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INTERCULTURAL EFFECTS OF AI-ENHANCED PHUBBING ON SOCIAL AND EMOTIONAL WELL-BEING

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Abstract
This study investigates the interplay between emerging technologies and phubbing behavior, and their effects on emotional and social well-being across two cultural contexts: Tunisia and France. Through semi-structured interviews with thirty users of AI, ChatGPT, Virtual and Augmented Reality, and gaming platforms, the research identifies patterns of cognitive and social disengagement associated with intensive technology use. Tunisian participants prioritize practical and hedonic uses while demonstrating heightened sensitivity to social interactions and relational quality. Conversely, French participants adopt a more exploratory approach, perceiving phubbing as a minor social irritation rather than a significant threat. A transversal immersive user profile emerges, reflecting strong emotional and cognitive engagement and a potential risk of social disconnection. The findings contribute to theory by highlighting the role of cultural values; collectivism versus individualism in shaping technology adoption and sensitivity to phubbing. Managerial implications suggest designing culturally and emotionally responsive technologies that support social connection, mitigate the negative effects of phubbing, and enhance digital user experiences. Future research should explore longitudinal impacts and diverse cultural and socio-economic contexts.
Keywords: Emerging Technologies, Phubbing, Emotional Well-Being, Social Well-Being, Cultural Differences.
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INTRODUCTION

Emerging technologies have become increasingly embedded in everyday life (Suh, 2018), accompanying individuals from the moment they wake up until they go to bed. These technologies profoundly transform contemporary lifestyles by reshaping how people interact, move, and form habits. They are now pervasive across diverse domains such as commerce, finance, healthcare, agriculture, education, entertainment, tourism, communication, and transportation. Digital tools have thus become an inseparable component of both personal and professional life.

However, the growing integration of digital technologies into daily routines has not been without psychological and social side effects. Recent studies have raised concerns about their potential impact on emotional well-being and the quality of social relationships (Lian, 2025; Tolga & Arif, 2025). While smartphones and mobile messaging applications have undoubtedly facilitated long-distance communication, they have simultaneously introduced new forms of relational disengagement in face-to-face interactions. Constant digital connectivity often disrupts attention and fosters socially avoidant behaviors. A prominent example of such behavior is phubbing; the act of ignoring someone physically present in favor of interacting with one's smartphone or other mobile devices (Chotpitayasunondh & Douglas, 2016). This behavior has been increasingly recognized as a detrimental factor in social and affective relationships, particularly within romantic, friendship, and family contexts (Liu et al., 2025; Mudassir et al., 2025; Roberts et al., 2022).

Although the phubbing phenomenon is now acknowledged as a critical source of deterioration in social interaction quality and emotional well-being in the digital era, most existing studies have been conducted in specific cultural contexts, predominantly Western societies. Yet, communication styles, social values and norms, relational expectations, and tolerance toward smartphone use in the presence of others vary considerably across cultures.

The present research aims to examine the effects of phubbing on social interaction and emotional well-being through an intercultural lens, comparing individualistic and collectivistic cultural contexts. Specifically, it seeks to address the following research question: How do the effects of phubbing on social and emotional well-being manifest across different cultural environments? Addressing this question not only fills a gap in the current literature but also broadens the intercultural understanding of how emerging technologies influence human relationships.

The paper is organized as follows. First, we provide a comprehensive literature review highlighting the nature of emerging technologies, the psychological and social effects of phubbing, and the conceptual insights drawn from individualism collectivism theory. Second, the research methodology is presented. The third section discusses the main empirical results and their implications. Finally, the paper concludes with a summary of key findings, contributions, limitations, and directions for future research.

LITERATURE REVIEW

1. Emerging Technologies in the Digital Era

Often referred to as innovative, immersive, or interactive technologies, emerging technologies are typically defined by four core characteristics: novelty and innovation, uncertain or underdeveloped uses, technical or social limitations that slow their diffusion, and the promise of transforming the economic and social environments into which they are introduced (Loup-Escande et al., 2014). These technologies thus represent disruptive innovations that reshape existing practices and generate significant transformations within their contexts of adoption (Chaumon, 2021).

Examples include artificial intelligence (AI) tools such as chatbots, smartphones, and smartwatches; the Internet of Things (IoT)**,** encompassing connected cars, smart thermostats, and health-monitoring devices; blockchain technologies such as smart contracts; and immersive technologies like virtual reality (e.g., VRChat, Google Earth VR, Meta Quest), augmented reality (e.g., Pokémon Go, Snapchat and Instagram filters, IKEA Place), and mixed reality (e.g., HoloAnatomy, Magic Leap 2, Trimble XR10). These technologies profoundly influence the ways individuals live, think, work, communicate, and care for themselves and others.

In the field of communication, AI-driven chatbots are transforming interactions between users and digital services by offering instantaneous, personalized, and continuous communication (Laranjo et al., 2018). AI enables adaptive messaging tailored to users' profiles and needs, thereby enhancing communication quality and engagement (Kaplan & Haenlein, 2019). Consequently, emerging technologies foster efficient, accessible, and sustainable interactions while preserving a humanized dimension of communication.

Similarly, augmented and mixed reality technologies enrich interactions by making communication more immersive and experiential, particularly in educational and professional development settings (Radianti et al., 2020; 2023). Moreover, the Internet of Things (IoT) facilitates real-time data collection and sharing, improving responsiveness and coordination in key sectors such as healthcare and transportation (Atzori, Iera & Morabito, 2017).

By enabling faster, more efficient, and more personalized exchanges, emerging technologies address contemporary demands for customization, performance, comfort, sustainability, and accessibility, while simultaneously driving significant social and economic innovation.

2. The Effects of Phubbing on Emotional and Social Well-Being

While emerging technologies such as smartphones, chatbots, and immersive digital platforms have expanded opportunities for learning, collaboration, and inclusion, their pervasive use also introduces substantial social and psychological risks (Chotpitayasunondh & Douglas, 2016). The omnipresence of connected devices, especially smartphones has given rise to behaviors that undermine social interactions (Lee, Chang, Lin & Cheng, 2014), among which phubbing is particularly prominent.

Phubbing refers to the act of ignoring a physically present person during a social interaction in favor of focusing on one's mobile phone (Haigh, 2015). Research consistently shows that this behavior negatively affects interpersonal communication, relationship satisfaction, and emotional well-being (Roberts & David, 2016). Chotpitayasunondh and Douglas (2016) further note that phubbing is gradually becoming normalized, with detrimental effects on perceived social inclusion and interpersonal satisfaction.

According to Chotpitayasunondh and Douglas (2018), phubbing comprises four dimensions: nomophobia (the fear of being without one's smartphone), interpersonal conflict (disputes caused by excessive smartphone use), self-isolation (withdrawal from face-to-face interactions in favor of smartphone engagement), and problem recognition (awareness that phubbing constitutes a problematic social behavior). Tomczyk and Lizde (2022) demonstrate that nomophobia is negatively associated with both emotional and social well-being among adolescents.

Similarly, Green et al. (2021) argue that immersive technologies, while enhancing autonomy and flexibility, may weaken the quality of human interactions and increase digital dependence, particularly among vulnerable groups. Misra et al. (2014) found that even the mere presence of a smartphone during a conversation reduces displayed empathy between interlocutors. Excessive smartphone and internet use have also been linked to depression (Thomée, Härenstam & Hagberg, 2011), social anxiety (Lepp, Barkley & Karpinski, 2014), and aggression (Davey & Davey, 2014). Habuchi (2005) further notes that individuals who overuse digital tools gradually disengage from direct communication, eroding face-to-face social skills.

Heavy technology use may thus foster problematic behaviors such as phubbing and Fear of Missing Out (FoMO), both of which are positively associated with higher levels of depression, anxiety, and loneliness (Kusumawaty et al., 2024).

The Self-Determination Theory (SDT) proposed by Deci and Ryan (1985, 2000) provides a useful framework for understanding these effects. The theory posits that psychological well-being depends on the satisfaction of three basic psychological needs: autonomy (acting in accordance with one's values), competence (feeling effective), and

relatedness (feeling socially connected). Phubbing, as a behavior of social neglect in favor of digital engagement, directly undermines these needs (Knausenberger et al., 2022). Specifically, it disrupts social connectedness (Chotpitayasunondh & Douglas, 2018), diminishes perceived social competence, and generates a sense of loss of control over interpersonal interactions—thus reducing autonomy (Huang & Leung, 2021). The frustration of these psychological needs can in turn deteriorate mental and emotional well-being (Eren & Özdemir, 2025).

3. Phubbing and Cultural Perceptions: Insights from the Individualism–Collectivism Framework

Phubbing has been shown to undermine social interaction and weaken interpersonal bonds (Eren Yıldırım & Özdemir, 2025). However, its perception is not universal; it varies according to the cultural norms that shape social exchanges. The individualism–collectivism framework (Hofstede, 1980; Triandis, 1995) offers a valuable theoretical lens to understand these cross-cultural differences.

In collectivist cultures, such as those in Africa, the Arab world, and much of Asia, individuals emphasize social obligations and interpersonal harmony. Within these contexts, phubbing is perceived as a violation of relational norms and a sign of disrespect or disregard (Karadag et al., 2015). Being ignored during a social interaction is interpreted as rejection or social exclusion (Büttner, Albath & Greifeneder, 2022). People from collectivist cultures tend to attribute phubbing behavior to internal causes, such as disinterest or negligence, rather than situational factors.

Conversely, in individualistic cultures such as Northern Europe and the United States, where autonomy and personal freedom are valued, smartphone use during social interactions tends to be more accepted and less stigmatized. It is often interpreted as a neutral or normative behavior (Chotpitayasunondh & Douglas, 2016) and viewed as an expression of personal choice or priority management. Consequently, phubbing is less likely to be perceived as relationally or emotionally harmful in these contexts.

Cultural orientation thus shapes the interpretation and emotional consequences of phubbing behavior. Considering cultural variables is therefore essential when analyzing the psychological and social impacts of phubbing on well-being. Nonetheless, research on this topic remains limited, underscoring the need for exploratory studies that examine how cultural dimensions moderate the relationship between phubbing and well-being.

METHODOLOGY

To explore how phubbing behaviors, amplified by emerging technologies, affect individuals' social and emotional well-being during interpersonal interactions, a semi-structured interview guide was developed based on the existing literature. Thirty face-to-face semi-structured interviews were conducted with users of emerging technologies such as artificial intelligence (AI), ChatGPT, virtual and augmented reality, and the Internet of Things (IoT).

To ensure cross-cultural representativeness, the qualitative sample included participants from two distinct nationalities; Tunisian and French **(see Appendix 1).** The French participants were interviewed while visiting Tunisia between July 4 and July 28, 2025**,** whereas the Tunisian participants were interviewed between September 1 and September 20, 2025**.** Data collection was concluded once theoretical saturation was reached, ensuring the empirical robustness of the findings.

Data were analyzed through manual thematic content analysis, following the six-phase framework proposed by Braun and Clarke (2006)**.** This methodological choice presents several advantages. First, it enables a deep immersion in the qualitative corpus, allowing for the interpretation of both explicit and implicit meanings (Miles & Huberman, 1994). Second, it provides analytical flexibility for identifying and categorizing themes, thereby minimizing the risk of overlooking subtle contextual nuances that may be lost in automated approaches (Guest et al., 2012). Finally, manual coding enhances interpretive rigor by ensuring high fidelity to participants' discourse, an aspect particularly relevant in this study, which involves two national groups whose linguistic and cultural idioms differ. This approach allows for a context-sensitive interpretation of participants' meanings and cultural framings of technology use.

RESULTS AND DISCUSSION

Theme 1: Most Frequently Cited Emerging Technologies

The thematic analysis identified four major themes, the first of which concerns the emerging technologies most frequently mentioned by participants.

Analysis of the interview data reveals a typology of preferred intelligent technologies, reflecting users' preferences, priorities, and adoption patterns regarding technological innovation. Table 1 presents the technologies most frequently cited by Tunisian and French participants.

Across both samples, clear convergences emerged around **a**rtificial intelligence**,** chatbots**,** and particularly ChatGPT**,** underscoring the growing significance of natural language processing tools and automated digital interaction systems. The recurrent mention of immersive technologies, such as virtual and augmented reality and gaming platforms, also indicates a shared interest in interactive and experiential forms of digital engagement**.**

However, several cross-cultural differences were observed. Tunisian participants tended to emphasize practical and entertainment-oriented uses**,** frequently mentioning smart mobile applications, IoT devices, and immersive environments. In contrast, French participants displayed a broader spectrum of technological references, including security- and traceability-oriented solutions such as blockchain, as well as voice-interaction systems like intelligent personal assistants. These differences likely reflect a more advanced diffusion of digital innovation within the

European context, fostering greater awareness of certain technologies that remain in earlier stages of adoption elsewhere.

Finally, the explicit and consistent identification of ChatGPT across both national contexts highlights its emblematic status as a symbol of artificial intelligence and its strong presence in contemporary collective representations of digital innovation and everyday technological experience.

Table 1: Most Frequently Cited Emerging Technologies

Categories	Subcategories	Frequencies
Tunisian participants	ChatGPT	50
	Smart mobile applications	33
	Gaming	27
	IoT	25
	AI	25
	Virtual Reality (VR)	14
	Augmented Reality (AR)	13
	Chatbots	8
French participants	ChatGPT	46
	Smart mobile applications	40
	Chatbots	37
	AI	31
	IoT	26
	Voice Assistants	25
	Gaming	23
	Virtual Reality (VR)	22
	Augmented Reality (AR)	22
	Blockchain	16

Theme 2: Perceptions of Emerging Technologies

Analysis of the interview verbatim indicates that cultural differences between participants do not lead to substantial divergences in their perceptions of emerging technologies. Overall, these technologies are frequently perceived as effective solutions for facilitating and optimizing daily life**.** The examination of participants' statements reveals a remarkable homogeneity of perceptions**,** suggesting that certain evaluation criteria remain consistent across cultural contexts.

These findings align with the study by Zhao and Pan (2023), which suggests that perceptions of technological efficiency and performance constitute a common and relatively stable determinant of technology adoption**,** irrespective of cultural differences. While some dimensions of technology perception may vary according to cultural context, Marikyan and Papagiannidis (2023) also highlight the stability of two critical factors: ease of use and perceived usefulness**,** that is, the extent to which a technology genuinely facilitates tasks and supports user goals.

Taken together, these results suggest that, despite cultural variations, users tend to evaluate emerging technologies primarily through the lens of functional utility and usability**,** underscoring the universal appeal of technologies that demonstrably enhance everyday efficiency.

Table 2 : Perceptions of Emerging Technologies

Categories	Verbatim
Ease and Efficiency	"Honestly, I feel that my life is becoming easier; I have fast and effective solutions… it's incredible—these technologies are the contemporary smart way." "With IoT, smartwatches can act as a coach, and you can access your health data anytime." "Thanks to instant translation and intelligent assistants, I can interact easily in a foreign country without needing a guide… smart technology truly transforms my travel experiences."
Time-saving	"I often use ChatGPT for my research; it helps me save time. Previously, conducting scientific research was very difficult, especially due to the limited availability of certain sources, which was exhausting. Now, with ChatGPT, I can identify the main points and then take over to complete the writing of my reflections."
Personalization	"I am a trainer, and in my profession, Virtual Reality and Augmented Reality prove to be very useful for training. They allow me to personalize content according to the specific needs of each learner, making the learning experience both individualized and tailored."
Immersive Experience	"It captures my attention, the feeling of actively participating in a virtual world… the immersion is so strong that I have already lost track of time."

Ambiguity	"I have invested a little in Bitcoin, and I sometimes hear that blockchain will change the business world. It provides more security for transactions, but honestly, it still feels like a somewhat unclear domain." "Intelligent technology is very interesting… I agree with you, but what worries me is the blurred boundary between what is real and what is virtual… the addiction of young people to gaming and avatars… that concerns me."
Ethical issue	"I feel constantly monitored 24/7 by opaque algorithms that record my personal data, but I do not know why or where this data is stored."

Theme 3: Sensitivity to Phubbing Amplified by Emerging Technologies

Although emerging technologies are generally perceived positively, analysis of the verbatim data implicitly reveals phubbing behaviors. Both Tunisian and French participants reported that intensive use of intelligent technologies leads to notable cognitive and social disengagement**.** The following excerpts illustrate these dynamics:

"AI is so addictive… my girlfriend gets lost in TikTok, and it makes me feel invisible."

"Actually… I am really attached to virtual and augmented reality apps… as soon as I put on the headset; I lose a bit of control and immerse myself completely. I live with two roommates, and sometimes I completely forget that we are together in the living room, they feel a bit ignored. So… yes, I've received quite a few criticisms; my close ones often tell me that I live in another world."

"I usually spend evenings with my friends at the local café… we play cards and share stories from our day since we all work in different fields. But lately, I've been a bit absorbed by intelligent applications, especially gaming… so I'm physically there with them, but mentally I'm not, it's almost magical, and my friends feel a bit left out."

Despite cultural differences as well as variations in gender, age, education, and profession, phubbing manifested comparably across both groups and appears amplified by the ubiquity and easy access to emerging technologies**.** These findings suggest that phubbing is not merely a contextual phenomenon but an almost universal effect of emerging technology adoption in daily life.

In other words, regardless of cultural background, this behavior is characterized by: interruption of social interactions, screen-focused attention at the expense of present others, and a perceived sense of being ignored by those experiencing phubbing**.** This universality is supported by prior research, such as Błachnio et al. (2021), who demonstrated that phubbing measurement scales show equivalent validity across at least 20 countries. Overall, the nature and consequences of phubbing appear globally relevant, arising primarily from the widespread use of smartphones rather than from specific cultural factors.

Theme 4: Phubbing versus Emotional and Social Well-Being

Qualitative analysis indicates that Tunisian participants perceive phubbing as a significant threat to emotional well-being**,** creating emotional distance within relationships, disrupting interaction quality, and weakening social bonds. For instance:

"Honestly, it creates a kind of emotional distance… little by little, it damages our bond; we are no longer really connected like before. We Tunisians have a strong attachment to social ties and relational warmth… yes, intelligent technology makes life easier, but the algorithm or secrets behind it pose a threat to cultural norms and our conviviality because we are an emotional and sociable society."

Verbatim also reveal that Tunisians are particularly sensitive to social presence disruption and weakened affective bonds, as face-to-face interactions are highly valued for maintaining social cohesion. Phubbing, by diverting attention and reducing the quality of in-person communication, is thus perceived as an intrusion on social proximity**:**

"Now, with these apps, my friends film everything or want to post everything online… we no longer truly enjoy our gatherings, each glued to their screen. It's really sad… we value human warmth, being close to one another… warmth and proximity are important, it's part of our culture. Yes, we want to adapt to technological development, but not at the expense of our nature, our very essence."

In contrast, French participants presented a more nuanced view. While acknowledging negative effects, phubbing is generally seen as a minor irritation rather than a major threat to emotional or social well-being. This perspective reflects a cultural tolerance and gelatinization of technological behaviors:

"Yes, it annoys me sometimes when someone looks at their phone while we're talking, but everyone has their habits; it's not dramatic."

"You get used to it… its part of modern life. We learn to live with virtual and AI technologies. It doesn't replace relationships; we maintain that aspect, but it's not the main driver of our social life, especially nowadays."

"Here, we tolerate it, it's just modernity. Now everyone glances at their screen; it doesn't bother me much. I might be less sociable, but in other communities, emotional and relational attachment… but here, I don't think it's an issue."

These results align with Büttner, Albath, & Greifeneder (2025)**,** who suggest that individuals from collectivist cultures tend to feel more frequently "phubbed," attributing smartphone use to **internal causes** such as lack of personal attention, rather than external circumstances. Consequently, phubbing is experienced as more frustrating or offensive in collectivist cultures where interpersonal relationships, mutual respect, intimacy, and social proximity are highly valued.

Theme 5: Typology of Tunisian and French Users

Based on verbatim analysis, a typology of emerging technology users was developed, highlighting both cultural convergences and specificities.

Tunisian participants appear as pragmatic and hedonic users, primarily leveraging intelligent technologies for practical daily needs or entertainment (mobile apps, IoT, gaming, immersive environments). Their sensitivity to phubbing reflects a strong concern for preserving social bonds and conviviality, central values of collectivist cultures (Hofstede, 2001; Triandis, 1995).

French participants are diversified and exploratory users, integrating a wider array of solutions including artificial intelligence, voice assistants, and blockchain. They perceive phubbing as a minor irritation rather than a threat to relational quality, reflecting a more tolerant and individualistic approach to digital behaviors (Licoppe, 2004; Vorderer et al., 2016).

A transversal "immersive" profile emerged across both contexts, comprising users attracted to Virtual Reality, Augmented Reality, and gaming. Their intense engagement reflects a pursuit of interactive and playful experiences, but may also increase the risk of social disconnection (Vorderer, Klimmt, & Ritterfeld, 2004).

CONCLUSION

This qualitative research aimed to better understand the perceptions, usage, and impacts of emerging technologies, as well as the effect of phubbing behavior on emotional and social well-being across two distinct cultural contexts: Tunisian and French. The results indicate that, despite similar usage of technologies such as AI, chatbots, ChatGPT, Virtual Reality, and gaming, the motivations for use and perceived effects differ according to culture. Tunisian participants prioritized practical and hedonic uses while remaining attentive to social interactions and the effects of phubbing on relational quality. In contrast, French participants adopted a more diversified and exploratory approach, perceiving phubbing as a temporary irritation rather than a major threat to social bonds. A transversal "immersive" profile was observed in both contexts, highlighting the emotional and cognitive intensity of immersive digital interactions and the associated risk of social disconnection.

Theoretically, these findings contribute on several levels. First, they confirm and clarify the importance of cultural factors in the reception and use of emerging technologies, emphasizing the role of collectivism and individualism in sensitivity to phubbing. Second, they enrich the literature on the adoption of immersive and intelligent technologies by demonstrating that intense emotional and cognitive engagement is not limited to playful uses but interacts with social norms and interaction quality. Third, the study illustrates the importance of simultaneously considering social and emotional dimensions when analyzing technology adoption, contributing to a more integrated understanding of user behavior and digital experiences. Overall, this research addresses a gap in existing literature and deepens knowledge regarding the intercultural impact of emerging technologies on social interactions and emotional well-being. Furthermore, the study highlights a typology of emerging technology users, reflecting the role of culture in intelligent technology adoption and the acceptance of its effects on human behavior.

From a managerial perspective, the implications are significant. For designers and developers of intelligent technologies, it is essential to adapt tools to users' cultural expectations and emotional needs. For instance, in collectivist contexts such as Tunisia, features that facilitate socialization and the management of immersive interactions could mitigate the negative effects of phubbing while enhancing technology acceptance. In more individualistic contexts like France, tools could emphasize diversity and personalization of use, while incorporating mechanisms to regulate usage time and prevent digital fatigue or social isolation. In the tourism and hospitality sector, these findings suggest designing digital experiences in guesthouses that integrate technology without compromising conviviality and human connection, for example through interactive applications that encourage collective participation or co-creation of experiences.

This study has several limitations. The restricted sample, focused on only two nationalities, as well as the cross-sectional and qualitative nature of the approach, limits the generalizability of the findings. Future research could combine quantitative and qualitative methods to test the robustness of observed patterns and explore additional cultural and socio-economic contexts. Longitudinal studies could also track the evolving impact of emerging technologies and phubbing on emotional and social well-being over time. Finally, examining additional variables such as age, gender, and technological proficiency could further enrich understanding of user profiles and guide the development of adaptive and responsible technologies.

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Research involving human participants and/or animals: This study did not involve any experiments with animals. All procedures performed in this study involving human participants were in accordance with institutional and national research committee ethical standards.

Informed consent: Informed consent was obtained from all individual participants included in the study. Participation was voluntary, and anonymity and confidentiality were guaranteed.

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Appendix

Appendix 1: Sample Characteristics

Nationality	Gender	Age	Occupation
Tunisian	Female	30	Teacher
Tunisian	Male	32	Software Engineer
Tunisian	Female	36	Architect
Tunisian	Male	29	Marketing Specialist
Tunisian	Female	43	Entrepreneur
Tunisian	Male	31	Engineer
Tunisian	Female	34	Researcher
Tunisian	Male	28	Freelancer
Tunisian	Female	30	Teacher
Tunisian	Male	39	Financial Analyst
Tunisian	Male	30	Consultant
Tunisian	Female	28	Researcher
Tunisian	Male	34	Engineer
Tunisian	Female	44	Consultant
Tunisian	Male	31	Freelancer
French	Female	40	Teacher
French	Male	44	Entrepreneur
French	Female	37	University Lecturer
French	Male	35	Consultant
French	Female	39	Teacher
French	Male	42	Teacher

French	Female	28	Freelance Designer
French	Male	30	Tattoo Artist
French	Female	32	Graphic Designer
French	Male	27	Software Developer
French	Female	31	Marketing Specialist
French	Male	29	Engineer
French	Female	33	Digital Marketing Trainer
French	Male	41	Doctor
French	Female	29	Researcher