

## “A Study of Impact of Web Series and Streaming Content on Youth of India”

**Dr. Vishal Waman Wagh<sup>1</sup>, Prof. Rucha Girdhar Deshpande<sup>2</sup>, Prof. Kiran S Patil<sup>3</sup>, Prof. Sachin Venkatrao Hadole<sup>4</sup>**

<sup>1</sup>Associate Professor, MITCON Institute of Management

<sup>2</sup>Assistant Professor, MITCON Institute of Management

<sup>3</sup>(Research Scholar JJTU), Assistant Professor, MITCON Institute of Management

<sup>4</sup>Assistant Professor, MITCON Institute of Management

### ABSTRACT:

The impacts of web series and streaming material on Indian adolescents are examined in this research. The study looked at how young people felt about web series and other online streaming entertainment available on sites like Netflix, Amazon Prime, YouTube, and Torrent downloads, among others. This study looks into the psychological consequences and behavioural changes that online shows have on young people. The questionnaire research technique is used to perform this study, which employs quantitative research methodology. Undergraduate and postgraduate students, as well as young professionals working in Pune, are among the questionnaire's respondents (who consume internet video material).

**Keywords:** Online Streaming, Youth, Web Series, Online Content etc.

### INTRODUCTION:-

The internet entertainment business in India has seen significant expansion in recent years. All of this has been made possible by the changing lifestyles of Indian viewers, a dramatic shift in the types of material consumed, and the emergence of numerous online video streaming platforms via which the information is delivered to them. With the introduction of quicker and cheaper internet services in the form of mobile connections and widespread availability of broadband services, there has been a significant increase in the number of individuals accessing online material and the amount of time they spend watching online videos.

According to a survey, Indian viewers spend an average of eight hours and 29 minutes watching online video material, greatly above the worldwide average of six hours and 45 minutes. This demonstrates the widespread appeal of internet video content, which includes web series, episodes, short films, funny videos, and more.

In plain terms, a web series is a collection of short video episodes distributed over a period of time to present a story to the audience. It's supposed to seem like a daily soap or serial on television, but it's only available to view on the internet. Previously, it was mostly popular in Western nations, but as a result of globalisation, the trend of online multimedia streaming has spread to India.

In the Indian entertainment sector, the emergence of Netflix, Amazon Prime, ALT Balaji, MX Player, TVF, and a variety of other web and app-based online video streaming platforms, as well as faster internet connections, has grown increasingly popular. Even YouTube, the well-known video-streaming network owned by the search engine behemoth Google, has a sizable audience. Online content streaming has become a profitable possibility for content creators as it has grown in popularity, resulting in more and more content being uploaded to the internet.

The younger generation, mostly teens and youngsters between the ages of 18 and 30, is the primary target audience for web series and other

internet streaming material. However, those in the audience range in age from 30 to 50 years old.

The 'binge-watch' approach is the emphasis of these internet video streaming providers. To further comprehend this, imagine that you've planned to watch only one episode of a web series for the day, which will take less than 30 minutes, and you're tempted to watch more and more episodes, despite the fact that you'll be wasting many hours of your day doing so.

Fans were introduced to whole TV catalogues thanks to streaming services, which led to "binge-watching," in which a viewer watches multiple episodes of a single TV series in one sitting. Binge-watchers are increasingly catered to in specialized shows.

Working on this concept aids these platforms in attracting young people who are searching for pleasure on their smartphones or laptops. Because today's television soaps are dull, pointless, and lack innovation, young people prefer to watch drama, humor, action, love & romance, thrill, and other genres that are available in the form of online series or episodes.

### OBJECTIVE OF STUDY:-

- 1) To determine the perception of youth related to web series and online video content.
- 2) To study the Behavioral Changes of youth towards web series
- 3) To find out the impact of binge watching on mental and physical health of youth.
- 4) To study the impact of online web series on the psychology of youth.

### REVIEW OF LITERATURE:-

What does binge watching entail? "Watching three or more episodes of a TV or web series in one sitting," according to the Digital Democracy Survey (Deloitte 2015)

Traditional television viewing appears to be losing its appeal among Indian youth. The Indian young are drawn to OTT platforms such as Netflix, Amazon Prime, and other video streaming services because they allow fast access to a vast range of video material.

India has had a technologically transformational media environment in the previous decade, which has facilitated the mass-market introduction of niche channel, content, and television technology. Changes in watching patterns and platform choices have resulted from new platforms for connecting with television material, mostly through smart phones, and now through Internet TV/Video-On-Demand (VOD) and OTT platforms. (Tryon, 2015; Punathambekar & Kumar, 2012).

Moving forward, OTT services tapped into a large audience that is becoming increasingly used to watching entertainment material on their smartphones (Laghate, 2018). Online streaming services have now stepped in to claim a piece of the pie. Because the characteristics, contents, and contexts of online video streaming differ significantly from traditional television, determining how established media theories and methodology may inform research on the shifting audience and their viewing patterns remains a problem. (Livingstone, 2003, 2004; Livingstone, 2007).

Hot star, founded in 2015 and owned by Star TV (India's largest private broadcaster), is the most popular OTT platform in India, with a total loyal user base of 75 million individuals in urban and rural regions, followed by Amazon Prime Video with 11 million members (Aadeetya, 2018). While Netflix is only in third place with roughly 5 million users, it is a more fascinating research topic due to its various distinctions from other players and the more specific demographics it caters to – niche, English-speaking, wealthy, urban youth (Joglekar, 2018).

Rather than watching one episode of a series each week as is customary on television, viewers can choose to watch multiple episodes of a single series in rapid succession. According to surveys, the majority of customers prefer to watch many episodes of their favorite shows in one sitting (Pomerantz 2013). According to a Nielsen (2013) study, 88 percent of Netflix subscribers.

Individuals not only consume more stuff, but they also do it in a shorter amount of time. According to a 2013 survey conducted by Netflix and Harris Interactive, 61 percent of adults who stream television shows at least once a week said they regularly engage in "binge watching" sessions, which consist of watching

two to three episodes of a single television series in one sitting, with nearly three-quarters of respondents having positive feelings about binge watching (Netflix 2013).

Several researches have shown that binge viewing web series and internet streaming entertainment has direct or indirect consequences on youth. According to a study by Sung et al. (2005), binge eating is regarded to be directly linked to unpleasant moods. Several studies, such as Stickney et al. (1999) and Stice, Prensell, and Spangler (2001), gave instances of research papers that show a link between binge viewing, body dissatisfaction, academic loss, depressive symptoms, and poor esteem (2002).

"For many participants, the rhythm of their day was constructed around binge-watching," Peterson (2006) said of the consequences of binge-watching on social and academic life of college students. They set aside time to binge-watch online shows and congratulated themselves on their achievements. While the participants minimised or were oblivious of the consequences of their new viewing habits, their grades worsened, their social relationships were neglected, and their schedule was mostly dictated by their binge-watching habits."

Binge behaviour is classified as an addiction in the psychological and medical literature (e.g., Gold, Frost-Pineda, and Jacobs – 2003), with research indicating that people engage in such behaviors to avoid reality.

**RESEARCH METHODOLOGY:**

The research methodology really helpful for the researcher to discover methods, approaches, techniques and problems related to research. It also helps to researcher to solve critical issues related to research. This study of research is based on the **qualitative research** assumptions; the researcher has utilized

**primary data collected** through well designed structured questionnaire & **secondary data collected** from various secondary resources where potential data is available from past studies and published journals in the context of, impact of online purchasing on customer satisfaction. The sample taken for the study is about **100 respondents** in Pune city by using **simple random sampling** technique.

In the context of this research study, researcher utilized **descriptive research design** to get better result of research. Descriptive research design contains, different facts, finding surveys, characteristics and detailed study related to the topic of research including Ex post factor research where researcher has no control over the variable and market, he just observing what is happening or what has happened. This research design gives strength to research and given optimistic result.

**HYPOTHESIS:**

Binge-watching or web-series addiction affects people of all ages, genders, and occupations.

We can develop sub-hypotheses for each variable based on the parent hypothesis, where **H0** denotes null hypothesis and **H1** denotes alternative hypothesis.

**RESULTS & DISCUSSION:-**

**HYPOTHESIS: - 1**

H0:- Binge-watching the web-series is independent of nature of occupation (student or working professional)

H1:- Binge-watching the web-series is dependent on nature of occupation (student or working professional)

**Table No.1**

| Observed Value | Expected Value | Chi Square | Chi Square Table Value | Degree of Freedom | Chi Square Calculated Value |
|----------------|----------------|------------|------------------------|-------------------|-----------------------------|
| 80             | 50             | 18         | 3.841                  | 1                 | 36                          |
| 20             | 50             | 18         |                        |                   |                             |

**Interpretation:-**

From the above table no.1, as chi square calculated value i.e. 36 is greater than chi square tabulated value i.e. 3.841 at 5% level of significance and 1 degrees of freedom, thus we reject the null hypothesis and accept the alternative hypothesis which states that 'Binge-watching the web-series is dependent on nature of occupation (student or working professional).

**HYPOTHESIS: - 2**

H0:- Binge-watching the web-series is independent of gender

H1:- Binge-watching the web-series is dependent on gender

**Table No.2**

| Observed Value | Expected Value | Chi Square | Chi Square Table Value | Degree of Freedom | Chi Square Calculated Value |
|----------------|----------------|------------|------------------------|-------------------|-----------------------------|
| 35             | 25             | 4          | 7.814                  | 3                 | 10                          |
| 30             | 25             | 1          |                        |                   |                             |
| 15             | 25             | 4          |                        |                   |                             |
| 20             | 25             | 1          |                        |                   |                             |

**Interpretation:-**

From the above table no.2, as chi square calculated value i.e. 10 is greater than chi square tabulated value i.e. 7.814 at 5% level of significance and 3 degrees of freedom, thus we reject the null hypothesis and accept the alternative hypothesis which states that 'Binge-watching the web-series is dependent on gender'

**HYPOTHESIS: - 3**

H0:- Binge-watching the web-series is independent of nature of age

H1:-Binge-watching the web-series is dependent on nature of age

**Table No.3**

| Observed Value | Expected Value | Chi Square | Chi Square Table Value | Degree of Freedom | Chi Square Calculated Value |
|----------------|----------------|------------|------------------------|-------------------|-----------------------------|
| 40             | 25             | 9          | 7.814                  | 3                 | 20                          |
| 30             | 25             | 1          |                        |                   |                             |
| 20             | 25             | 1          |                        |                   |                             |
| 10             | 25             | 9          |                        |                   |                             |

**Interpretation:-**

From the above table no.2, as chi square calculated value i.e. 20 is greater than chi square tabulated value i.e. 7.814 at 5% level of significance and 3 degrees of freedom, thus we reject the null hypothesis and accept the

alternative hypothesis which states that 'Binge-watching the web-series is dependent on gender'

## CONCLUSION:

After considering a variety of factors, it is obvious that web series and internet streaming entertainment have a significant impact on the Indian youth. The information created and displayed on online platforms has been successful in capturing the attention of young people and diverting them away from traditional television soap operas.

The content available on OTT platforms, which includes sexual, abusive, and violent content, as well as alcohol and drugs, has had a psychological impact on Indian youth, who have acknowledged to experience insomnia, despair, and insecurity in their daily lives. The youth are also losing ground academically and are becoming more vulnerable to health problems. On the other hand, binge watching has a negative impact on their relationships with friends and family.

## REFERENCES:

- [1] 1. Atkin, C., Greenberg, B.S., Korzenny, F., & Mc Dermott (1979). Selective exposure to televised violence. *Journal of Broadcasting*, 23.
- [2] 2. Bandura, A. (1994). Social cognitive theory of mass communication. In J. Bryant & D. Zillman (Eds.) *Media effects: Advances in theory and research* (pp.61-90). Hillsdale, NJ: Erlbaum.
- [3] 3. Bandura, A., Ross, D., & Ross, S.A. (1961). Transmission of aggression through imitation of aggressive models. *Journal of Abnormal and Social Psychology*, 63, 575-582.
- [4] 4. Berkowitz, L. (1984). Some effects of thoughts on anti and pro-social influence of media events: A cognitive-neoassociation analysis. *Psychological Bulletin*, 95, 410-427.
- [5] 5. Burke, P. (1978). *Popular Culture in Early modern Europe*. London: Temple Smith.
- [6] 6. CAR (2005), *Media Violence and Its Impact on Children*, Research Project, Centre for Advocacy and Research, New Delhi.
- [7] 7. Cheung, C.K. & Ngai, N.P. (2004), "Humanist Approach To Youth Development In The Summer Youth Programme Of Hong Kong", *Journal of Social Science Research*, 31 (2).
- [8] 8. Eysenck, H.J. and Nais, D.K. (1978). *Sex, violence and the media*. New York: Saint Martin's Press.
- [9] 9. Ghosh, Shohini. (2007). *Media Violence: Fact and Fiction*. From <http://www.infochangeindia.org/analysis189.jsp-69k>.
- [10] 10. Helves, Helena (2005), "Global & Local Perspectives Of Youth Research", Paper Presented in VII, International Conference on Asian Youth Issues: Opportunities & Challenges Of Youth in New Era, Organized by the Education & Youth Affairs Bureau, 5-9 December, 2005, Macao Special Administrative Region, China
- [11] 11. James Q. Wilson & Richard Herrnstein. (1985). *Crime and Human Nature*, New York: Simon & Schuster.
- [12] 12. Kumar, Shailendra (2009). *Media Violence and its impact on the Behaviour of youth*. Unpublished Doctoral thesis, Department of Sociology, University of Lucknow, Lucknow, 26-27
- [13] 13. Lynn., R., Hampson, S. & Agahi, E. (1989). Television violence and aggression: A genotype-environment correlation and interaction theory. *Journal of Social Behaviour and Personality*, 17, 143-164.
- [14] 14. Mankekar, Purnima (1999), *Screening Culture, Viewing Politics: Television, Womanhood and Nation in Modern India*, Oxford University Press, New Delhi.
- [15] 15. McIntyre, J. & Teevan, J. J. (1972). Television violence and deviant behaviour. In G.G. Comstock & E. A. Rubinstein (Eds.) *Television and social behaviour: Reports and Papers*, Vol. Television and adolescent aggressiveness (pp.173-230). Washington, DC: US Government Printing Office.
- [16] 16. Ngai, N.P. (2007), "Youth Research In Asia: Themes & Perspectives", Paper Presented in VIII, International Conference on Asian Youths & Childhoods, November 22-24, 2007, Lucknow,
- [17] 17. Patil, Pranali (2014), *Impact of Social Networking Sites on Indian Youth*, *Episteme*, Vol. 3, No. 1.

- [18] 18. Pearson, G. (1983). *Hooligan: A History of Respectable Fears*. London: Macmillan.
- [19] 19. Pearson, G. (1984). *Falling Standards: A Short Sharp history of moral decline*. In: M. Barker (Ed) *The video Nasties: Freedom and Censorship in the Media*. London: Pluto Press.
- [20] 20. Postman, Neil. (1986). *Amusing Ourselves to Death. Public Discourse to Death. Public Discourse in the Age of Show Business*. New York: Viking.
- [21] 21. Rajendran, V and Paul, P.D. (2005), *Youth and Globalization*, Rajiv Gandhi National Institute of Youth Development, Tamil Nadu.
- [22] 22. Rosenberg, S.W., Ward, D., & Chilton, S. (1988), "Political Reasoning & Cognition: A Piagetian View", Duke University Press, Durham.