emphasized the educational practitioners' perspective on youth engagement with the app in Australia.

Another major theme centers on Snapchat's advertising and its intersection with user engagement and identity. (Hawker & Carah, 2021) critically examined Snapchat's augmented reality brand culture, focusing on its participatory nature and how the app's advertising model integrates user-generated content. Similarly, (Al-Hobail & Shehata, 2021) found that Snapchat plays a pivotal role in shaping purchasing behavior, with youth engaging heavily with celebrity-driven advertisements. Both studies emphasize the app's dual role in enhancing participation and promoting consumerism. However, while (Hawker & Carah, 2021) concentrated on the cultural implications of Snapchat's brand filters, (Al-Hobail & Shehata, 2021) focused on its direct impact on consumer behavior, specifically in relation to fashion and cosmetics among Saudi university students.

The psychological effects of Snapchat, particularly through features like Streaks, are another significant area of research. Studies such as (Essen & Ouytsel, 2023) and (Carr & Rosaen,



2024) investigate how gamified elements like Streaks influence adolescents' engagement and social media use. (Essen & Ouytsel, 2023) found that girls were more likely to engage in longer Streaks, with correlations between streak participation and factors like FOMO and problematic smartphone use. In contrast, (Carr & Rosaen, 2024) focused on how interpersonal and entertainment motives influenced Streak behavior, showing that relational closeness is a key factor for users who engage in Streaks for social reasons. These studies both highlight the psychological dynamics driving engagement with gamified features on Snapchat, though (Essen & Ouytsel, 2023) focused more on adolescent behaviors in Belgium, while (Carr & Rosaen, 2024) examined college students in the U.S.

In terms of identity and resistance, (Kelly, 2018) and (Nasir & Akbas, 2019) explore how Snapchat serves as a tool for self-expression and resistance, particularly in marginalized groups. (Kelly, 2018) investigated how Black, female high school students use Snapchat to resist systemic oppression and enhance racial awareness in predominantly white schools, finding that they used digital platforms to challenge injustice. (Nasir & Akbas, 2019) explored the relationship between Snapchat users' personality traits and the types of content shared, revealing that extraverts, narcissists, and other personality traits influenced the kind of Snaps shared, with selfies and event-related content being most common. Both studies emphasize Snapchat's role in shaping identity and self-presentation, but while (Kelly, 2018) focused on social justice activism among Black youth, (Nasir & Akbas, 2019) explored the influence of personality traits on Snapchat behavior.

Finally, studies like (Habib, Shah, & Vaish, 2019) and (Pascoe, 2021) examine Snapchat's use in educational and public sharing contexts. (Pascoe, 2021) found that Snapchat's ephemeral content format positively impacted student engagement and long-term knowledge retention in a physical therapy anatomy course, while (Habib, Shah, & Vaish, 2019) investigated how context affects public sharing on Snapchat. Both studies highlight

Snapchat's potential as a tool for learning and communication, yet (Pascoe, 2021) focused specifically on the educational environment, while (Habib, Shah, & Vaish, 2019) expanded on the social sharing aspects of the app, emphasizing the motivations and considerations behind public content sharing. These studies both underline Snapchat's versatility but from different application perspectives—educational vs. social.

In addition, (Jeong & Lee, 2017) explored Snapchat's unique features that differentiate it from other social media platforms, particularly its ability to enhance Social Presence through real-time, visual communication. Their study revealed that Snapchat enhances users' sense of "being present" across multiple spaces simultaneously by using Theory of Mind mechanisms. The research found that Social Presence mediated the relationship between these cognitive factors and Snapchat usage intensity, highlighting the platform's role in deepening user engagement through its emphasis on visual, real-time interactions. This study adds to the understanding of how Snapchat's distinctive features enhance more profound connections among users, providing a unique dimension in the social media landscape.

Extent of Benefit from Literature Review:

This research will fill the knowledge gap regarding the specific impact of Snapchat Streaks on teenagers' mental health, a subject that has received limited focused attention in existing studies. While previous research has explored the role of Snapchat in social interactions, self-presentation, and engagement through gamified features like Streaks, there is a lack of in-depth analysis on how these features influence psychological well-being, particularly in terms of anxiety, stress, and social comparison. By examining the relationship between Snapchat Streaks and Egyptian teenagers' mental health, this study will provide visions into how this feature, which encourages daily interaction, might affect teenagers' emotional states, self-esteem, and social behaviors.



Research Objectives:

- 1- To analyze the influence of Snapchat streaks on Egyptian teenagers' mental well-being.
- 2- To explore the social pressures associated with Snapchat streaks.
- 3- To identify the behavioral patterns linked to Snapchat streaks.
- 4- To assess the relationship between Snapchat streaks and digital addiction among Egyptian teenagers.
- 5- To analyze the demographic characteristics of Egyptian Snapchat users who engage in maintaining streaks.

Research Questions:

1. How do Snapchat streaks influence the mental well-being of Egyptian teenagers?
2. What social pressures are associated with maintaining Snapchat streaks among Egyptian teenagers?
3. What behavioral patterns are linked to the practice of maintaining Snapchat streaks?
4. Is there a relationship between Snapchat streaks and digital addiction among Egyptian teenagers?
5. How do the demographic characteristics of Egyptian Snapchat users affect their engagement with maintaining streaks?

Research Methodology:

This study will employ a quantitative research methodology using a survey tool to gather data from Egyptian teenagers who actively use Snapchat.

Research Sample:

The research sample for this study consisted of 206 Egyptian teenagers, selected through the simple random sampling method. This approach ensured that each individual in the target population had an equal chance of being included, allowing for a diverse and

representative sample. The participants were chosen based on their active use of Snapchat, with a specific focus on those who engage in maintaining Snapchat streaks.

Theoretical Framework:

This research adopts the Cognitive-Behavioral Model (CBM) as its theoretical framework for investigating the impact of Snapchat streaks on Egyptian teenagers' mental health.

The Cognitive-Behavioral Model (CBM), introduced by (Davis R. , 2001), is a key framework for understanding Internet-based addictions. It posits that pathological Internet use (PIU) is primarily caused by maladaptive thoughts and social isolation. The model distinguishes between two types of antecedent factors which are distal and proximal. Distal factors are necessary but insufficient by themselves for PIU to occur, while proximal factors are sufficient on their own. Distal factors include psychopathological symptoms like depression and anxiety, as well as Internet-related activities. These factors must be present for PIU to develop. Situational cues, such as the sound of a keyboard, are also considered distal factors but are not always necessary since they only elicit conditioned responses in certain individuals. While Proximal factors, on the other hand, are seen as direct causes of PIU. These include maladaptive thoughts about oneself and the world, coupled with social isolation or a lack of social support. Maladaptive cognitions about oneself stem from self-doubt, low self-efficacy, and low self-esteem, leading individuals to use the Internet for self-assessment. Maladaptive cognitions about the world reflect the tendency to use the Internet as a substitute for real-life experiences.

CBM also categorizes PIU into two types: specific and generalized. Specific PIU involves overuse of particular Internet activities to address pre-existing disorders, such as gambling online. Generalized PIU, however, refers to excessive Internet use



without a specific purpose. In the context of CBM, generalized PIU arises from the combination of maladaptive thinking and social isolation.

The CBM has acquired empirical support from numerous scholars who have validated its applicability (Davis, Flett, & Besser, 2002); (Lin & Tsai, 2002). Second, CBM's broad focus enables it to explore how disorders like depression and anxiety lead to maladaptive thinking, compulsive behavior, and negative outcomes. Its flexibility allows the model to be applied to various Internet-related disorders, such as problematic video gaming, phone addiction, and, in this case, social media addiction (Forrest, King, & Delfabbro, 2016).

In media studies, (Siregar, Desi, & Bezaleel, 2021) study investigated the relationship between cognitive behavior and Instagram use among students from Bengkayang, West Kalimantan. The Cognitive-Behavioral Model is implicitly applied in this study by examining how an individual's cognitive behavior (knowledge, beliefs, and attitudes) influences their Instagram usage. The study uses a quantitative, cross-sectional design with a purposive sample of 39 students. Data was collected using a "Cognitive Behavior of Instagram Use" instrument and analyzed using simple regression in SPSS. The significant positive correlation found suggests that cognitive behavior influences Instagram use in a positive direction, meaning students use the platform responsibly despite high usage rates. Further research could explore the cognitive behavior of "selebgram" students who heavily rely on Instagram for their daily lives and work.

In (Ahmed & Vaghefi, 2021) study, the researchers employed the Cognitive-Behavioral Model as a framework to conduct a systematic review of 132 papers on social media addiction published between 2008 and 2019. The CBM was used as a lens to categorize and synthesize the findings related to the drivers and outcomes of social media addiction. The review revealed that various factors, from psychopathology to maladaptive cognitions,

are associated with social media addiction. The study highlighted the need for further research exploring the role of the IT artifact itself (social media platforms and their features) in addiction development, as emphasized by the CBM. The authors suggest that future research should focus on diverse populations beyond students and young adults to gain a more comprehensive understanding of social media addiction. The study concludes that while existing research offers valuable insights, further investigation is needed in underexplored areas, particularly those highlighted by the CBM.

Extent of Benefit from the Theoretical Framework:

The Cognitive-Behavioral Model (CBM) offers a theoretical foundation for research by focusing on the relationship between thoughts and behaviors, the CBM provides a framework for understanding why streaks might influence mental well-being. It posits that maladaptive cognitions, such as believing one's social worth is tied to streak length or experiencing intense FOMO if a streak is broken, coupled with social isolation or a reliance on streaks as a substitute for genuine connection, are key drivers of problematic internet use. The CBM's distinction between distal factors (pre-existing vulnerabilities like anxiety or cultural norms around social media use) and proximal factors (direct triggers like the pressure to maintain streaks) allows for a nuanced investigation of how these elements interact to impact mental health. Furthermore, applying the CBM's categorization of internet use into specific (focused on streaks) and generalized (excessive whole use driven by streak maintenance) provides a clearer understanding of the potential negative consequences.

Research Results

This study surveyed a sample of 206 Egyptian teenagers who were selected using the simple random sampling method.

Time Spent on Snapchat Per Day



The survey analysed participants' daily time spent on Snapchat, revealing that half of the respondents (50%) use the app for just 10 minutes per day. Additionally, 47.6% of participants, amounting to 98 individuals, reported spending about an hour on Snapchat daily. A very small portion, 1.5%, indicated using the platform for more than an hour, while 1% of respondents spend about half an hour on the app. These findings suggest that while Snapchat enjoys frequent but brief engagement from most users, a notable percentage dedicate a longer duration to the platform.

Time Spent (c)	No. of Respondents (f)	Relative Frequency (p)
10 minutes	103	50%
Hour	98	47.6%
More than one hour	3	1.5
Half hour	2	1%
Total	206	100%

Importance Of Maintaining Snapchat Streaks

The survey assessed the importance of maintaining Snapchat streaks among participants. A notable portion, representing 47.1% of respondents, indicated that maintaining streaks is somewhat important but not a top priority. Additionally, 35.4% of participants reported that streaks are very important to them, and they prioritize maintaining them. Meanwhile, 17.5% of respondents stated that maintaining Snapchat streaks is not important to them at all. These findings suggest that while a significant number of users value streaks to some extent, a smaller proportion does not consider them to be a priority.

Importance Level (c)	No. of Respondents (f)	Relative Frequency (p)
Somewhat important, but not a top priority	97	47.1%
Very importantly, I prioritise maintaining streaks	73	35.4%
Not important at all	36	17.5%
Total	206	100%

Perception of Social Connection through Snapchat Streaks

The survey explored participants' perceptions of whether maintaining Snapchat streaks contributes to their sense of social connection. A majority, representing 51.9% of respondents, reported that maintaining streaks helps them feel more connected to others. Additionally, 47.1% of participants indicated that while streaks contribute somewhat to social connection, they do not consider them very important. Meanwhile, only 1% of respondents stated that maintaining streaks does not make them feel more connected. These findings suggest that Snapchat streaks play a meaningful role in enhancing social connections for most users, though their significance varies among individuals.

Response (c)	No. of Respondents (f)	Relative Frequency (p)
Yes, it helps me feel more connected to others	107	51.9%
Somewhat, but it's not very important for social connection	97	47.1%
No, it doesn't make me feel more connected	2	1%
Total	206	100%

Motivation to Maintain Snapchat Streaks

The survey explored the motivations behind maintaining Snapchat streaks among participants. A significant portion, representing 51.5% of respondents, indicated that maintaining streaks has become just a daily habit. Additionally, 44.2% of participants reported that their primary motivation is to maintain friendships through the platform. Meanwhile, a smaller portion, 4.4%, cited a sense of achievement as their reason for keeping streaks alive. These findings suggest that while streaks primarily serve as a habitual activity for most users, they also play a notable role in sustaining social connections.



Motivation (c)	No. of Respondents (f)	Relative Frequency (p)
Just a daily habit	106	51.5%
Maintaining friendships	91	44.2%
A sense of achievement	9	4.4%
Total	206	100%

Snapchat's Effect on Sleep Due to Streaks

The survey examined whether maintaining Snapchat streaks affects participants' sleep patterns. A notable portion, representing 47.6% of respondents, admitted to opening the app late at night specifically to maintain their streaks. Additionally, 46.1% of participants stated that while they sometimes use Snapchat late, they do not allow it to interfere with their sleep. Meanwhile, 6.3% of respondents reported that Snapchat streaks do not affect their sleep at all. These findings suggest that for a significant number of users, maintaining streaks can influence their nighttime routines, with some prioritizing streaks over sleep.

Response (c)	No. of Respondents (f)	Relative Frequency (p)
Yes, I open the app late just to keep the streaks	98	47.6%
Sometimes, but I don't let it affect my sleep	95	46.1%
No, it doesn't affect my sleep at all	13	6.3%
Total	206	100%

Prioritization of Snapchat Streaks over Other Activities

The survey explored whether participants have prioritized maintaining Snapchat streaks over other activities such as studying or sleeping. A nearly even split was observed, with 48.1% of respondents admitting that they have prioritized streaks over other responsibilities, while 51.9% stated that they have not done so. These findings suggest that while a significant portion of users occasionally place streaks above other commitments, the majority maintain a balance between their social media engagement and daily responsibilities.



Response (c)	No. of Respondents (f)	Relative Frequency (p)
No	107	51.9%
Yes	99	48.1%
Total	206	100%

Feelings When Losing a Snapchat Streak

The survey examined participants' emotional responses to losing a Snapchat streak. A significant portion, representing 44.7% of respondents, reported feeling disappointed when they lose a streak. Additionally, 42.2% of participants indicated feeling sad about losing their streaks. Meanwhile, smaller portions of respondents reported experiencing anger (6.3%) and anxiety (6.8%) when they lose a streak. These findings suggest that losing a Snapchat streak can evoke a range of emotions, with disappointment and sadness being the most commonly experienced feelings.

Feeling (c)	No. of Respondents (f)	Relative Frequency (p)
Disappointed	92	44.7%
Sad	87	42.2%
Anxious	14	6.8%
Angry	13	6.3%
Total	206	100%

Impact on Snapchat Streaks on App Attachment

The survey explored whether maintaining Snapchat streaks increases participants' attachment to the app. A majority, representing 51.9% of respondents, indicated that streaks significantly enhance their attachment to Snapchat. Additionally, 47.1% of participants acknowledged that streaks contribute somewhat to their engagement but are not the primary reason they use the app. Meanwhile, only 1% of respondents stated that streaks do not influence their attachment to the platform. These findings suggest that Snapchat streaks play a considerable role in user retention, with varying degrees of influence across individuals.



Response (c)	No. of Respondents (f)	Relative Frequency (p)
Yes, significantly	107	51.9%
A little, but it's not the main reason	97	47.1%
No, I don't think so	2	1%
Total	206	100%

Demographic Distribution of Participants

The survey analyzed the demographic distribution of participants in terms of gender and age. In terms of gender, a slight majority of 54.9% were male, while 45.1% were female. Regarding age, the majority of respondents, representing 83.5%, fell within the 16-18 age group, while smaller proportions of 16.5% were in the 13-15 age group.

Gender Distribution:

Gender (c)	No. of Respondents (f)	Relative Frequency (p)
Male	113	54.9%
Female	93	45.1%
Total	206	100%

Age Distribution:

Age Group (c)	No. of Respondents (f)	Relative Frequency (p)
13-15	34	16.5%
16-18	172	83.5%
Total	206	100%

Results Discussion:

This study of Egyptian teenagers revealed significant patterns in Snapchat usage and the significance of streaks. While daily Snapchat use is generally brief for most (50% use it for only 10 minutes, though 47.6% use it for about an hour), streaks hold considerable importance for many. A substantial portion of respondents (82.5%) value streaks to some degree, with 35.4% prioritizing their maintenance. This aligns with the finding that 51.9% feel more socially connected through streaks, and 44.2% are motivated to maintain them to preserve friendships. However, streaks also influence behavior negatively, with 47.6% admitting to

opening the application late at night to maintain them and 48.1% prioritizing them over other activities. Losing streaks evokes negative emotions for many, primarily disappointment (44.7%) and sadness (42.2%). Generally, streaks significantly enhance attachment to the application for a majority (51.9%), suggesting they are a powerful tool for user engagement and retention, even if they sometimes lead to negative consequences like sleep disruption or prioritization over other responsibilities.

Regarding the first research question, the study found that Snapchat streaks can influence the mental well-being of Egyptian teenagers in both positive and negative ways. On the positive side, streaks can contribute to feelings of social connection and belonging, as evidenced by the finding that 51.9% of respondents reported feeling more connected to others through maintaining streaks. On the negative side, streaks can also lead to feelings of disappointment, sadness, anxiety, and anger when they are lost, as indicated by the emotional responses reported by participants. Additionally, the pressure to maintain streaks can disrupt sleep patterns, with 47.6% of respondents admitting to opening the app late at night specifically to maintain their streaks.

Regarding the second one, the study highlights several social pressures associated with maintaining Snapchat streaks among Egyptian teenagers. The importance placed on streaks by a significant portion of respondents (82.5%) suggests that they are seen as a social expectation within this demographic. The fear of losing a streak and potentially disappointing a friend or damaging a relationship can be a source of anxiety for some users. Additionally, the desire to maintain a high streak count may lead to social comparisons and competition among peers.

Regarding the third research question, the study reveals several behavioral patterns linked to the practice of maintaining Snapchat streaks. These include frequent but brief daily engagement with the app, with 50% of respondents using it for just 10 minutes per day. However, a notable percentage (47.6%)



spend about an hour on Snapchat daily, indicating a longer duration dedicated to the platform. The pressure to maintain streaks can also lead to prioritizing streaks over other activities, such as studying or sleeping, as admitted by 48.1% of respondents.

Regarding the fourth one, the study suggests a potential relationship between Snapchat streaks and digital addiction among Egyptian teenagers. The compulsive needs to maintain streaks, as evidenced by behaviors such as opening the app late at night and prioritizing streaks over other activities, may be indicative of addictive tendencies. Additionally, the emotional responses associated with losing streaks, such as disappointment, sadness, anxiety, and anger, further support the possibility of addiction-like symptoms.

Regarding the last research question, the results showed no significant differences in streak engagement based on the demographic variables.

A key similarity between the **reviewed literature** and the present research lies in the emphasis on the social impact of Snapchat, particularly concerning features like Streaks. Studies like (Charteris, Gregory, Masters, Maple, & Kennedy, 2016) and (AlAzmi, 2021) highlight Snapchat's influence on social lives and "networked affect," mirroring the present study's findings that 51.9% of respondents feel more socially connected through streaks. Both the literature and the present research acknowledge Snapchat's role in shaping social dynamics, though the literature often focuses on broader social contexts like schools or universities, while this study specifically examines the impact on streak maintenance. The research also aligns with (Carr & Rosaen, 2024), which emphasizes relational closeness as a key motivator for streak maintenance, echoing the present study's finding that 44.2% of respondents maintain streaks to preserve friendships.

A significant difference emerges in the focus on advertising and consumer behavior. While studies like (Hawker & Carah, 2021) and (Al-Hobail & Shehata, 2021) examine Snapchat's advertising model and its influence on purchasing behavior, the present research does not address this aspect. This highlights a gap in the present study's scope, as it does not explore the commercial dimensions of Snapchat usage among Egyptian teenagers. Another difference lies in the exploration of identity and resistance. Studies like (Kelly, 2018) and (Nasir & Akbas, 2019) examine how Snapchat serves as a tool for self-expression, particularly within marginalized groups or in relation to personality traits. This research does not explore these themes, focusing instead on the more direct effects of streak maintenance on behavior and emotions.

When applying the Cognitive-Behavioral Model (CBM) to the research, the results reveal how Snapchat streaks can contribute to problematic social media use among Egyptian teenagers. The CBM suggests that maladaptive thoughts (proximal factors) coupled with pre-existing vulnerabilities (distal factors) lead to problematic internet use. In this context, the desire to maintain streaks can become a maladaptive thought, driven by low self-esteem or a need for social validation. The research shows that 82.5% of participants value streaks to some degree, indicating a potential over-reliance on this feature for social connection. The negative emotions associated with losing streaks (disappointment, sadness, anxiety, anger) further suggest a maladaptive cognitive response to a social media event. The fact that 47.6% open the application late at night and 48.1% prioritize streaks over other responsibilities demonstrates compulsive behavior driven by these maladaptive thoughts, aligning with the CBM's emphasis on compulsive actions resulting from cognitive distortions. This indicates that for some teenagers, Snapchat streaks may be contributing to a form of generalized PIU, where the platform is used excessively to manage underlying social or emotional needs.



Research Conclusion:

This research explored the impact of Snapchat streaks on Egyptian teenagers, revealing a complex relationship of social connection, behavioral patterns, and potential negative consequences. The findings indicate that while Snapchat serves as a platform for maintaining friendships and enhancing a sense of belonging for many, the emphasis on streaks can lead to problematic behaviors and negative emotional experiences. A significant portion of participants value streaks, with many prioritizing their maintenance over other activities, including sleep. This prioritization, coupled with the negative emotions experienced upon losing streaks, suggests a potential over-reliance on this feature for social validation and a vulnerability to negative psychological impacts.

Further research is needed to explore the long-term effects of streak maintenance and to develop strategies for promoting healthy social media usage among teenagers.

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