

## Binge Watching on OTT Platforms: Loneliness in Adolescents



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**ABSTRACT:** In largest population country every fifth person is adolescent in age between 10 to 19 years. As they grow with many basic issues like reproductive health problem, sexually transmitted diseases, nutritional deficiencies & mental health problems. Different problems are faced on the basis of rural or urban area. In urban area problems are more related to abuse of alcohol, less sex education, inferiority complex, exam or education stress, social relationship, habit forming drugs & so on. In this sensitive age, they get stuck unintentionally in chaos where they find harsh & difficulties. In addition, binge watching is highly trendy in all age group & it was found greater in the lockdown. Every single person indulges in binge watching for their own reason & entertainment. Firstly, no research was done on adolescent in terms of binge watching. As we are well versed this time every teenager using cell phone & electronic device. Most probably their decision making can be stumble that how to use in appropriate way, what to watch, read & listen, play game and etc. The purpose of the research is to find out binge watching among adolescent & to find out correlation between binge watching & loneliness. A mass of sample is 60 where 30 were boys & 30 were girls respectively. A purposive sampling was used & age criteria was 14 to 18 adolescents. Here independent variable are adolescents (Boys and Girls) & dependent variables are binge watching & loneliness. The two questionnaires were used a self-made questionnaire for binge watching & Loneliness Scale (Social relationship, Interpersonal relationship, Distressed reaction, social isolation, Emptiness) by Adnan Hamid & Mohammad Parvez. A descriptive statistical analysis was done for the result. The research has shown significant correlation between binge watching & loneliness among adolescents.

**KEYWORDS:** Binge watching, OTT platform & Loneliness.

### INTRODUCTION

According to the World Health Organization (WHO) the age group 10 to 19 years are considered as Adolescent. In India, 1205.6 million are adolescents which is 19.6 percent of total population of the country with the reference Census of India. This is a known fact that the adolescent stage is a very crucial phase of development which directly impacts the whole personality of an individual. Many aspects of development like decision making skill, problem solving etc take place. They are unaware of the right & wrong direction as they just follow the vogue of the present era.

The practice of watching the OTT (Over the top) platforms is trending in all age groups. These days binge-watching is a word more often used by adolescents with the word OTT Platform. Binge watching has begun to change our behaviour on greater parameters. This issue has been raised nowadays by researchers globally, but it really needs to be studied more. Whenever entertainment is discussed nowadays various OTT platforms come to mind and it is so, because it is easily accessible as there is no need to go out, no need to make a harder effort. We just need a cosy couch, a screen, an internet access and in addition favourite delicious snacks or favourite person with whom we have to spend time.

OTT (Over the top) platform is defined as a media online service which provides online content like web series, movies & TV shows etc directly to viewers on their screen through the internet. The Screen can be on Mobile, Tab, personal computer or smart TV. Most popular OTT platforms are Netflix, Amazon Prime, MX Player, Voot, Jio Cinema, Alt Balaji, YouTube and many more.

In a simpler way Binge watching can be defined as a highly adaptive behaviour in every age group. So, it can be said that binge watching is watching multiple episodes that are two or episodes of a web series in a single sedentary pattern for a long period of time. The word binge watching has officially originated by Collins English Dictionary in 2015 and at the same year the books were also being written on binge watching. The first book was written by Chris Roberts titled 'The Ultimate Binge-Watching Guide: 100 of the Best Shows'. For the time being 'Mental Floss: The Curious Viewer' written by Jennifer Wood, The Team at Mental Floss is a very recent book published on 19 October 2021.

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### **REVIEW OF LITERATURE**

Prasad (2021) studied the impact of OTT platforms on society, family & individual. An online questionnaire was sent through online & path analysis was taken for finding the result. The results showed that there is significant increase in OTT platform and also found significant effect of OTT platform on individual, family & society.

Roza et al. (2021) studied the cross-sectional research on 1089 adults through online surveys. The result revealed that binge watching is significantly associated with psychological & mental health symptoms adding to anxiety, stress, insomnia, loneliness & depression.

Saha & Prasad (2021) studied the consumption pattern of OTT platforms in India. A self-made questionnaire was made with 40 items & circulated in google form on WhatsApp for 2 days. By using convenience sample 140 primary data was collected. For analysing data, ranking, chi-square & correlation were used. Findings suggested that YouTube, Netflix, Amazon Prime are the most preferred OTT platforms. 84 percent of respondents preferred to watch on smartphones. An entertainment is based on using OTT platforms.

Nagda et al. (2021) studied the association between contemporary screen time & binge eating disorder. A one year follow up study was done on 11,025 subjects aged between 9 to 10 years old. A cohort data was taken from the Adolescent Brain Cognitive Development (ABCD) study and logistic regression analysis was done for the concluding result. The result revealed that social networking, streaming TV shows or movies, texting were significantly correlated with binge eating disorder.

Mowen & Heitkamp (2021) worked on the effect of pandemic anxiety in the aspect of binge watching, splurging, sexting, hooking up & masturbating among college students. 1,287 students were included in the study from a Midwestern University. Overall results of the study showed that pandemic anxiety not only affects academic life but also on a range of behaviours. It was found that anxiety was the reason for increasing binge watching, online shopping & sexting.

Thomas et al. (2020) researched contemporary screen engagement among adolescents. A semi-structured interview was conducted on 16 adolescents (9 girls & 7 boys) from secondary school in Queensland, Australia. The result shows that the screen was mostly used at home after school & was used for social, entertainment & functional activities. Binge watching & multi-screening was done in a sedentary pattern in solitary, screen time was made important in social lives. The adolescents screen time was influenced by modelling or seeing friends & family. A smartphone notification prompt was also one reason to make it habitual to use the screen.

Da Rosa et al. (2019) researched on the harmful effect of watching web series on suicidal thought mood, sadness & self-harm. 7004 adolescents aged 12-18 year were included through a social media group on web series '13 Reasons Why'. An online questionnaire was filled by volunteers. The questionnaire contained sociodemographic details, mood, sadness, lack of motivation, self-harm, suicidal ideation & was between 54 to 71 days after releasing web series. A prevalence effect was found on mood that is 23.7 % showed worsening in mood. It was found that the individuals who watched web series experienced greater feelings of sadness & lack of motivation.

Anghelcev et al. (2021) examined subjective experience of binge watchers in aspects of psychological constructs. A purposive sampling was done among 378 US College Undergraduates who were involved in binge watching. It was found that binge watching was positively correlated with transportation and binge-watching enjoyment.

Loeber et al. (2020) studied the correlation between impulsivity, their potential interaction & depressive symptoms with binge watching. It was also studied how big 5 personality traits that are Neuroticism, Conscientiousness, Extraversion, agreeableness & openness are correlated with binge watching. The 228 participants were taken into study by using an online survey. A short-Introvert-Addiction test, General Depression scale, Barratt Impulsiveness Scale & Short version of the Big 5 inventory was used for the study. Regression analysis method was used. The finding shows that Impulsivity & Depressive symptoms were negatively associated with binge watching and only one trait Conscientiousness was significant proportion to binge watching.

Starosta et al. (2020) identified the psychological factors which are associated with the symptoms of problematic binge watching. 1000 participants were included in the study where 850 were women & 150 were men with age groups of 19-27 years. A purposive sampling was used as per reviews collected & samples were taken through Google form. The finding of the study showed that laptops and smartphones were used more for binge watching. Low conscientiousness was a strong variable from all personality traits which is related to symptoms of binge watching. It was also found that there is a significant relationship between low agreeableness, Low emotional stability, low intellect & problematic binge watching.

### **Research Gap**

Adolescence is the main phase of the life span development of an individual, where the two main growths that is physical and cognitive growth can be seen. Furthermore, they have emotional & sensitive issues in their individual life. So, they are more focused on learning or managing their emotional state. They are the future of our country. Adolescents are the sample for a deeper research area in aspect to the behavioural & psychological variables. In the world of Instagram reels and Facebook stories each and every adolescent wants to follow the trend to live another life in their virtual world. In this digital world, social media is more dominant in the adolescent group, but OTT platform is equally powerful to catch the eye of adolescent. Online content as web series is the

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most popular in discussion in peer groups of adolescents. On the basis of review of literature, it was found that bare study was done on binge watching in relation to psychological and behavioural aspects. So, the present study was done on binge watching in reference to loneliness in adolescent groups.

### METHODOLOGY

#### Objective

1. To study the effect of nature of watching (binge watch and non -binge watch) on loneliness in reference to adolescents.
2. To study the effect of gender (boys & girls) on loneliness in reference to adolescence.

#### Hypothesis

##### H<sub>0</sub> (Null Hypothesis)

1. There will be no significant effect of the nature of watching (binge watch and non binge watch) on loneliness in reference to adolescents.
2. There will be no significant effect of gender on loneliness in reference to adolescents.

##### H<sub>1</sub> (Alternative Hypothesis)

1. There will be a significant effect of the nature of watching (binge watch and non -binge watch) on loneliness in reference to adolescents.
2. There will be a significant effect of gender on loneliness in reference to adolescents.

#### Sample

A purposive sampling was used to collect data. A mass of sample size was 120 adolescents of age group 14 to 18 years were taken which was also differentiated as 60 binge watchers (30 boys & 30 girls) and 60 non-binge watchers (30 boys & 30 girls) by taking consideration of gender aspect. The two questionnaires were used in the study. For measuring binge watching a self-made questionnaire was prepared & Loneliness scale by Adnan Hamid & Mohammad Parvez was used for measuring loneliness among adolescents.

#### Design

##### 2x2 Research Design

Groups	Binge watcher	Non-binge watcher	Total
Boys	30	30	60
Girls	30	30	60
Total	60	60	120

#### Variables

##### Independent Variables

1. Nature of watching
  - Binge watcher
  - Non-binge watcher
2. Gender
  - Boys
  - Girls

##### Dependent Variables

1. Loneliness

##### Exclusion Criteria

1. Rural area
2. Adult & old age

##### Inclusion Criteria

1. Urban area
2. adolescents

#### Statistical Analysis

The Descriptive statistics used for data analysis were Mean, SD, SEM. Analysis of Variance was used.

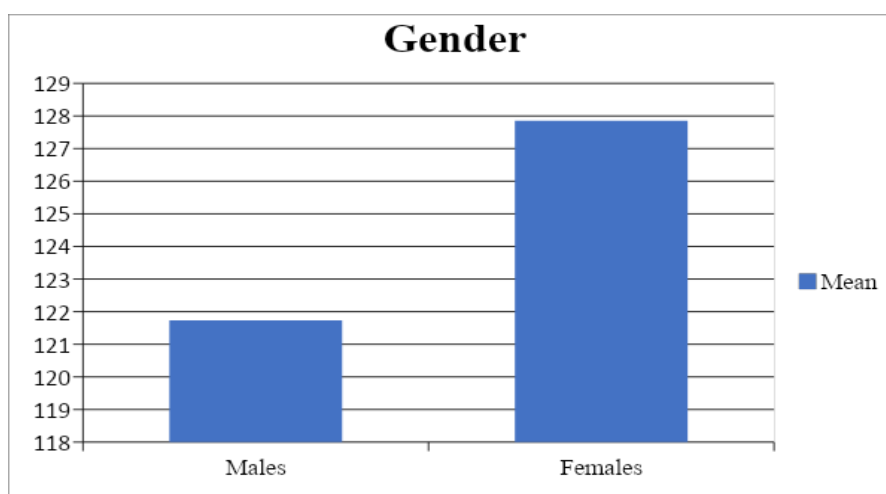
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### RESULT & DISCUSSION

**Table 1. Descriptive Statistics**

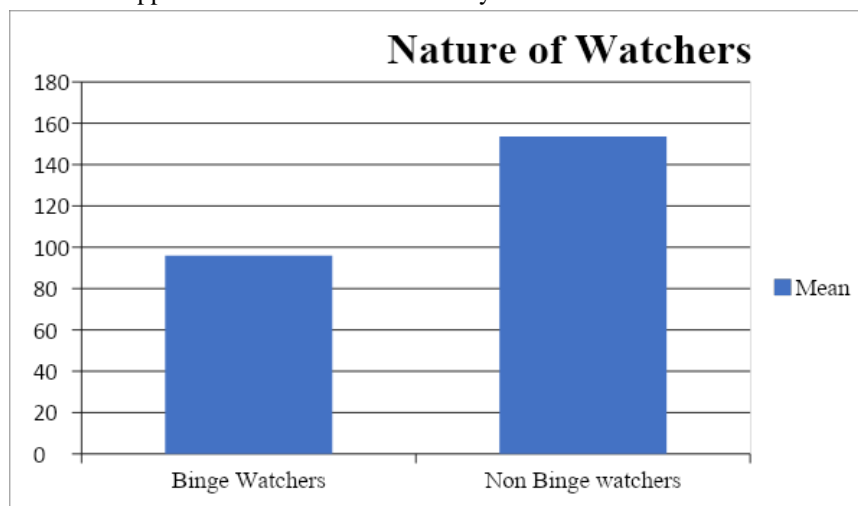
Gender	Nature of Watching	Mean	Std. Deviation	N
Boys	Binge watcher	85.00	10.44	30
	Non-binge watcher	158.46	6.39	30
	Total	121.73	38.02	60
Girls	Binge watcher	106.86	11.14	30
	Non-binge watcher	148.83	5.39	30
	Total	127.85	22.87	60
Total	Binge watcher	95.93	15.36	60
	Non-binge watcher	153.65	7.61	60
	Total	124.79	31.39	120

\*According to the test used for loneliness, the highest scores exhibit a low level of loneliness.



**Graph 1. Graphical representation of total mean score of Gender in reference to loneliness.**

Table 1 & Graph 1. Shows descriptive analysis of loneliness among Gender (boys & girls). Total mean score of loneliness of boys is 121.73 and the total mean score of girls is 127.85. As result indicates that there is higher loneliness in boys as compared to girls. Both genders experience negative emotions as well as positives where females are found to be more socially active and easily talk out their negative emotion, but boys are unable to deal with it and feel helpless that leads to stress or anxiety. Generally, girls are more social & they maintain their personal relationship so well with family, friends & beloved. If their relationships get sour, they easily manage their loneliness with the inclusion of extra activities like using social sites, watching OTT platforms & outings with other friends. It was found that boys are not so social & expressive, so they experience more loneliness as compared to females. Girls get more emotional & social support from others rather than boys.



**Graph 2. Graphical representation of total mean score of Nature of watchers in reference to loneliness.**

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Graph 2. Shows total mean score of nature of watching (binge watcher & non-binge watcher) in reference to loneliness. A total mean score of binge watcher is 95.93 and total binge score of non-binge watcher is 153.65. The respondents with binge watching found greater loneliness rather than non-binge watching. Binge watchers majorly respond greater on negative questions like “I stay away from people”, “There is nobody with whom I can share my problems”, “I feel a general sense of emptiness” & “I feel alone even when I am surrounded by people” in respect to non-binge watcher lowest scored in following questions. Non-binge watchers have responded higher on positive questions rather than negative questions.

**Table 2. Analysis of Variance**

Dependent Variable: LONELINESS						
Source	Type III Sum of Squares	Df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	108500.692 <sup>a</sup>	3	36166.897	476.903	.000	.925
Intercept	1868755.208	1	1868755.208	24641.712	.000	.995
GENDER	1122.408	1	1122.408	14.800	.000	.113
Nature of watching	99936.408	1	99936.408	1317.778	.000	.919
GENDER * Nature of watching	7441.875	1	7441.875	98.130	.000	.458
Error	8797.100	116	75.837			
Total	1986053.000	120				
Corrected Total	117297.792	119				

a. R Squared = .925 (Adjusted R Squared = .923)

Table 2. Shows significant effect and interaction effect among independent variables gender and nature of watching in reference to loneliness. The result shows a significant difference between boys and girls ( $F=14.800$ ). As per the mean scores males were found to be lonelier as compared to the females. Borys & Perlman (1985) found that the men show more reluctant nature to disclose their experience which is socially stigmatized whereas Nolen- Hoeksema & Rusting (2000) found that now women are more willing to explore, admit, and report feelings of loneliness. There is research which was found to be contradictory to our result like Bajaj, Seema & Kaur, Gagandeep (2019) studied that there is no significant difference between the mean scores of loneliness of adolescent boys and girls. The result shows a significant difference between binge watcher and non-binge watcher ( $F=1317.778$ ). According to the mean scores also the binge watchers were found to have higher levels of loneliness as compared to the non-binge watchers. The article published in New York post favors the result that Binge watching is negatively impacting the mental health of individuals. 2000 people surveyed by Patient info who were of age 18 to 24yrs who reported five times more likely to feel lonely, three times more likely to feel depressed and twice as likely to feel anxious, sleepless and empty. The interaction effect was found to be significant between gender (boys and girls) & nature of watching (binge watcher and non-binge watcher). A study in 2019 found that 7.1 percent of men were more engaged in spending five to seven hours watching online series in one sitting whereas women were slightly lower in percentage (Julia Stoll, 2021) as per the result table, significant variation was found within the sample group. The significant interaction effect was found among independent variables in reference to loneliness.

### Limitation

- The data was not able to be collected through proper channels such as face to face interview and paper pencil test due to covid.
- The study was not able to include all schools and coaching institutes.
- The test cannot be filled by Hindi medium students due to the language of the test being English.

### Suggestion

- Module can be developed for the awareness of the cons of binge watching
- A comparative study can be done between rural and urban areas in terms of adolescence.

### CONCLUSION

In this research it was found that in the fastest running world adolescents are getting their full entertainment with a click which is directly or indirectly affecting them psychologically and resulting in loneliness. Also, it was found that there is greater loneliness in male as compared to females in reference to binge watching.

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