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In this paper, approximate convexity and approximate midconvexity properties, called  $\varphi$ -convexity and  $\varphi$ -midconvexity, of real valued function are investigated. Various characterizations of  $\varphi$ -convex and  $\varphi$ -midconvex functions are obtained. Furthermore, the relationship between  $\varphi$ -midconvexity and  $\varphi$ -convexity is established.

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