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"A Study On Impact Of Web Series On Youth"

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Abstract:

India is a highly populated country with a maximum young population and due to that it is one of the lucrative markets for the entertainment industry globally.

With the easy availability of the internet where we can see as well as review anything and everything it is no different fact that the internet brought the entertainment industry to the next level and in today's time entertainment patterns are shifted to a great extent towards digital platforms. The purpose of the study is to identify different impacts of web series on youth. We will also study the factors which attract young minds towards web series. 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 web series on youth.

Keywords: Youth, Web Series, Impact.

Introduction:

In today's era of globalization, the entertainment industry has also changed and the trend of web series is getting popular among Indian youth. A web series (which are called as a web show) is a series of non-scripted/scripted online videos, mostly in episodic form and are released on the Internet, which was first introduced in the late 1990s and got popular in the beginning of 2000s.

Especially during covid- lock down time young people have spent more time watching web series and online videos. The most important factor for the viewership of web series is the availability of smartphones and cheaper internet/ Wi-Fi connection available.

The emergence of MX player, Netflix, Amazon Prime, ALT Balaji, TVF, and a variety of other web and app-based online video streaming platforms are getting popularized day by day and their customer base is increasing not only from urban but also from rural India. There is a particular section of the Indian entertainment market which prefers web shows more over any other entertainment options.

Objectives:

1. To identify factors which attract youth to watch web series.
2. To understand the effect of web series and their psychological impact on youth.
3. To find out the influence of content of web series on behavior of youth.
4. To study the impact of web series in changing the lifestyle of youth.

Hypothesis:

- There is a negative relationship between web series and the changing lifestyle of youth.
- There is a negative relationship between web series and the psychological behavior of youth.

Review of Literature:

1. According to Monaghan, W. (2017), web series are one of the new storytelling forms, gaining prominence digitally and also have manifested the phenomenon of the web series / OTT to television crossover.
2. A research by Sung, et al (2005) suggested that binge behaviors are thought to be closely related to negative feelings. Several research studies provided examples of research articles that provide correlation between binge watching, body exertion, educational performance deterioration, symptoms of depression and low self-esteem, such as Stickney we al. (1999), and Stice, Prensell and Spangler (2002).
3. Peterson (2006) studied the effects of binge-watching on social and academic lives of college students, where he stated, "For many participants, the rhythm of their day was built around bingewatching. While many downplayed or were unaware of the effects of this new watching experience, their grades suffered, they failed to pay attention to their social lives, and the schedule is determined to an extent by their binge-watching habit."
4. Mandryk, R. L. et al. (2006) mentioned in the study on emerging technologies offer exciting new ways of using entertainment technology to create fantastic experiences and encourage interactions between players.

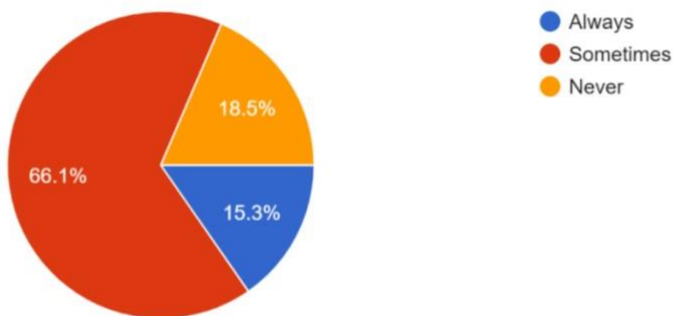
Limitations of the study:

1. Time was the biggest constraint but all efforts were taken to get all the relevant information required for this study.
2. This study is limited to 125 respondents of Mumbai Suburban who are youth so findings and suggestions given on the basis of the study cannot be extrapolated to the entire population.
3. The primary data collected may be biased.

Analysis and interpretation:

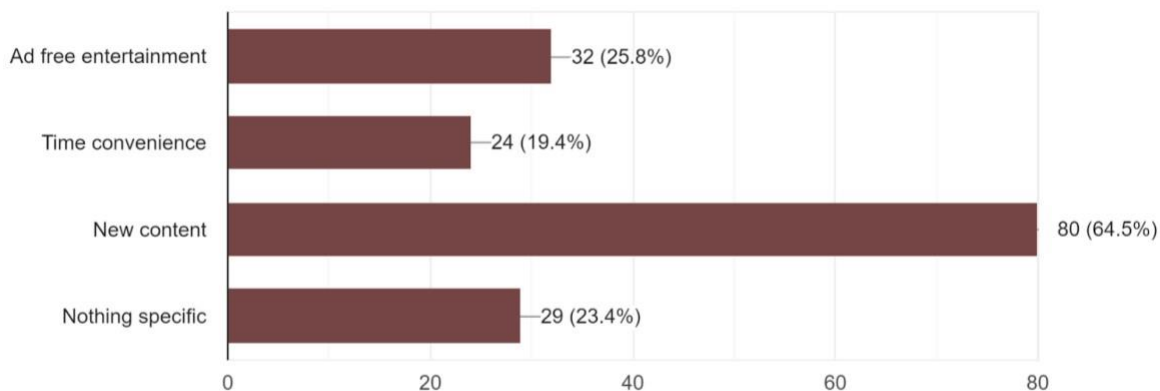
HYPOTHESIS 1: There is a negative relationship between web series and the changing lifestyle of youth.

Would you prefer web series over traditional ways of entertainment?	Always	Sometimes	May be
	18.5%	66.1%	15.3%



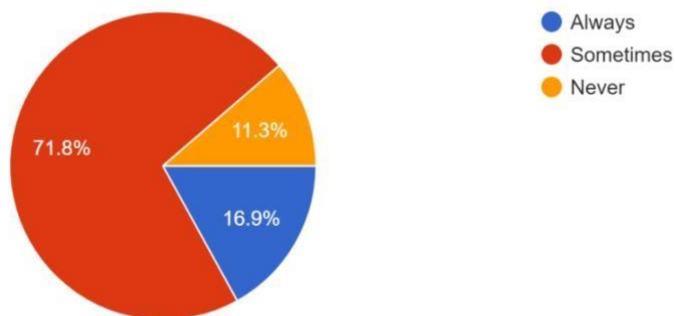
Interpretation: This study is based on responses given by youth and when asked about their preference of web series over traditional ways of entertainment 66.1% said that sometimes they prefer but 15.3% said that they always prefer web series over traditional media of entertainment and 18.5% are sure that they will stick to traditional medias of entertainment only.

What attracts you the most towards web series?	Add free entertainment	Time convenience	New content	Nothing specific
	25.8%	19.4%	64.5%	23.4%



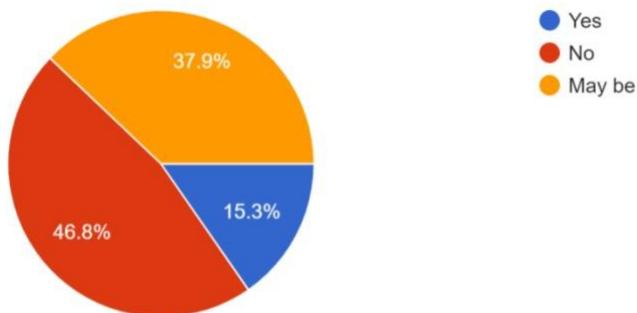
Interpretation: To know the behavioral change among youth towards web series, it was asked that what makes them feel attracted towards web series and 64.5% youngsters said new content of web series attracts them whereas 25.8% were attracted because of ad free content of web series and 19.4% said that time convenience is the biggest factor for them and 23.4% respondents are not having any specific factor to feel attracted towards web series.

Do you feel, at your idle time, watching web series is the best option?	Always	Sometimes	May be
	16.9%	71.8%	11.3%



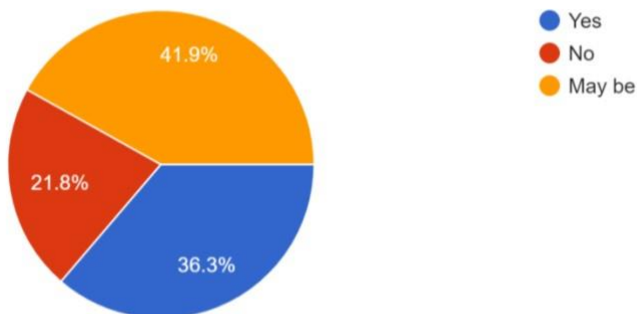
Interpretation: The next question was asked to know during idle time whether respondents feel watching web series as a best option for them or not and 71.8% said it is best option sometimes for them whereas 16.9% believes it a good option always to watch web series in idle time and 11.3% are not sure about it.

Do you think web series and online shows influence your spoken language negatively?	Yes	No	May be
	15.3%	46.8%	37.9%



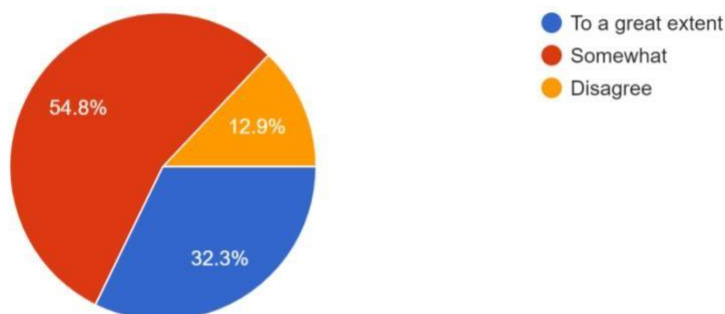
Interpretation: When asked whether the web series negatively affected their spoken language then 15.3% respondents agreed, while 46.8% of the respondents opted for a No. It also must be noted that 37.9% of the respondents weren't sure whether they find changes in their spoken language after watching a web series.

Do you think web series are making you inclined more towards western culture?	Yes	No	May be
	36.3%	21.8%	41.9%



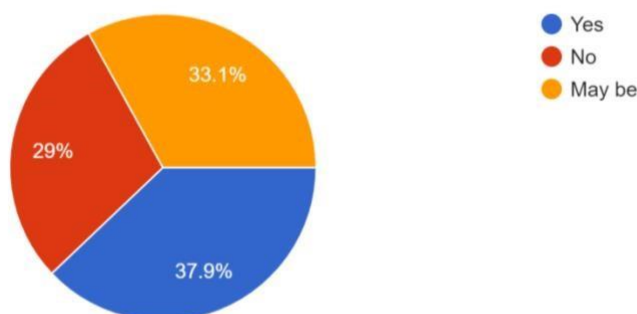
Interpretation: When asked whether the respondents feel that due to web series they are inclined more towards western culture, 36.3% of the respondents answered that they feel inclined towards western culture, while 41.9% of them were neutral. Only 21.8% of all respondents were not agreeing that web series are making youth more inclined towards western culture.

Do you think the lifestyle of youth is influenced by the web series?	To a great extent	Somewhat	Disagree
	32.3%	54.8%	12.9%



Interpretation: The next question was to analyze whether the web series influence the lifestyle of youth and 32.3% respondents agreed that to a great extent their lifestyle is influenced by the web series whereas 54.8% respondents somewhat believe on influence of web series on their lifestyle. 12.9% of respondents strictly disagreed to it.

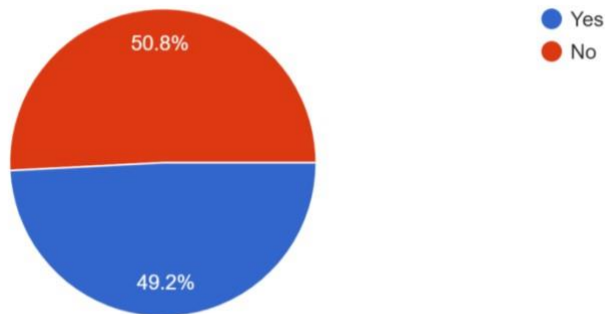
Do you think your outdoor recreational/entertainment activities are reduced due to web series?	Yes	No	May be
	37.9%	29%	33.1%



Interpretation: 37.9% of respondents agreed that their outdoor recreational/entertainment activities are reduced due to watching web series whereas 29% of respondents disagreed that their outdoor recreational entertainment activities are reduced due to web series. However 33.1% of respondents are not sure about it.

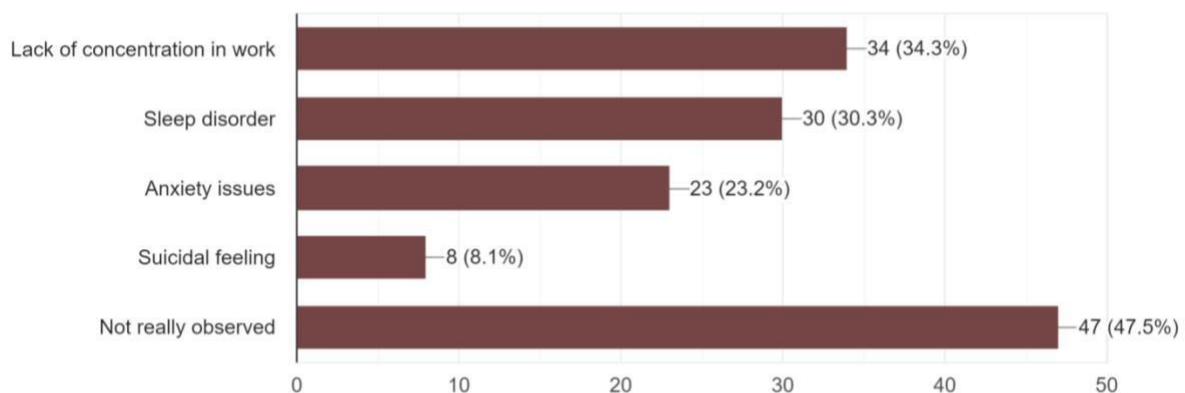
HYPOTHESIS 2: There is a negative relationship between web series and the psychological behavior of youth.

Do you agree that web series and online content have psychological effects on you?	Yes	No
	49.2%	50.8%



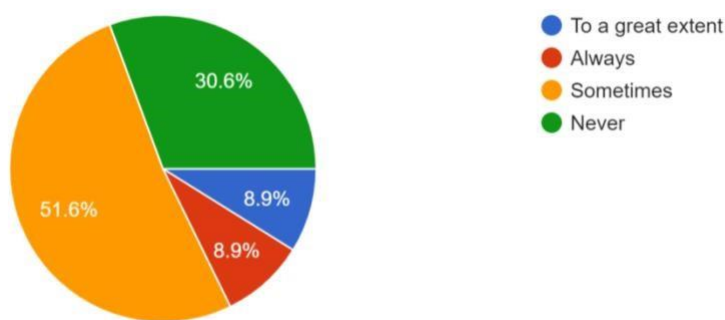
Interpretation: 50.8% respondents agreed that the content of the web series affects psychologically and 49.2% disagreed that online content and web series affects them psychologically.

If yes then_____	Lack of concentration in work	Sleep disorder	Anxiety issues	Suicidal feeling	Not really observed
	34.3%	30.3%	23.2%	8.1%	47.5%



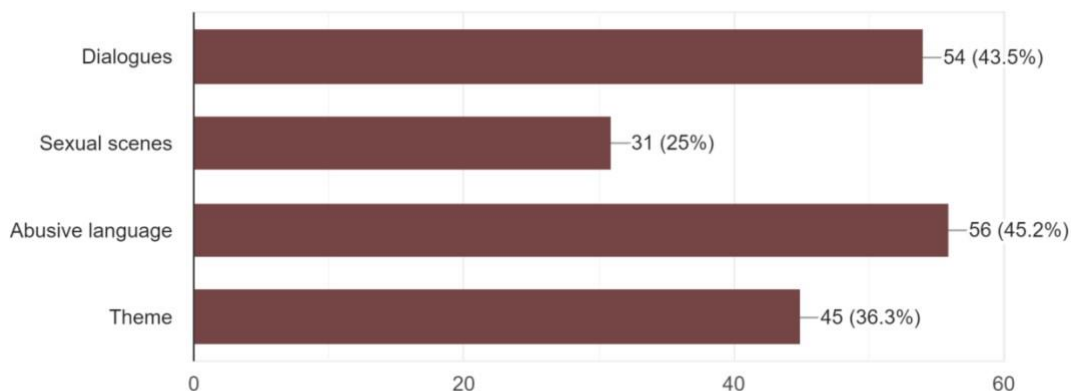
Interpretation: 50.8% respondents who agreed that web series affect psychologically to them out of which 47.5% believes that web series do create psychological impact but exactly what they have not observed. 34.3% respondents believe that as a psychological impact of web series they are not able to concentrate properly in their work. 30.3% suffer from sleep disorder whereas 23.2% had anxiety issues due to online content and web series. 8.1% respondents had suicidal feeling due to web series which is a measure concern.

Has binge	To a great extent	Always	Sometimes	Never
watching ever affected your performance in important work?	8.9%	8.9%	51.6%	30.6%



Interpretation: 51.6% respondents believed that sometimes binge watching affected their performance in important work whereas 30.6% said binge watching of web series never affected their performance in important work. 8.9% of respondents say binge watching of web series always affects their performance in any of the important work.

What affects the most from the web series?	Dialogues	Sexual scene	Abusive language	Theme
	43.5%	25%	45.2%	36.3%



Interpretation: When it was asked that what affects the most from the web series, 45.2% young minds said that abusive language used in web series affects them the most whereas 43.5% finds dialogues delivered in web series are affecting them the most and 36.3% respondents feels theme of the web series affects them the most. 25% respondents affected the most with sexual scenes shown in the web series.

Conclusion:

From the above analysis, we can conclude that web series have both positive as well as negative impact on psychology and lifestyle of the youth. Due to binge watching web series, young minds are not able to concentrate on their work and several times suffer from sleep disorders and anxiety issues. People feel more inclined towards western culture. Exposure to sexual scenes, Abusive language and inappropriate dialogues used in the web series creates negative impact on youth.

On the other hand, young mind believes that time convenience is the biggest advantage of web series over traditional media. Youth is finding new entertainment content through web series and that too without any advertisement break. The Themes of the web series are different and escalate several social issues and short episodes of web series do not make it monotonous.

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