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A new era of viewing, binge watching: Review article

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Abstract--The media watching habits of the population have changed due to the advancement in digital technology. Many OTT platforms release the show in full episode all at once as a common practice. This practice forces viewers to watch the entire session at one sitting. This practice of non-stop viewing the web series is known as Binge watching/Binge-Viewing/Marathon-viewing. This narrative review article contains published articles from Google scholar, PubMed, and National Informatic Centre. This study aims to find out the physical, mental and social effects of Binge-watching and motives which forces the viewers to Binge-watch. In this review sixteen research articles were selected under the headings of introduction to Binge-watching, Binge-watching and Physical health, Binge watching and Mental Health and Binge watching and social interactions. The reviews showed that the Binge-watching had direct correlation between the physical, mental and social well-being of the people. The most common negative consequences of Binge-watching is , Lack of sleep, un healthy dietary habits, tiredness, stress, anxiety, depression, lack of sperm count in males and social isolation etc. There is a need for greater research on variety of demographics in order to gain a better grasp of binge-watching behavior patterns and the interventions to prevent it.

Keywords--binge-watching, mental and social well-being, motivation, negative consequences.

Introduction

The term Binge-Watching and its motives and consequences? This review aims to provide a conceptual introduction and increase awareness about the binge watching. According to Aristotle one needs to use their free time for educating themselves. The younger generation utilizing their time through electronic media. By now the world without the internet and digital media is unimaginable. The watching habits of the population have changed due to the advancement in digital technology. Premium streaming services take advantage of our psychological weakness and they know it. As opposed to thinking of streaming services as part of millennials' mating rituals, we should think of them as faceless algorithms that set you up with more of what they are already addicted to. More than 90 percent of millennials and 88 percent of Gen Z'ers have binge watched a TV series according to a 2016 survey report. The Netflix survey indicates that their users stream 140 million hours of content every day. (Netflix, 2013) According to clinical psychologists, binge-watching has made you addicted. A binge-watch of a favorite show triggers a release of dopamine in the brain. The chemical that gives the body a natural high is dopamine, which is released when you engage in activity. When the brain reinforces the activity, it makes us more motivated to continue the activity.

The OTT platforms have become more popular since all streaming options are easily available to viewers through Netflix, Amazon Prime, Hot Star, Ullu, Voot, Kooku, Zee5, Eros Now, etc. OTT Platforms are available on different devices, so it is easy to access them anywhere. Most consumers are unaware of the term binge-watching and its negative effects on people's physical, mental, and social health. The more scientific investigation is required and makes people aware of the consequences of binge-watching. This review aims to provide a conceptual introduction to binge-watching and increase awareness of its mental, physical and social consequences among viewers. The Covid-19 Pandemic caused widespread worry and anxiety, driving people to watch TV shows or use online streaming to relieve tension.

Binge-watching

Binge-watching also called binge-viewing is the practice of watching entertainment or informational content for a prolonged time span, usually a single television show. (Wikipedia). The viewing types are classified as:

- **Appointment-viewing:** The practice of setting time aside to watch particular television programs.
- **Serial-viewing:** It is defined as “watching a series, a season, or several seasons of a TV show at one’s own pace over the course of several days, weeks, or months.
- **Binge-watching;** this practice of non-stop viewing the web series is known as Binge watching/Binge- Viewing/Marathon-viewing

A study was conducted to determine how television viewing patterns varies between 2015 and 2020 (Rubenking & Bracken). Objectives: The study focused on finding out the frequency and duration of Binge-Watching. Methodology: A cross-

sectional online survey was conducted to collect the primary data from two universities year. A total sample is 373 in 2015 data and 732 in 2020 data. Based on the Self-Report Habit Index, this survey assesses 4 areas of binge-watching: types, habits, media technologies and frequency. The highest values indicate Binge watching habits. Results: As compared to 2015 and 2020, the scale met its reliability in 2015 (* = 0.940) and 2020 (* = 0.947). COVID-19 and Lock-down increased the frequency and types of viewing significantly in 2020. The study concluded that there is a significant increase in binge-watching habits in 2020 while compared to 2015.

In another study conducted by (Fernandes & Pinto) on "uses and gratification perspectives of Binge-watching behavior among college students". Objectives: The objective of this study was to find out the motives and nature of students who binge watch. Methodology: The primary data was collected by survey method through a structured questionnaire. A total of 104 samples were selected through the purposive sampling technique from 5 colleges in Mangalore. Out of 104, 60 were UG students and 44 were PG students. Results: The research results shows that college students spend a considerable amount of time for binge-watching. 69.2 per cent of the total respondents engage themselves in binge-watching for more than 2 hours which suggests that binge-watching is a popular leisure activity among college students.

Table 1
Time spent on Binge watching

Hours spent	Frequency	Percentage	Mean	S.D
Less than 2 hours	32	30.8	1.94	.810
2-3 hours	51	49.0		
4-5 hours	16	15.4		
More than 6 hours	5	4.8		
Total	104	100		

Lesley Lisseth Pina (Syracuse University), in June of 2015, A study was conducted to investigate the impacts of binge-watching on television viewers' reception.

- **Objectives:** The study's objectives were to compare binge-watching versus appointment viewing in aspects of how viewers feels about a show (opinion, enjoyment, and satisfaction), how viewers react regarding individual episodes, and how viewers felt about their gratification
- **Methodology:** A total of 212 university graduates were included in survey. Appointment viewers (n=111) and Binge watchers (n=101) are the two categories of study participants that watch two highly rated shows. The participants has been classified into two show categories based on their viewing preferences. A questionnaire is used to collect data, with preliminary questionnaire including demographic information, television likes, habits and motivation, familiarity with assigned show binge-watching experiences, and opinion of the those experiences. The post-questionnaire asks about people's feelings regarding the show, episodes, and seasons, as

well as their satisfaction and general feelings about the overall experience. The established items "escapism, learning, habit, social engagement, friendship, information, pastime, relaxation, and entertainment" were included in both questionnaires as gratification measures. The diaries were useful for the study because they offered a continuous methods for collecting participants' self-reported experiences.(Bolger et.al 2003). In the pre-questionnaire at 25% of people who watch less than daily, 11% watch less than 30 minutes per day, 51percent of the total watch 30 minutes to 2 hours per day, 11% watch 2-5 hours per day, and to just 2% watch more than 5 hours per day. While comparing binge- watching and appointment- watching viewing conditions.

- **Results:** The finding showed that binge- watching is more prevalent than scheduled viewing. (Binge-Watching Society) More than three shows were binge-watched by 79% of respondents. (App Shows to Watch) Appointment viewing was reported to be less than three shows by 81 percent of respondents. When that comes to watching the performance of the participants, 53% prefer binge-watching. The extent to that which binge-watching influences a viewer's response to a show was investigated in the Post-Questionnaire Result, which indicated no significant difference between viewing conditions were compared to appointment viewing. i.e. binge- watching has had no influence on how people respond to a show. Also, while comparing binge-watching to appointment viewing, the data indicate how much binge-watching influences a viewer's reaction to specific episodes. Between the two shows, there was a significant difference. Nevertheless, there was no apparent variation in condition. However, it reveals that viewers' responses to binge-watching affection are depending on the show. The findings reveal that the amount of the binge-watching effect on individual episode ratings usually depends on the show. The extent does binge-watching affect a viewer's gratification obtained compared with appointment viewing found that there is a significant difference between appointment viewers and binge-watching.

Table 2
Comparison of Binge-watching and Appointment viewing in the aspects of viewer's gratification

S/NO	Dependent variable gratification obtained	Binge watching (Mean±SD)	Appointment viewing (Mean±SD)
1	It passed time	3.82(±1.004)	3.46(±1.077)
2	It allowed me to forget my life for a while	3.68(±1.058)	3.41(±1.132)
3	It was a habit	2.9 (±1.127)	3.25(±1.124)
4	It could talk to others about it	3.3(±1.015)	3.93(±1.033)

This result shows that binge-watching is more closely related to time passing and escapism. While appointment viewing has a close link to habit social interaction.

Sung et al. (2018) investigated the effects of motives for TV series usage on the association between excessive media consumption and problematic viewing behaviors in this study Binge-watching addiction Effects and its motives.

- **Objectives:** The primary goal of this research was to determine how the motivations for binge-watching are related to the problematic character of this behavior.
- **Methodology:** Amazon M Turk used an online survey to choose the research populations. The sample size is 415, and they are between the ages of 19 and 86, with a mean and standard deviation of 37.60 and 12.37, respectively. A questionnaire was used to collect the data. The questionnaire covers the areas such as Frequency of binge-watching and the time spent by the participants to watch the show. The high scoring 6 indicates that the participants watch the TV daily and the lowest scoring 1 indicates that watching TV less than once a month. Motives for watching TV series scale assess the motives for watching TV series the result highlighted in the table. On the Impaired control question "I end up watching more episodes in one sitting than I had intended to," the mean average was $M=2.49$, standard deviation $SD=0.93$, and Alpha score 0.95, so indicators for the prevalence of problematic viewing habits. The mean score for the question "having postponed or cancelled plans with family or friends because of an urge to watch TV series" was 2.04, the standard deviation (SD) was 1.07, and the alpha score was 0.97 in Social Impairment. 'According to this study, problematic watching behavior has been connected to a loss of control and bad social effects.' When it comes to problematic usage, Consumption of an excessive amount of series content is a dangerous practice. Do you need to watch more and more episodes in row to feel satisfied? The mean score is $M=2.09$, standard deviation is 1.10, and alpha is 0.88. Binge-watching for purposes other than entertainment can lead to harmful viewing habits.
- **Results:** The findings of this study suggest that there is a link between binge-watching frequency and the likelihood of developing harmful viewing behaviors.

Binge-watching and Physical well-being

Anahys H. Aghababian et.al. Conducted a study, titled "Binge-watching during Covid-19: Associations with Stress and Body Weight," in May 2020. Objectives: The goal of this study was to find out the association between Covid-19-related stress and binge-watching behavior, Methodology: A total of 466 adults from the United States were included in the study. The impact of Covid-19 on health behaviors was assessed using a survey method via Qualtrics. The samples were gathered through a survey and social media, as well as Amazon's Mechanical Turk (MTurk). Participants' age, sex, education, marital status, ethnicity, race, and employment position are all measured in the survey. The individuals' binge-watching habits were the subject of the second measurement. They reported the frequency and duration of binge-watching. The participants are grouped into 3 categories according to their frequency of viewing.

Table 3
Binge watching category

Frequency	Category of Binge watching
Never	No. Binge watching
1-2 times per week	Low Binge watching
3-4 times per week/day	High Binge watching

Covid-19 related stress

To assess stress levels, a questionnaire with 16 questions covering pandemic-related factors such as finances, availability of measures, health and healthcare concerns, job and career concerns, and interpersonal concerns was developed to assess the self-reported height and weight by Participant. While comparing it to the standard BMI Scale, the BMI was calculated.

Results

The chi-square analysis revealed that Covid was associated with stress. Male= (M = 2.64 0.99) Female= (M = 3.02 0.92) According to the findings, females have a higher mean Covid stress score than males. Furthermore, chi-square analysis revealed that males were more overweight than females.

Table 4
The duration of binge-watching was self-reported by the participant

No. of Participants	Duration
44 (9.4 %)	< 2 hrs.
340 (73%)	2-4 hrs.
58 (12.4%)	4.5-6.5 hrs.
24 (5.1%)	7+ hrs.

The frequency of binge-watching before and during the pandemic was found to be significantly higher during the pandemic ($F=99.970$, $P0.001$). Furthermore, the findings revealed that there is no gender difference before and during the pandemic. The findings also revealed a significant difference in duration before and during the pandemic = 3.26 h 1.89 hrs. Duration before pandemic during the pandemic, the duration is M = 3.92 h 2.08 hrs. The relationship between stress and body weight and binge-watching frequency revealed that more binge-watching leads to a higher risk for stress. The relationship between Covid-related stress and binge-watching duration during the pandemic was positively correlated with Covid-related stress.

Liese Exelmans et.al. In February 2016, a study conducted on binge watching, sleep, and the role of pre-sleep arousal was conducted.

- **Objectives:** The study's goals are to look into the prevalence of binge watching and its correlation with sleep, as well as to look into arousal as an underlying mechanism of this association.

- **Methodology:** An online survey was conducted with 423 adults between the ages of 18 and 25. There was a high proportion of women (61.9%), and 74.2 percent of respondents were students, 23.0 percent were employed, and 2.8 percent were unemployed. The average age of respondents was (M=22.17 Yrs. + 1.86).
- **Sleep quality.** The study assesses the sleep quality with a sleep quality index (PSQI), which is a 19-item self-report measure that evaluates sleep quality over the previous month. The index is made up of seven component scores (Sleep duration, Subjective sleep quality, Sleep efficiency, Sleep latency, Sleep disturbances, Daytime dysfunction, Sleep medication use). Internal consistency was acceptable (Alpha=.60) for the index.
- **Insomnia.** The Bergen Insomnia Scale (BIS) is utilized to survey sleep deprivation. This scale is comprised of six items that are utilized to survey the manifestations of a sleeping disorder. The score of 0 demonstrates that the side effects seen 0 days of the week, while the score of 7 shows that the Indications show up each day. On this scale, the absolute score went from 0 to 42. BIS's Cronbach alphascore was 076.
- **Fatigue.** The members' exhaustion was surveyed utilizing a weariness evaluation scale (FAS). The scale had ten items that were evaluated on a 5-point scale. A score of 1 shows never, while a score of 5 demonstrates consistently. The absolute scores range from 0 to 50. The scale had a significant degree of interior consistency (Alpha=.87).
- **Arousal prior to sleep.** The Pre-Sleep Arousal Scale was utilized to survey pre-rest excitement. The scale is comprised of substantial and mental signs of excitement experienced when endeavoring to rest. On a 5-point scale, the respondent evaluated. A score of 1 demonstrates that not under any condition, while a score of 5 shows that both subscales Alpha-Somatic=0.73 and Alpha-cognitive=.88 are incredibly high.
- **Binge-Viewing:** The people who have recognized themselves as gorge watchers react to inquiries concerning how habitually they marathon watch. A score of 1 shows that it happened once somewhat recently, while a score of 5 demonstrates that it happened consistently.
- **Results:** Most of the examples (80.6 percent) revealed marathon watching. 39.6 percent did this once in the month going before the review, 28.4 percent a couple of times, 11.7 percent one time per week, 13.5 percent a couple of times each week, and 6.7 percent marathon watched consistently. The outcomes likewise uncovered that Men (Mean=1.01, +_1.38) and Women (Mean=1.46+ 1.91) Binge-watch.

The recurrence and term of glut seeing were conversely related ($r = -.144$, $p.01$). Likewise, the members scored a mean normal and SD on the Pittsburgh Sleep Quality Index of (M=5.04+ 2.35), which is near the limit for having helpless rest quality. The individuals who recognized as gorge watchers revealed more weakness and helpless rest quality than the people who had not yet marathon watched. All rest markers were emphatically connected with glut seeing recurrence. Besides, intervention investigation uncovered that gorge seeing recurrence was connected with mental pre-rest excitement (Model PSQI beta=.133, P.05), (Model FAS beta=.122, P.05), and (Model BIS beta=.135, P.05). Besides, mental pre-rest excitement totally intervened the connection between gorge survey and rest quality. The review result presumed that the more much of

the time respondent gorge saw, the more mental pre=sleep excitement they detailed .it additionally impacted their rest quality, daytime, weariness, and a sleepingdisorder side effects.

Binge watching and social interactions

A review was directed to research the impacts of marathon watching on friendly collaboration and connections.

- **Objectives:** The motivation behind this examination is to create on past exploration and clarify the impacts of marathon watching on friendly communication in youthful grown-ups. It will explicitly explore whether arranged gorges that don't slow down other current responsibilities can emphatically affect social cooperation and companion connections.
- **Methodology:** This study analyze the hypothesis that booked marathon watching that doesn't struggle with different responsibilities assists with advancing positive social collaboration among peers and empowers nearer connections. Up to this point, scholarly examination has chiefly centered around the adverse consequences of marathon watching on psychological wellness and actual prosperity. Be that as it may, there has been almost no investigation into marathon watching conduct in the Australian setting. In addition, there have been not many investigations that have begun to investigate the constructive outcomes of marathon watching, especially in grown-ups and college understudies.The review's members have both been male and female Australian college understudies at Swinburne University of Technology. Respondents should be between the age gatherings of 18 just as 33 to partakein this study since they are the most carefully associated age. Investing the most energy with media makes individuals bound to marathon watch.The essential type of information assortment in this study would be administration, which would be finished on the web. The internet-based overview strategy was picked since it is a productive approach to gathering self-detailed data, especially given the touchy idea of the subject of psychological well- being and prosperity. All through the help, the accompanying components will be explored. (1) "How long each week do you marathon watch?" (2) "What rouses you to marathon watch?" (3) Anxiety, forlornness, or gloom indications
- **Results:** According the consequences of the review, the people who observe a lot of TV are bound to encounter sensations of dejection and sorrow.

Christine et.al University of Twente, conducted a study on The Relationship Between Loneliness and Binge-Watching Over Time: An Experience Sampling Study of Video-on-Demand Watching was led. Video-on-request (VoD) administrations have drawn in expanding consideration lately. The notable peculiarity of marathon watching has come about because of such an expanded utilization. Little is had some significant awareness of the different results and indicators of extreme watching conduct right now. Utilizing the experience inspecting strategy, this exploration analyzes the transient connection among depression and marathon watching conduct (ESM).

- **Methodology:** The review included 74 members who done every day polls in regards to their temperament and watching rehearses throughout 15 days utilizing the Ethica application on their cell phone. The principal day, members were approached to give a standard survey utilizing the De Jong Grieved Scale to evaluate attribute dejection. People were then asked to respond to inquiries around one's watching conduct just as their current saw level of dejection consistently. Dejection was evaluated double a day, while watching personal conduct standards from the former day had been surveyed one time per day. Marathon watching is characterized as watching not less than a few episodes and somewhere around 2 hours at a time. The latitudinal gathered information was breaking down utilizing direct blended models (LMMs).
- **Results:** Forlornness ($=.07$, $SE=.04$, $p=.04$) was a significant indicator of marathon watching that very day. Forlornness emphatically anticipated the complete hours and episodes watched ($=.08$, $SE=.04$, $p=.03$; $=.07$, $SE=.03$, $p=.02$). Dejection was not a good result of marathon watching, that additionally recommends that individuals didn't feel more secluded the following day subsequent to watching VoD content. Besides, investigations uncovered that the relationship among depression and VoD looking after time were state-like rather than characteristic like.

Conclusion

Binge-watching becomes a greater threat to the current generation. Most of least aware about the consequences of Binge -watching. The reviews shown that the Binge-watching have direct correlation among the physical, mental and social well-being of the people. The most common negative consequences of Binge-watching is , Lack of sleep, un healthy dietary habits, tiredness, stress, anxiety, depression, lack of sperm count in males, social isolation etc. Now a days the popular OTT platforms are psychologically playing with their addictive Television series. As a common man now a days are exposed to a continuous screen exposure in one way or another way. So it's a time to seriously think about the Binge-watching addiction as equal preference as substance use addiction. It is necessary to conduct the studies on below mentioned topic for the better understanding the binge-watching and its preventive measures.

Scope of Further Research

- Well-functioning social environment and reduce the tendency to develop problematic viewing behavior
- Investigate if addiction symptoms further promote the frequency with which people engage in binge sessions
- I-PACE model and prevention of binge watching
- Negative consequences associated with binge watching and the severity of depressive symptoms
- Personality traits and binge watching

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