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# Address of TV Dramas Shown on Digital Drama Platforms for Social Issues and its Impact on Adolescent Behavior: An Analytical Field Study (\*)

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## Abstract

The study aimed to identify the extent to which television drama shown on digital drama platforms addresses social issues and its impact on adolescents' behaviors. This was done by: identifying the extent of respondents' interaction with digital platform drama, monitoring the most important digital drama platforms through which adolescents prefer to watch digital drama, and identifying the most important social issues that adolescents watch through digital platform drama.

This study belongs to descriptive studies, and within its framework, the researcher used the survey method with its analytical and field parts. She used the questionnaire and content analysis as tools to collect the required data. The study was applied to a random electronic sample of (652) adolescents. The study concluded that: The level of viewing social issues in drama works on digital drama platforms increases as the respondents' levels of use of digital drama platforms increase. It also became clear that the greater the degree of respondents' viewing of social issues in drama works shown through digital drama platforms, the greater the degree of cognitive, emotional and behavioral exposure to social issues through digital drama platforms. It also became clear that the greater the degree of respondents' activity in viewing social issues through digital drama platforms, the greater the degree of negative behavior resulting from exposure to dramas via digital drama platforms.

**Keywords:** TV Dramas - Digital Drama Platforms - Social Issues on Adolescent Behavior.

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(\*)The Paper was received on July 22, 2025, and accepted for publication on August 23, 2025.