"Impact of OTT Platforms on Human society"

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Abstract

As a result of OTT platforms becoming formidable rivals in the entertainment industry, consumers' content consumption habits have undergone a sea change. With an emphasis on the negative social, physiological, and psychological consequences of their extensive reach, this study investigates the societal ramifications of Over-the-Top (OTT) platforms. The OTT platforms project's language, substance, and presentation have lately sparked worries due to the multiple ramifications, particularly among minors. The research concludes that over-the-top (OTT) platforms significantly impact human society negatively based on an analysis of 25 review articles published between 2017 and 2024. The following are some of the negative consequences: first, mental health issues like as anxiety, insomnia, and depression are more common among binge watchers. Second, over-the-top (OTT) services have a major impact on people's physical as well as emotional health. Many people nowadays spend most of their time sitting around, which raises the likelihood of developing obesity and other health problems. A rise in crime, the propagation of false information and stereotypical views, and a general dehumanization of the human race are all possible outcomes of over-the-top (OTT) media. To make informed decisions and improve people's well-being, it's vital to understand the downsides of OTT platforms.

Keywords: OTT, Youth, Human Society, Impact, Addiction

1. Background of the Study

In the twenty-first century, the major shift in our social world is the emergence and development of new media. Internet, Wi-Fi, tablets, Video Games, Mobiles, and Computers have all taken on new roles in our everyday lives in this new world. The new media era has permanently transformed the

nature of television shows and the content they deliver. The very dynamic Over-The-Top entertainment space is evolving every day. Beyond television, there is now a whole different entertainment world for people to discover. Busson, A., Paris, T., Simon, J.P. (2016) "Newcomers in the fields of broadcasting and content delivery, OTT content means online delivery of video and audio without the ISP being involved in the control or distribution of the content itself. The traffic is not managed."

India's online entertainment sectors have undergone dynamic changes in the last half-decade. Examples of over-the-top platforms are Hotstar, Netflix, Zee5, ALTBalaji and Amazon Prime. These platforms have a variety of content like TV shows, movies, and web series with a nominal subscription fee. One can find any kind of video content on an OTT platform. OTT platforms give viewers more control over their media consumption, allowing them to choose the smart device and content they want to use. OTT media services that provide viewers with direct streaming facilities have grown worldwide. Viewers do not have to wait for another episode of a series on OTT services. In today's time, people have their personal space to watch whatever shows and films they like at any time on their mobile.

The digital streaming sector in India has seen significant expansion in recent years. Many factors lead to this expansion. The factors are the changing lifestyles of audiences, a substantial shift in the material types consumed, and the emergence of numerous video-on-demand platforms via which they may obtain information. With the launch of fast and cost-effective internet facilities through mobile networks and the widespread availability of broadband networks, the number of the audience has risen significantly who are accessing online material and the amount of time they spend watching online videos. With the rapid transition in the digital paradigm in India's OTT

industry, companies have their level upward by adopting new technology, raising advertising budgets, and enticing customers with subscription packages.

People watch web series on over-the-top platforms to lighten the mood and discover various concepts and views. Web series may be both entertaining and informative. It may provide people with the opportunity to travel across the world. People may learn about civilisations by watching web programmes that bring them new perspectives. Web series with pro-social elements will positively influence people's conduct.

For the Indian people, TV and cinema have long offered primary sources of enjoyment. People are influenced heavily by television media.TV and movies influence thinking, beliefs, actions, and values. People memorise dialogues, melodies and scenes from films or TV dramas and retain them for a longer time. Elders have always chosen to watch positive content which does not include

obscenity. However, in the case of web series, everyone is free to consume any content without any guidance. With time, the channel and techniques of accessing virtual data have also changed dramatically, moving away from scheduled television programmes restricted by accessibility to easily accessible archives of a series of episodes that users could access nearly anywhere. Until discovering hidden negative aspects of digital media, this shift was seen positively.

This change comes up with many advantages and disadvantages. The content of programs on the web does not check before broadcasting, which results in vulgar and violent content shown in web series. As a result, people had filed some PILs containing that "Broadcasting nudity or vulgar scenes is a cognisable offence under IPC, Cinematograph Act, Indecent Representation of Women (Prohibition) Act 1986 and the Information Technology Act, 2000". Web series on OTT platforms contain harsh language and sexual content without any storyline. Some Producers called it freedom of expression and creativity, but the freedom of expression through web series is in the wrong direction. Many renowned production houses produce web content and have their own OTT platform like ALTBalaji by Ekta Kapoor and ZEE5 by ZEE entertainment enterprises. So the main aim of the research is to determine the element of sex and violence in web series, the psychological effect of violent and sexual content on viewers, the need for censorship of web series, and the impact of web series.

Over-the-top platform significance as a catalyst for change cannot be ignored; it has come with negative consequences that are far too big to ignore. Anything's utility may be assessed based on its reasons, taking into account any negative consequences. In the case of OTT, it is a massive platform for entertainment and an extensive repository of data. The over-the-top platform has many elements that make it an advanced form of media than traditional media. Consumption of media content has its consequences, which is true of OTT. The increasing viewing of OTT has resulted in good and bad shifts in the attitudes and lives of people. The study will look at the psychological effects of violence and sex on Indian young adults and adults.

The media are tools for influencing, encouraging, and informing people. There is no such thing as static media, and a medium is more than that. Viewers watch movies for a variety of reasons, including enjoyment, but also knowledge or inspiration. A medium lives in a multifaceted world; it serves several purposes and has multiple elements, structures, and readings. For good or worse, the media significantly influences our principles, perceptions, and behaviours. For example, web series are more prone to teach wrong values to people. A typical day in our life usually consists of many activities such as games, learning, completing schoolwork, and being active and fit, but web series may probably replace these activities. Watching web series for a long time can harm people's physical

and mental growth. People are attracted to and addicted to web shows, resulting in less time to engage with others. It is essential because that can stifle people's natural personal and social growth.

Previous investigations showed that people's exposure to violent content in movies and television increases the probability of acting aggressively shortly afterwards. All age groups have these effects. All those people who view violent content are more inclined to act violently than the people who watch nonviolent videos. The younger generation between the ages of 18 and 30 is the primary consumer of web shows and other digital streaming entertainment. Moreover, individuals ages 30 to 50 are also the audience for the OTT content.

Some studies suggested that young adults and adults do not commit acts of violence just because of media violence. Violence is a taught behaviour for accomplishing objectives and resolving problems. Young adults who have been witnesses to or sufferers of violence within the family are more prone to violent behaviour. It indicates that experiencing violence is a significant predictor of aggressive behaviour, and media violence depicts highly vivid and detailed violence. Studies show the link between teenage smoking and the consumption of specific media messages. Seeing cigarette consumption in cinema has been associated with more than half of young adults smoking beginning. Fisher, R. D., Cook, I. J., & Shirkey, E. C. (1994), "the antisocial effects of media exposures, Linz (1989) concluded that the evidence of harmful effects from exposure to nonviolent sexually explicit media is weak and inconsistent, whereas the evidence consistently shows that exposure to depictions of violence toward women, whether sexually explicit, produces acceptance of rape myths and desensitisation to the suffering of rape victims."

Young adults are more likely to imitate others' conduct since they may easily connect to the web series portrayed content. Extreme violence depicted in web shows exposed by young adults will undoubtedly be significant behavioural changes. These shows will teach people to be aggressive in their actions and thinking. In addition, people will be more impacted by what they frequently see, such as drinking and smoking, and these scenes are common in web shows. It would foster the formation of such harmful behaviours in young adults. This study intends to focus on the effect of violent and sexual content. The research would reflect upon the physiological factors such as mental health and aggression on viewers and non-viewers of the web series through the experimental design. There is a Central Board of Film Certification intended for regulating movies, a Broadcasting Content Complaints Council for regulating the content of non-news channels on television, and the Press Council of India for regulating newspapers. Conversely, OTT platforms are not governed by any regulatory authority. Bilbil, E. T. (2018) states that the telecommunications industry is heavily regulated. Non-market factors influence the marketing plans, such as political strategies and non-

1600

economic aspects. On the other hand, they portray OTT marketing strategies as systems for avoiding politico-regulatory games and trade-offs. Web series on OTT platforms contain violent and sexual content. OTT content does not have any preview process like films. While countries like Singapur already developed the legal framework for OTT platforms in 2018, the Indian government does not have any guidelines till 2020. In the latest notification, the Indian government issued that the OTT platform will come under the Ministry of information & broadcasting. The MIB issued a "Code of Ethics" for online curated content in 2021.

4. The objective of the study

1. To find out the psychological impacts of web series on young adults and adults.
2. To ascertain the perception of young adults and adults regarding the nature of web series.
3. To find out the elements of violence and sex in the web series.
4. To evaluate the positive and negative aspects of the web series.
5. To explore the laws and regulations regarding the content of the web series.
6. To determine the need for censorship on web series.

REVIEW OF LITERATURE

Panda, S. et al. (2017) conducted a study titled "Binge watching and college students: motivation and outcomes," determined that while students may feel compelled to engage in excessive viewing sessions to attain their desired satisfaction, there is undeniably a chance that they might become addicted to it. Since college students often resort to bingeing as a coping mechanism for the negative impacts of binge watching, the researcher finds the data concerning.

A study was undertaken by Dhanuka, A. et al. (2019) in order to study the consequences of youth addiction to online series and binge-watching. The study drew 90 participants from Mumbai and was a cross-sectional survey of young adults (18–25 years old). Findings suggest that Mumbai's youth are aware of and actively battling their digital media addiction. The impacts of binge watching on the mental, emotional, physical, and social well-being of young people were also discussed in the article.

The relationship between impulsivity, their possible interplay, and depressive symptoms with binge watching was investigated by Loeber et al. (2020). Also examined was the correlation between binge viewing and the Big Five personality qualities: openness, agreeableness, conscientiousness,

1601

extraversion, and neuroticism. The 228 people who took part in the study were surveyed online. The researchers used a condensed version of the following tests: the General Depression Scale, the Introvert-Addiction Short, the Barratt Impulsiveness Scale, and a condensed version of the Big Five Inventory. Regression analysis was the method used. Conscientiousness was the sole trait that showed a significant correlation with binge watching, while impulsivity and depressive symptoms were shown to be negatively connected with binge watching.

Peterse, M.E. & Klooster, P.M. (2019) Researchers found that after watching a large amount of online information, binge-watchers usually feel calm and content. It would appear that watching videos online through over-the-top (OTT) services is quickly becoming the norm. No evidence of harmful health effects or excessive disregard for daily routines as a result of viewing video streaming content was observed in the study.

Starosta et al. (2020) identified the psychological components associated with the problematic symptoms of binge-watching. One thousand people, ranging in age from 19 to 27, participated in the study. Of these, 850 were female and 150 were male. We used a Google form to collect samples and then used purposeful sampling based on the reviews we found. According to the results, mobile devices like laptops and cellphones are more commonly used for binge watching. Symptoms of binge watching were significantly associated with low conscientiousness across all personality traits. Furthermore, it was found that low IQ, emotional instability, agreeableness, and problems binge watching go hand in hand.

Seetharaman, A. et al. (2020) Research on Binge Watching Behavior found that although it's a terrific way to forget about real-life concerns, an addiction to binge-watching can cause anxiety, insomnia, and despair, among other health issues.

Deshpande, A. et. al. (2020) in their study "The impact of online streaming services (OSS), with particular reference to Navi Mumbai. Young adults (those between the ages of 18 and 24) were found to be impacted by OTT or OSS. The study's sample of young individuals found that OTT/OSS were detrimental to their development. There is proof of this in the form of financial pressure, psychological impacts, and unbalanced time management among young people to watch such content. Internet streaming services have a major influence on young people's lives, according to the researcher.

A study by Kumar, K. et al. (2021) titled "Behavioral effects of web series on Indian youth" arrived at the subsequent verdict: It's common to see new, clichéd depictions of women in movies and TV shows, which can have a devastating effect on the way young people see the world. Additionally, the media's tendency to depict women as helpless victims of patriarchal ideals that have persisted throughout history is readily apparent.

The study by Wagh, V.W. et. al. (2022) arrived at the conclusion that OTT content, which includes violent, abusive, sexual, and alcohol-related content, has had a psychological impact on Indian kids. These young people have acknowledged that they deal with feelings of inadequacy, hopelessness, and sleeplessness every day. Additionally, the youth are more prone to health problems and are slipping behind in their academic pursuits. Binge watching, though, has a negative impact on their relationships with loved ones.

C.P Rashmi et al. (2023) As a result of the accessibility of all episodes, which increases internet usage time and other factors like health difficulties, etc., the study found that web series are extremely addictive and associated with binge-watching. People have a tendency to watch all of the episodes of these online series in one sitting when they become accessible, which can lead to addiction and a variety of social and psychological problems.

Dhiman, B. et al. (2021) investigated the impact of online television and other streaming media on the psychological well-being of young Indians. A total of 250 students from various Indian universities made up the research sample. The study found that young people's mental health suffers due to the abundance of sexually explicit, violent, and abusive content on over-the-top (OTT) platforms. The expert went on to say that young people would face major mental health issues if it were to spiral out of control.

The relationship between contemporary screen time and binge eating disorder was examined by Nagda, et al. in 2021. The 11,025 subjects, whose ages varied from 9 to 10, were retested after a year. The outcomes were determined using logistic regression analysis applied to the cohort of data provided by the Adolescent Brain Cognitive Development (ABCD) study. A strong correlation between binge eating disorders and internet use (e.g., social media, texting, and video streaming) was found.

Research on the detrimental effects of web series viewing on suicidal thoughts, depression, and self-harm was conducted by Da Rosa et al. in 2019. A poll regarding the web series "13 Reasons Why," which was filled out by volunteers through a social media group. The results showed that there was a significant impact on mood, with 23.7% reporting a decrease. Web series viewers reported higher levels of depression and lack of motivation, according to the study's authors.

Lee, C. et al. (2023), According to their findings, over-the-top (OTT) streaming allows users greater freedom in selecting content and letting them better manage their time, yet watching OTT late at night disrupts users' sleep schedules.

Sharma, A.S. (2024) conducted a study "The OTT syndrome: psycho-social impact of binge watching" concluded that the effect of OTT platforms result in insomnia, eye disorders, loneliness and isolation.

C.P Rashmi, et. al. (2023), conducted research on the marketing of violent and sexually explicit crime web series in India among students aged 17–20. The results showed that these shows glorify hate crimes such as murder, robbery, drug misuse, and sexual assault, which profoundly affects viewers' mental health.

Sharma, K. (2021), examined the representation of hate speech and changing gender roles in Indian web series and OTT media using 56 replies and found that exposure to sexual, violent, and abusive content impacts one's body language and speech patterns.

In a study by Singh, R. et al. (2022) regarding binge watching among sixty adolescents ranging in age from fourteen to eighteen. Adolescents' mental health was negatively impacted by OTT, and they discovered that men experienced higher rates of loneliness than females.

Chattopadhyay, A. (2020) studied the psycho-sociological impact of web series on Indian internet users using a mixed-methods approach. The study's authors came to the conclusion that shows and movies that conform to current trends in the stereotypical portrayal of women may do serious harm to young viewers.

Rout, D. et al. (2021) surveyed young people in Bhubaneswar to find out how they felt about web series on OTT platforms. One hundred recent grads and postgrads made up the research sample. Based on the results of an online survey, we know that young people who watch web series are more likely to experience mental health issues such anxiety, despair, loneliness, insomnia, and poor academic performance.

Kaur, J. et al (2023) used an online poll that lasted three months to investigate the effect of the Ott platform on cosmetic surgery in India. Using a chi-square test to look for differences between the groups, we see that the more time people spend on over-the-top (OTT) services, the less likely they are to decide what to watch next.

A study on the younger generation's perception on OTT platforms and their increasing prominence was carried out by Kala, G. (2022). which caused her to consider the generation's impact on OTT platforms, finding both good and bad aspects. While technology does teach people new things, it also exposes them to violent and sexually explicit material. The researcher emphasized the importance of responsible use to avoid harming oneself or society.

According to a study by Devan, U.P. et al (2021) explains how young people view web series on services like Netflix, Amazon Prime, BitTorrent, and others, and how these shows affect their mental health and how they act.

The results of a study on "consumers choice in OTT and the impact of its streaming content among youth in Chennai" by Saranya, B. et al. (2023) evidence that over-the-top (OTT) material has a substantial effect on viewers' mental health and the amount of time they spend watching entertainment. To avoid having a detrimental effect on younger viewers, it is crucial that OTT platforms consider the potential effects of their material and ensure that consent is varied and appropriate.

DEFINITION

Over-The-Top Platform

OTT relates to video content streaming over the internet, usually using VoD platforms. Users may watch content on any web device using OTT apps. The over-the- top platform delivery system provided two types of content. One is Video on Demand, which is finished material, like a film, that

can watch by the user. The other is LIVE, which refers to live streaming events, like a sports match, for viewers to watch in live time. Both forms of content have comparable workflows, but they are distinct enough to need a walkthrough. Content chunks are slightly broader for VOD, which speeds up the process. In addition, users can store more significant portions of content long enough to potentially download the whole duration of the movie while watching it. For LIVE, content chunks reduce the time between the actual event and distant watching. However, because the players cannot store as far ahead, they must adjust the bit rates to match their actual performance.

Liu, C. J., & Chuang, Y. F. (2015), "A service platform built on the internet that provides video streaming (e.g., Netflix) or communication service (e.g., line). For OTT TV, the audience enjoys video application service through the internet, which makes OTT TV a broadcasting platform independent of traditional means. Hence, OTT TV is a substitute for cable TV and vice versa, and its boom or bust affects the number of cable TV subscribers and thus revenue."

Park, S., & Kwon, Y. (2019) OTT is the medium which provides different types of video-on-demand through the internet. "International Telecommunication Union" describes OTT as an app which is available for the consumer on the internet.

The domestic and international payers are battling it out in the country's OTT market. There are roughly 40 OTT platforms in India. By 2023 these platforms are predicted to reach 100. While Jio Cinema and other Indian players have established a firmer foothold, foreign platforms such as Amazon prime And Netflix have gradually experienced rapid growth. The major over the top platform that is available in India are:

Disney plus Hotstar

In 2015, Hotstar made its debut in India; Star India owns it, while Disney Media and Entertainment distribution run it. The number of paid subscribers is 46.4 million as of July 2021 and 300 million active users as of May 2020. Hotstar is a great place to watch films, TV shows, and sports coverage. People may sign up for a free account and access the material with adverts interspersed. The paid version provides exclusive multinational films and series without advertisements. In addition, online live cricket events act as a significant attraction.

Netflix

In 2016, Netflix made its debut in India. Netflix is an over-the-top video

platform headquartered in the United States. It had slightly above 209 million customers globally as of June 2021. In India, Netflix has 5.03 million subscribers as of the second quarter of 2021. The number of exclusive movies and TV series they offer is their Key Selling. Netflix has placed its most

1606

significant investment in India on developing new unique material, as they missed content for the Indian audience.

Amazon Prime Video

Amazon owns Prime Video. It is a video-on-demand service. The subscribers of prime are 18 million as of June 2021. Prime Video provides thousands of movies and hundreds of web shows. Prime Video have its largest business in India. In a statement, Jeff Bezos claimed that beyond the US, the maximum lucrative marketplace is India.

Jio Cinema

In 2016, Jio cinema made its debut in India. Reliance Jio's data plan includes several OTT applications, including JioTV and JioCinema. It provides the majority of content for Indian users. For example, over 10,000 films and Television series are available on JioCinema. In addition, Jio has inked a content partnership with Disney. They feature a particular Disney-labelled area in the Jio app featuring material from the studio's films and animated shows.

SonyLiv

Sony Pictures Networks' SonyLiv is a video-on-demand streaming service. From June 2020 to June 2021, SonyLIV's premium subscribers increased by approximately 700 per cent. As of July 2021, it has 6.8 million paying customers. There are thousands of hours of video accessible, covering a variety of genres. In non- metropolitan cities, SonyLiv grew faster than in metropolitan cities (KPMG, 2019). It is accessible free with material that users may see without paying. English films and Television series are available with the premium membership.

ZEE5

Zee Entertainment Enterprises operate ZEE5. This Indian VoD service is a

subsidiary of Essel Group. In February 2018, it was inaugurated in India, featuring material in 12 different languages. ZEE5 has 72.6 million monthly users and 6.1 million daily users. The Zee5 and AltBalaji applications have been merged. Apart from the select ZEE5 and Alt Balaji series, ZEE5 Club members will access the most popular shows before they air on TV and in films with no advertisements.

Eros Now

As of March 2021, it has 39.9 million total paying customers and 224 million users worldwide. Eros Now, which Eros International launched, contains a rich database. It has about 11,000 films, 100,000 songs, and 100 Television series. As of March 2021, it has 39.9 million total paying customers and 224 million users worldwide. At the British Asian Media Awards, ErosNow was awarded "Best OTT Platform of the Year 2019."

Voot

Viacom owns Voot, which is a video streaming OTT platform. Voot is a subscription VOD service based in India. In March 2016, Voot made its debut in India. Voot has one million paid customers and monthly 100 million active users as of March 2021. It airs shows on respective TV networks, including Colors, MTV, and Nickelodeon. with the name Voot Originals, Voot began creating original shows.

ALTBalaji

Balaji Telefilms Ltd operates ALTBalaji, a Video-on-demand platform. ALTBalaji is the least expensive among all OTT providers. Thirty-two distinct interfaces with approximately 250 hours of unique material are available on ALTBalaji. They also have over 100 hours of children's programming and several shows in local languages in their collection.

MX Player

MX Player is an Indian streaming platform. It is operated by MX Media & Entertainment. It has a client base of almost 280 million individuals. This OTT platform contains More than 150,000 hours of videos available in several languages. MXPlayer's digital service is accessible for customers to access at no cost. In 2018, Times Internet invested $140 million for a majority stake in MX Player. MX Player was reintroduced as an Over-the-top platform with original shows in February 2019.

Web Series

Web series are a group of episodes of a program for the web. These are accessible on over-the-top channels to watch. Individuals can access web series through the internet. Web series are available in many genres like Romantic, Crime, thriller, science fiction, horror, and comedy. In addition, web series can watch on various gadgets, namely personal computers, tablet devices, & smartphones. The web series has two models. One is an ad format, and the second is a subscription-centred VoD format. With an episode named "Global Village Idiots," Rox, a modest access show from Bloomington, was the first series streamed on the internet in April 1995. Showtime purchased the illustrated sci-fi online series WhirlGirl in January 1999, becoming the first autonomously created web series to be leased by a major broadcast network. Infinite Ryvius: Illusion (2000) and Ajimu (2001) were among the first original net animation series shown in Took place in the 2000s. Microsoft introduced MSN Video, including the original online show Weird TV 2000. Various unique online shows attract attention between 2003 and 2006. The first internet show festival was the Web Series Festival. In the year 2009, it began in Los Angeles. Launching their first original online show, "Sorority Forever," Warner Bros. reintroduced The WB as an internet platform.

Alice, J. (2016) remarked that web series are quite a new creative form that allows content creators to take artistic risks.

Monaghan, W. (2017), Web series are one of the newest forms of storytelling that are gaining popularity worldwide and have spawned the phenomena of web series to TV transfer.

Honmode, S. (2019) web series is in episode form and webcast over the internet and can be accessed by mobile, and it is related to web TV.

According to connectedtoindia.com, "By definition, a web series is a series of scripted or non-scripted online videos, generally in episodic form, released on the Internet and part of the web television medium, which first emerged in the late 1990s and became more prominent in the early 2000s."

Violence

Social psychologists define violence as aggression which attempts to cause considerable physical injury, like death. Violence is a form of aggression, and every form of violence is hostile. Aggression which is intended to cause serious physical injury, including killing, attack, rape, and thievery is regarded as violent. For example, slapping can be violent, but name-calling is aggression.

Violence as per the World report on violence and health (WRVH) is *"The intentional use of physical force or power, threatened or actual, against oneself, another person, or against a group or community that either result in or has a high likelihood of resulting in injury, death, psychological harm, maldevelopment or deprivation".

They claim that violence can be decontrolled, such as suicidal conduct or self- destruction, social, such as between close relatives or strangers, or collective, such as social, governmental, and contextual aspects, and they provide motivations for violence. Acts of violence can be bodily, sexual, mental, or include neglect.

According to American Psychological Association "violence is an extreme form of aggression, such as assault, rape or murder. Violence has many causes, including frustration, exposure to violent media, violence in the home or neighbourhood and a tendency to see other people's actions as hostile even when they are not."

The Cambridge dictionary describes violence as acts and speech meant to cause harm to others and extremely violent activities are meant to harm individuals or are intended to do damage.

The WRVH provides a typology of violence, which may help people understand the circumstances in which violence happens and how different forms of violence interact. This typology identifies: physical, psychological, sexual, and deprivation are the four categories of violence. In addition, the broad concept of violence is of three subtypes based on the victim-perpetrator connection. Self-directed violence, collective violence, and interpersonal violence are the three categories.

Rutherford, A., Zwi, A. B., Grove, N. J., & Butchart, A. (2007) Categorised violence into many types in their research, which are as follows: "Gender-based violence, Intimate partner violence, Domestic violence, Family violence, Child maltreatment, Youth violence, Elder abuse, Workplace violence, Structural violence, Armed conflict, New wars, Complex emergencies, Terrorism, and Genocide."

Media Violence

Media violence referred to pictorial depictions of human-to-human physical hostility. This interpretation of media violence excludes off-screen toxicities, which may be reasons and instead alludes to the depicted physical, aggressive behaviour of one individual against another. For example, sequences and narrative arcs where an actor acts aggressively toward another actor refer to media violence. Although there is no bleeding, bloodshed, or writhing, TV programs, films, and online games in which people fight, speak hateful things to one another, or murder malicious actors are all examples of media violence.

The effects that appear right after consumption are known as short-term impacts. In the near term, media violence promotes aggressiveness in the following ways: Resembling the seen behaviour directly, Reflective observation of aggressive traits and perceptions, Excitation increased, and Belligerence patterns of perceiving and emotion are primed. Short-term impacts fade away fast. The kid or teenager learns short-term messages more exactly with continuous media violence exposure, much as memorising basic arithmetic or playing chess enhances performance on similar abilities.

Sex

Sex refers to activities that involve sexual encounters. The term intercourse refers to a sexual act that is not confined to "penetrative sex" or "coitus" but instead encompasses anything sexual in spirit. People adore and indulge in sexual sessions involving their mates involving foreplay, snuggling, kissing, embracing, and intercourse.

Brown, J. D. (2002) Sexual content depicts sexual conduct in the media. Sexual conduct can be explicit and implicit. Flirting is an example of implicit sexual behaviour.

Collins, R. L., Elliott, M. N., Berry, S. H., Kanouse, D. E., Kunkel, D., Hunter, S. B., & Miu, A. (2004) state that American TV shows broadcast a significant amount of sexual behaviour which includes kissing, depiction of intercourse, and other acts. Sex is frequently portrayed as a harmless practice with no risks or repercussions. According to common opinion, the ideas that teens receive from this content stimulate sexual behaviour in young viewers.

Researchers examined violent sexual content and nonviolent sexual content in the media. Violent sexual content includes rape, slavery, humiliation, dominance and submission, beating, slapping, pulling hair, and genital mutilation. Nonviolent sexual content is significantly more challenging to

1610

classify. Often nonviolent sexual media depicts genital or oral sexual contact in a pleasant, or at the very least in volition. On the other hand, nonviolent sexual content can be sexually demeaning, showing degradation, superiority, submission, or humiliation. Aside from bodily parts and sexual desire, nonviolent sexual material gives the lady very few human characteristics.

Saeed, M., & Ali, F. (2021) "the exposure of sexually explicit content through web series among males was strongly correlated with sexual objectification, dis- empathy, commenting about women's bodies and insulting unattractive women. Moreover, web series exposure to sexually explicit content among females was not significantly correlated with male objectification. In addition to this, web series exposure is a significant predictor of sexual objectification dis-empathy, commenting about women's bodies and insulting unattractive women among male university students."

Sex in the media can appear in various forms. They may include explicit petting, oral sex, complete sexual intercourse, conversation about sex, sexual content, minor sex activity, detailed sex scenarios which may show nudity, and realistic sexual practices portrayals. In addition, sexual representations may include persons of the same or opposite sex. For example, they might represent intercourse among partners, and sex in which one participant has many sexual partners.

Mental Health

The phrase "mental health" is related to an individual's mental, behavioural, and spiritual health. It depends on how people ponder, behave, and experience things. The terminology "mental health" also expresses the lack of mental disease. Mental illness may affect one's everyday life, connections, and overall fitness. Mental health is very important to think, empathise, generate income, and live happily. As per this premise, the encouragement, preservation, and restoration of mental health might be considered a critical matter for people, regions, and communities all over the globe.

Mental health is an essential aspect of overall well-being. The American Psychological Association describes "Mental Health as a state of mind characterised by emotional well-being, good behavioural adjustment, relative freedom from anxiety and disabling symptoms, and a capacity to establish constructive relationships and cope with the ordinary demands and stresses; of life."

The World Health Organization defines mental health as a health condition wherein a person recognises his potential, is equipped to deal with everyday tension, functions effectively, and benefits society. This idea emphasises that mental health covers other things also more than just mental diseases or disabilities. On that note, Galderisi, S., Heinz, A., Kastrup, M., Beezhold, J., & Sartorius, N. (2015) define mental health "as a dynamic state of internal equilibrium which enables individuals to use their abilities in harmony with universal values of society. Essential components of mental health that, at varying degrees, contribute to the state of internal equilibrium are- Basic cognitive and

social skills; the ability to recognise, express, and modulate one's own emotions, as well as empathise with others; flexibility and ability to cope with adverse life events and function in social roles; and harmonious relationship between body and mind represent."

Keyes, C. L. (2006) "Emotional health, psychological health, and social well- being are the three components of mental health." Happiness, enthusiasm for living, and contentment are examples of emotional health. Psychological health refers to enjoying most aspects of one's persona, being excellent at handling daily tasks, having good connections with everyone else, and being happy with one's own daily life. Positive functioning refers to having something to give to the community, experiencing a sense of social connectedness and thinking that the community is improving for all individuals and that society's functioning makes perfect sense to individuals.

Jahoda, M. (1958) states self-realisation, or the capacity to optimise one's potential; sensation of mastery over one's surroundings; and sense of self-efficacy, or the ability to recognise, face, and solve issues, are three dimensions of mental health.

Determinants of mental health

Several psychological, sociological, and genetic factors determine the individual's mental health. Chronic social and economic stresses and violence are hazards to mental health. Sexual violence is extremely convincing evidence. Negative mental health is driven by increased cultural shifts, hectic workplace conditions, gender bias, loneliness, poor lifestyle choices, and bad fitness. Individuals are prone to psychiatric illnesses because of particular psychological characteristics. Biological factors are considered genetic problems.

The Social Determinants of Mental Health

Compton, M. T., & Shim, R. S. (2015) the most important social factors of mental health are Race bias and social isolation; adverse effects of early life course; low levels of education; joblessness, lack of job opportunities, and job insecurity; deprivation, wealth disparity, and community deprivation; lack of accessibility to healthy food; poor quality of housing and residential instability; unfavourable characteristics of the physical environment; and poor availability of mental healthcare services. In addition, various social factors of mental health may be defined, such as lack of or uneven transportation options; childhood or adulthood exposure to violence, conflict, and war; strained relationships between law enforcement and the general public; ecological pollution; climate variability; misogyny and other kinds of non–race- based bias; and unfavourable workplace features.

The Psychological Determinants of Mental Health

Psychological variables that may have a role in mental illness include the following:

- Ignorance

- inadequate capacity to connect to anyone else
- Psychological severe suffering as a kid, including emotional, bodily, or sexual assault
- A critical initial demise, like the death of a parent

The Biological Determinants of Mental Health

Numerous mental diseases are associated with the malfunction of nerve cell connections or paths that connect specific brain sections. Furthermore, abnormalities or damage to specific brain areas is related to several mental disorders.

Additional biological variables that may have a role in mental illness formation involve:

- Genetics: Mental disorders may develop in families, so close relatives are more likely to acquire one. Genes pass on susceptibility from generation to generation.
- Infections: Many infectious diseases are related to brain injury the beginning or exacerbation of psychiatric problems.
- Brain flaws or injuries: Some mental disorders are related to abnormalities in or injuries to specific brain areas.
- Prenatal damage: Certain data prove that a disturbance of initial fetal growth or birth trauma can lead to mental problems, like autism spectrum disease.
- Substance abuse: Persistent drug use has been associated with anxiety, depression, and paranoia.
- Other factors: Undernutrition and toxic exposure, like mercury, may lead to mental illnesses.

Aggression

The word "aggression" is always used to describe the actions of others or sometimes ourselves. For example, when individuals shout at or attack each other, cut off other vehicles at speed, or beat their hands to the table in exasperation, we call them aggressive. Psychologists describe aggression as any conduct which is to hurts another person. In psychology, "aggression" refers to a wide range of behaviours that might hurt you, others, or things physically or psychologically. Physical or mental harm to another person is the objective of aggression. Aggression may appear in a variety of forms.

Huesmann, L. R., & Taylor, L. D. (2006) Aggressive behaviour is an act meant to hurt or anger another person is aggressive behaviour. The action may be physical or non-physical. Physical aggression may take many forms, from simple pushing to more severe physical attacks, fights, and even violent acts that pose significant damage.

Baron, R. A., & Richardson, D. R. (1994) defines aggression as behaviour designed to cause harm to another person who does not want to be hurt.

The American Psychological Association defines "aggression as behaviour aimed at harming others physically or psychologically. It is distinguishable from anger in that anger is oriented at overcoming the target but not necessarily through harm or destruction."

Conner, K. R., Conwell, Y., Duberstein, P. R., & Eberly, S. (2004), aggression has also been seen as a broad term that includes many actions.

Ames, D. L., & Fiske, S. T. (2013), deliberate damage is seen as worse than unintended harm even when the damages are similar.

Anderson, C. A. (2016) "behaviour intended to harm another person who does not wish to be harmed. Thus, hitting, kicking, punching, stabbing, and shooting is physical aggression."

Aggression is used for a variety of reasons, including:

- Explicitly anger or hatred
- Claiming power
- Challenging or terrifying
- Accomplishing a target

- Explicitly acquisition
- Reacting to fright
- Responding to suffering
- Battling with others

Types of Aggression

Parrott, D. J., & Giancola, P. R. (2007), based on response modality aspects, aggression is of four subtypes, which are as follows:

Physical aggression can vary from mild acts like hitting to extreme physical assaults and fights, and violence that poses a severe danger of serious damage. Such as slapping, punching, striking, or stabbing someone. Property destruction is a type of physical aggression.

Verbal aggression is generally related to speaking harsh things to the victim.

Insulting, name-calling, and screaming are examples of verbal aggression.

Relational aggression is an activity meant to hurt the victim; however, it is done beyond the target person's sight. It is also knowns as indirect aggression; this is done with the intent of causing ruin to another person's connections. Spreading gossip and lying about someone else are examples of this.

Postural aggressive is Passive-aggressive behaviour, such as avoiding someone or giving rude comments. Instead of committing direct harm, passive-aggressive behaviour is typically meant to enable harm to happen to someone.

Parrott, D. J., & Giancola, P. R. (2007) Aggression based on goal direction can be divided into two subtypes. The intensity of purpose that underpins aggressive conduct distinguishes two primary forms of aggression. These are both detrimental to those who come into contact with them, even when they're the offender or the victim. Which are as follows:

1614

Impulsive Aggression

It is also known as affective or reactive. Intense impulses accompany impulsive aggression. Impulsive emotions that happen with limited thinking or aim determine impulsive aggression. Pelz, P. (2014) "Emotional aggression is the consequence of negative feelings we feel when we aggress, and it does not have any positive consequences. This type of violence is not premeditated and occurs in the heat of the moment." Berkowitz, L. (1993) states that rage and the desire to inflict hurt drive hostile aggressiveness.

Instrumental Aggression

Actions intended to accomplish a larger goal are sometimes referred to as predatory aggression. Instrumental aggression is purposeful and planned. This type of aggression is more cognitive than emotive, and it can be utterly slow and deliberate. This aggression aims to harm someone to obtain stuff, money, and power. For example, harming other people during a robbery is a sort of this aggressiveness. The attacker's objective is to gain money, and harming someone is a way to achieve this objective. Bullying is a contemporary type of violence. Berkowitz, L. (1993) states that the desire to achieve a goal incites instrumental aggression but does not always entail inflicting hurt. Olweus, D. (1993) Bullying is when someone, usually an adolescent, is subjected to repeated unpleasant treatment.

Censorship

"Censorship" is derived from the Latin word "censere", which means "to provide as one's perspective, to evaluate." The Roman censors constituted officials who performed censuses and acted as auditors and morality and behaviour inspectors. Censorship is the suppression or prohibition of repulsive words or graphic images and visual content. Censorship applies to the internet, films, books and news based on their objectionable, harmful or sensitive content, which is politically incorrect or poses a danger to the integrity or protection of the country.

Stone, C. (1992) Censorship is the repression, prohibition, expurgation, or altering of written and visual contents by a person, organization, and government which implements or impacts its judgement against the public.

According to Funk & Wagnall's New World Encyclopedia, censorship is monitoring the information transmitted across members of a community. Censorship in contemporary times means the process of altering or eliminating sections of books, magazines, dramas, movies, broadcast media, news broadcasts, and other mediums that are deemed objectionable.

The Columbia Encyclopedia, Sixth Edition. 2001. "Official prohibition or restriction of any type of expression believed to threaten the political, social, or moral order. It may be imposed by a

1615

governmental authority, local or national, by a religious body, or occasionally by a powerful private group."

US Supreme Court (1959) "The term censorship, however, as commonly understood, connotes any examination of thought or expression to prevent publication of' objectionable' material."

Academic American Encyclopedia "In its broadest sense, censorship refers to the suppression of information, ideas, or artistic expression by government officials, church authorities, private pressure groups, speakers, writers, and artists. In its narrower, more legalistic sense, censorship only prevents official government action from circulating messages already produced. Thus writers who 'censor' themselves before putting words on paper for fear of failing to sell their work are not engaging in censorship in this narrower sense, nor are those who boycott sponsors of disliked television shows. However, these restraints can limit the diversity that would otherwise be available in the marketplace of ideas and may be considered censorship in its broadest sense."

Bennett, P., & Naím, M. (2015), Government censors have traditionally redacted problematic information from newspapers, periodicals, literature, newscasts, and films before they are released.

Censorship is a tool used by authorities to exert control over their subjects. It is regulated and organised by a governing authority ruled by the nation's sociopolitical and cultural factors.

OTT before covid-19

The COVID-19 epidemic did not slow the meteoric rise in popularity of OTT (Over-The-Top) platforms. These platforms provided a fresh approach to watching movies, TV shows, and other types of video-based entertainment. These platforms have grown even more rapidly because to the COVID-19 epidemic. There was already a lot of rivalry among OTT services before the outbreak. Popular over-the-top (OTT) platforms that had an impact on the market were Netflix, Disney+, Hulu, and Amazon Prime Video. Users have access to a vast library of material through these services, allowing them to view their favorite movies and TV shows whenever they liked. Being able to adapt to people's evolving watching patterns was a major strength of OTT platforms. You may view material on demand and on any device you choose with over-the-top (OTT) platforms, unlike with traditional TV transmission. Customers might have a more tailored experience by making profiles, offering suggestions, and editing material. There was a shift toward greater original content creation by OTT platforms, with users increasingly able to tailor their viewing experiences to their own tastes. Media streaming services like Netflix and Amazon Prime Video poured resources into original content creation, which skyrocketed in popularity around the world. Even before the COVID-19 outbreak, over-the-top (OTT) platforms were becoming increasingly popular, and this trend has only accelerated in the past year.

OTT after Covid 19

A lot of people's entertainment habits have changed because of the COVID-19 outbreak. The demand for over-the-top (OTT) services has skyrocketed since the pandemic started. Due to the increased adherence to indoor activities in response to the pandemic, the demand for these services has skyrocketed. People relied heavily on OTT services to access crucial content during the pandemic, when theaters and other entertainment sources were either unsafe or inaccessible. This helped keep people entertained. There was a meteoric rise in the number of users, subscribers, and watchers on many OTT services. More and more individuals are opting to watch video over the top of the internet, and the epidemic has just accelerated this trend. In response to the shifting landscape, streaming services have increased the amount of exclusive material they provide and the quality of the watching experiences they offer. Online video platforms are expected to maintain a high level of demand as long as the pandemic persists and affects individuals around the world. For those who would prefer to remain indoors and away from the hustle and bustle of city life at these and other times, these platforms provide a great way to keep amused. They are now quite important and will not go away any time soon.

Influence of OTT

Positive

There are many positive influences of OTT (Over-the-top) platforms on human society, including:

1. Availability: Thanks to over-the-top (OTT) services, young adults have endless access to their favorite movies, TV shows, and other entertainment, no matter where they are or what time of day it is.

2. Low cost: Many over-the-top (OTT) platforms provide more flexible subscription plans at lower prices than basic cable TV, allowing customers to find the perfect fit for their budget and viewing habits.

3. Variety: Over-the-top (OTT) platforms provide a wide variety of content from many countries, languages, and genres, which exposes young adults to new ideas and cultures.

4. Manageability: Online video streaming services have made it easier for young adults to balance work and personal life by allowing them to watch their favorite series and movies whenever and wherever they want.

1. Original content: An increasing number of over-the-top (OTT) platforms are producing their own content, which provides young adults with unique and exciting material that they might not find anywhere else.

Negative

Here are some arguments against the negative influence of OTT platforms on human society:

1. Addiction: It's no secret that young people can become hooked on over-the-top (OTT) entertainment and wind up spending too much time viewing shows in one sitting. A lack of motivation, poor grades, and withdrawal from friends and family are all possible outcomes. An individual's cognitive processes can be affected by technology addiction, which can be caused by excessive use of over-the-top (OTT) platforms.

2. Exposure to inappropriate content: There is a lot of material on OTT platforms that probably isn't appropriate for young adults to see. They risk emotional and psychological damage from exposure to violent, sexual, and graphic material.

3. Normalizing unhealthy behaviors: Characters in over-the-top (OTT) shows often engage in risky behaviors, such as substance misuse, poor diet, and casual sex, which can influence young adults to emulate these behaviors in real life.

4. Unrealistic expectations: Many young adults get their relationship, job, and lifestyle aspirations inflated by watching over-the-top (OTT) content, which frequently presents false versions of reality. Depression, worry, and feelings of inadequacy might result from this.

5. Health concerns: Over-the-top (OTT) services promote harmful habits by encouraging users to spend long periods of time in front of screens. A lack of physical exercise, brought on by spending more time on over-the-top (OTT) platforms, is associated with an increased risk of obesity, cardiovascular disease, and other health problems.

6. Sleep disruption: A lack of sleep, which can occur as a result of an addiction and late-night binge-watching, can have detrimental effects on a person's cognitive abilities, emotions, and general health.

CONCLUSION

There are many areas of daily life that over-the-top (OTT) platforms have affected, including crime and violence, mental and physical health, and many others. The rising prevalence of screen addiction may be attributable, in part, to the prevalence of over-the-top (OTT) platforms. Mental health issues, sleep disturbances, and obesity are just some of the health problems linked to screen addiction.

Limitations and suggestions for further research

This study has a few restrictions. The present study does not account for gender differences or examine any other particular populations, which is a shortcoming. There is a lack of discussion regarding the effects of over-the-top (OTT) content consumption on specific demographics, such as children, teenagers, and the elderly. The study solely focused on how screen addiction might worsen. Other potential impacts on the human population are not included in this study but could be in future studies. Advertising and subscription fees for cable and satellite TV have seen a fall in revenue due to the proliferation of over-the-top (OTT) alternatives. The societal impacts of these platforms are already changing our culture, economy, and communication patterns, and they will only get worse as these platforms mature. Several positive impacts of OTT on human society were left out of the study. Media content is now more widely available around the world because to over-the-top (OTT) services, which allow viewers to access information in a variety of languages and cultures. Content creators now have more opportunities than ever before to showcase their unique voices and diverse perspectives on OTT platforms.

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