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## INDIAN WEB SERIES THAT INFLUENCE THE YOUTH: A CRITICAL STUDY WITH SPECIAL REFERENCE TO COLLEGE STUDENTS IN DEHRADUN CITY

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### Abstract

*As per the study of this paper, emphasis is given on the different effects and influences of web series on Indian Youth. This study investigated the purpose and searched the various aspects regarding the perception of youth like how they react, how often tube, Torrent download, etc.*

*However, the behavior pattern and the psychology of the users change rapidly, even in considering the long way perspective, it is very essential to make research and find out the relevant and absolute outcome on the basis of the facts that have been collected and observed by the means of applying some useful statistical tools and techniques. Therefore, in this study, the main emphasis is given to the psychological impact and behavioral differentiation in the mindset approach of the youth just due to web series mode on the online platform. Henceforth, for achieving the main objective of this study, primary and secondary both data had been collected and then well define questionnaire was prepared and circulated to the respondents and collected their responses and then concluded the results thereafter. This study was done through the sample size of the respondents who were undergraduate and postgraduate students of the colleges in Dehradun city.*

**Keywords:** *Web Series, Emphasis, Effects, Youth, Behavior Pattern, Psychological Impact.*

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## 1. Introduction

A web series is a combination of videos having a planned script as well as a nonscripted concept also. It has a number of episodes that connect to each other, are promoted and released on the Internet can be watched on smart mobile phones and internet-facilitated television like led and LCD. Web series first came into existence in 1990 last and grasped popularity and awareness in 2000. There are various options available to watch the web series with the help of the internet like smartphones, laptops, desktops, tablets, television having internet facilities etc.

If we talk about today scenario, there is a drastic change in the era of technology and Internet. Therefore, people are more attracted and addicted to use the internet and mobile gazettes. Now the time is changed completely and everything is in your pocket in term of mobile phone technology and lots of applications exist in it. Every task is being done in very quickly and ease mode with the help of these technological advancements. Nowadays the demand of web series are enhancing day by day and television is being replaced by the web series because of the facility provided by the smart mobile phone. In turns they provide the options like anytime, anywhere, any program at very reasonable cost can be taken by the customers. That's why the web series is becoming the addiction for youth mainly. Various applications are introduced in the market and there is a large competition exists in the market. The format and the contents of the web series have become a favorite for the youth, especially in India. After the grant entry of Jio, the social and digital media have been handled single side and it captured market mostly and it changed the Indian market completely. After observing the mind set and the attraction of Indian youth, major players like Netflix and Amazon Prime have taken the initiative to provide the original web series. Approximate seventy percentage Indian population is youth and majority of them are in the habit of watching the Indian web series. In India, Internet technology has been emerged rapidly and youth or young generations are in habitual and addicted to use this technology. Smart mobile phones are also very

helpful to run the internet and youth are using this facility to entertain themselves.

Therefore, web series are very popular and the demand is enhanced very fast. The popularity of web series is increased in India because large market is captured by the youth. Now a day the entire trend has been changed and the time of creativity and innovation has been arrived, so internet technology and web series is first choice as far as the entertainment is concerned. Everyone is busy in the current scenario and no one is having such particular time and place to watch the specific program, so web series eradicated this issue and provide the options like anywhere, any time and any program as the user want to watch. There are different types of users and web series identified these concepts and provide the different series as per their interest. Henceforth, almost every series is in demand and liked by the youth. Due to having large number of series or episodes, user has excitement to see next episode and which in turns the attachment and increased the interest of the users. One positive aspect of web series is left the moral and some kind of learning lesson to the users, this is one of the main reasons for enhance the popularity of the web series.

## 2. Review of Literature

It has been observed that day by day the charm of television is decreased as far as the choice of youth is concerned. There are various kind of features that is being available on web series due to which the youth is attracted and facilitated towards the web series like quick access, time flexibility, convenient of place, large variety of programs and series as per the interest of the users and many more.

In the past 10 Years observations, In India, the technological advancement has provided the large scale segment and captures the majority of market. Therefore, in the field of entertainment industry, web series covered the mass market of youth and they are addicted to watch the web series. The entire concepts of watching the program has been changed and by the means of smartphones, internet TV, video on demand and over the top facility etc. Therefore, new platform is established and captured the market to the maximum extent. (Punathambekar & Kumar, 2012; Tryon, 2015).

Web series and OTT platform has acquired the advantages of quick service and advance features due to which majority of users have diverted from TV to web series and smart phones are very beneficial and helpful for this purpose. (Laghate, 2018).

The online streaming platforms have now swooped in to take their slice of the market. As the features, contents and contexts of this online video streaming differ sufficiently from traditional TV, it remains a challenge to investigate how far traditional media theories and methodologies can inform research on the changing audience and their viewing pattern. (Livingstone, 2003, 2004, 2007).

It must be noted that the most popular OTT platform in India is Hotstar, launched in 2015 and owned by Star TV (India's biggest private broadcaster), with a total loyal user base of 75 million people in the urban and rural areas, which is followed by Amazon Prime video with 11 million subscribers (Aadeetya, 2018). While Netflix only comes in third with around 5 million subscribers, it nevertheless offers a more interesting focus of inquiry on account of its many differences from other players and the more particular audiences it targets – niche, English-speaking, affluent, urban youth (Joglekar, 2018).

Several studies have proven the direct or indirect effects of binge-watching web series and online streaming content on the youth. Research by Sung, et al (2005) suggested that binge behaviors are thought to be closely related to negative feelings. Several studies provided examples of research articles that provide a correlation between binge-watching, body dissatisfaction, academic loss, depressive symptoms, and low esteem, such as Stickney et al. (1999), and Stice, Prensell, and Spangler (2002).

Peterson (2006) examined the effects of binge-watching on the social and academic lives of college students, where he stated, "For many participants, the rhythm of their day was built around binge-watching. They scheduled a time to binge-watch web series and awarded themselves after their accomplishments. While the participants downplayed or were unaware of the effects of this

new watching experience, their grades suffered, their social lives are ignored, and the schedule is determined to an extent by their binge-watching habit."

In addition, Sung et al. (2015) found that binge-watching was related to depression and loneliness among 316 respondents between 18 and 20 years old. The studies prove that binge-watching web series and online video content on OTT platforms have brought in several changes in attitude, behavior, and social life as well.

### Objectives of the Study

1. To check the psychological impact of web series on usage by the youth.
2. To check the behavioral changes occurred by the web series.
3. To Study the impact of watching web series on the academic performance and physical activities performed by the youth.
4. To analyze the impact of online contents of web series on the perception of youth.

### 3. Research Methodology

For achieving the desired objective of this study, the researcher applied the quantitative method of research methodology to complete this study and to conclude the result thereafter. This paper is designed to achieve the aim of the study that is to analysis the influence of web series on the youth. The study is based on exploratory research. The sampling techniques is used as purposive random sampling and the sample is taken from the different colleges of post graduate and undergraduate students of Dehradun city. The sample size is taken from 250 respondents by the researcher. For acquiring the data, a well-defined questionnaire was prepared and distributed among the respondents of different college students of Dehradun city. The questionnaire was made by Google form and sent through WhatsApp, e-mail and another electronic mode. Therefore, the responses were gathered very quickly and in an easy manner, so it was easy to analyse and conclude.

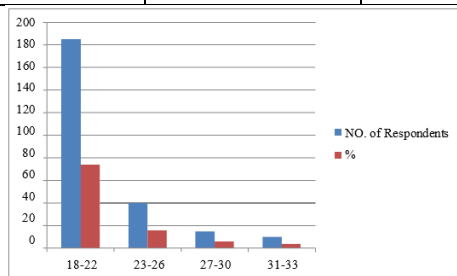
### 4. Results

#### Data Analysis & Interpretation

The data is collected with the help of a questionnaire and it was analyzed and interpreted. The study was descriptive and the data was quantitative.

**Analysis by the Respondents: Age**

Age	No. of Respondents	%
18-22	185	74
23-26	40	16
27-30	15	6
31-33	10	4
<b>Total</b>	<b>250</b>	<b>100</b>

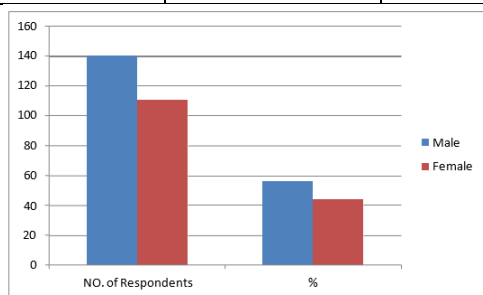


The data was analysed on the basis of the responses received by the youth. cf

This study is based on the responses received by the youth, where it can be clearly seen that majority of the respondents, which is 72.4% are between 18 to 22 years of age. Whereas, 13.3% of respondents are between 23-26 years, 9.5% of respondents are between 27-30 years and only 4.8% of respondents are between 31-33 years of age.

**Gender**

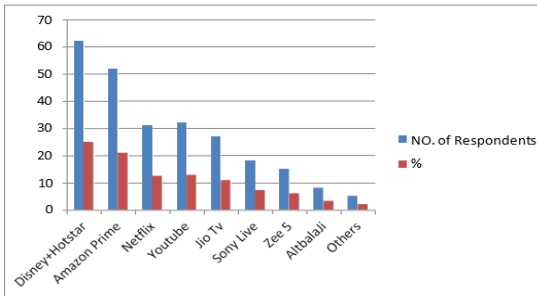
Gender	NO. of Respondents	%
Male	140	56
Female	110	44
<b>Total</b>	<b>250</b>	<b>100</b>



**Q.1. Which is your favourite online platform for streaming video content?**

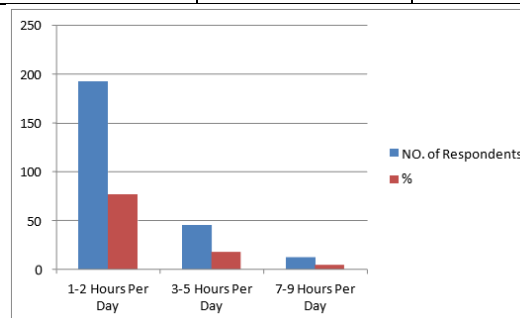
OTT Platform	NO. of Respondents	%
Disney+Hotstar	62	25
Amazon Prime	52	21
Netflix	31	12
Youtube	32	13
Jio Tv	27	11
Sony Live	18	7

Zee 5	15	6
AltbalaJi	8	3
Others	5	2
<b>Total</b>	<b>250</b>	<b>100</b>



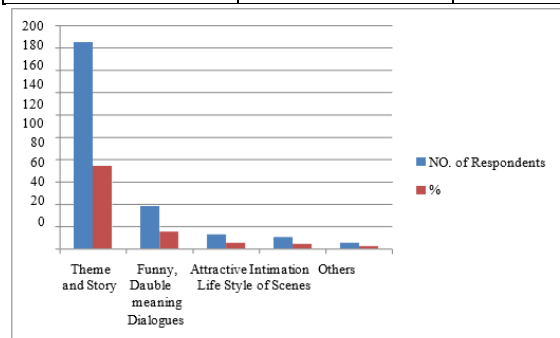
**Q.2. How much time you generally spend on watching web series or other video content online every day?**

OTT Platform	NO. of Respondents	%
1-2 Hours Per Day	192.5	77
3-5 Hours Per Day	45	18
7-9 Hours Per Day	12.5	5
<b>Total</b>	<b>250</b>	<b>100</b>



**Q.3 What is the most attractive element about web series?**

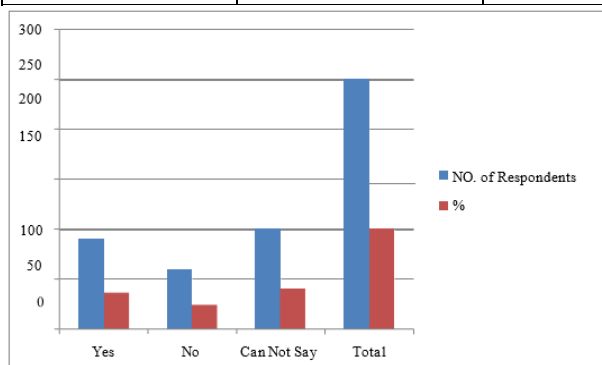
Most Attractive Contents	NO. of Respondents	%
Theme and Story	185	74
Funny, Double meaning Dialogues	38	15
Attractive Life Style	13	5
Intimation of Scenes	10	4
Others	5	2
<b>Total</b>	<b>250</b>	<b>100</b>



**Q. 4. Do you agree that web series and online content have psychological effects on you?**

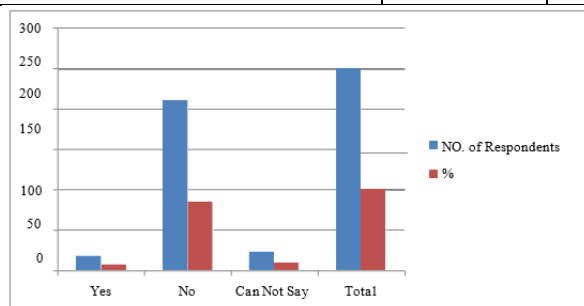
Psychological Impact of Web	NO. of Respondents	%
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Series on Youth		
Yes	90	36
No	60	24
Can Not Say	100	40
<b>Total</b>	<b>250</b>	<b>100</b>



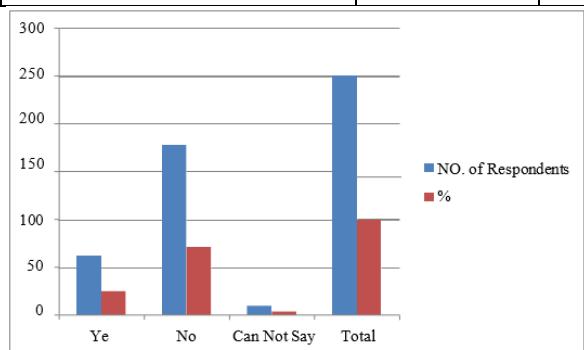
**Q.5. Do you feel attracted towards alcohol, smoking or drugs after watching them on web series and other online content?**

Influenced towards Alcohol, Smoking etc. from watching Web Series	NO. of Respondents	%
Yes	18	7
No	210	84
Can Not Say	23	9
<b>Total</b>	<b>250</b>	<b>100</b>



**Q.6. Have you ever watched any web series or online content just because of sex scenes, intimacy or abusive language used in the content?**

Influenced towards sex Scene, Abusive Language etc. from watching Web Series	No. of Respondents	%
Yes	63	25
No	178	71
Can Not Say	10	4
<b>Total</b>	<b>250</b>	<b>100</b>

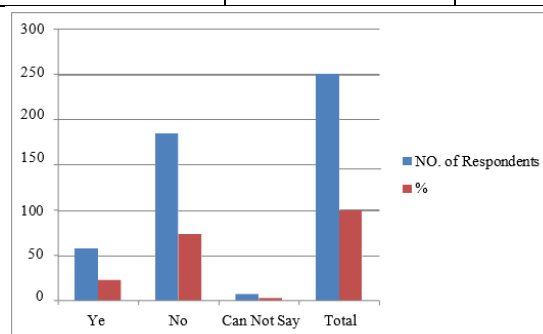


**Interpretation**

In order to study the various impacts of web series and online streaming content on the Indian youth, it is important to know whether the youth has ever watched any web series or online content just because of sex scenes, intimacy or abusive language used in the content. When asked the question about the same, 29.5% agreed to have watched any specific web series for thesex, intimacy and abusive content. However, 70.5% agreed to have never watched any specific web series for the same reason.

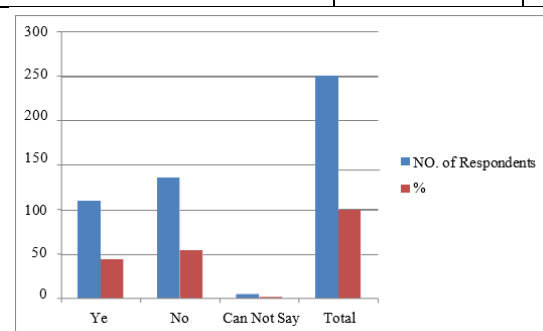
**Q.7. Do you think web series or online content have caused insecurity in your real life?**

Insecurity in Life after watching Web Series	NO. of Respondents	%
Yes	58	23
No	185	74
Can Not Say	8	3
<b>Total</b>	<b>250</b>	<b>100</b>



**Q.8. Has binge watching ever affected your performance in exams or other important works?**

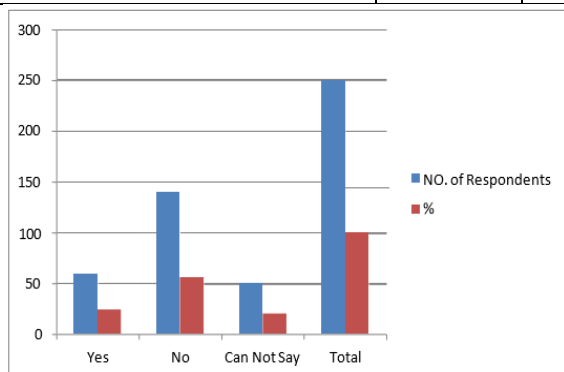
Affect on Academic Performance after watching Web Series	NO. of Respondents	%
Yes	110	44
No	135	54
Can Not Say	5	2
<b>Total</b>	<b>250</b>	<b>100</b>



**Q.9. Have web series and online shows affected your spoken language?**

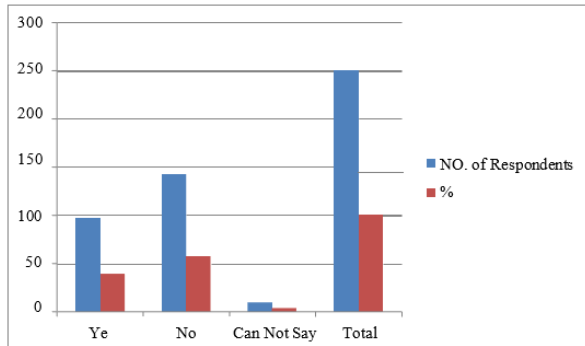
Affect the Language after watching Web Series	NO. of Respondents	%
Yes	60	24
No	140	56

Can Not Say	50	20
Total	250	100



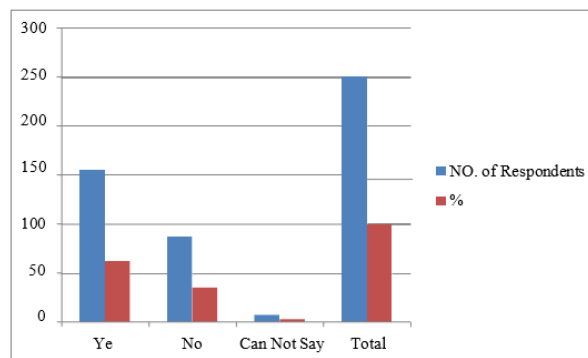
**Q.10. Do you avoid physical activities, outdoor games or outings due to binge watching web series and online shows?**

Avoidance of Outdoor Games and Activities due to watching Web Series	NO. of Respondents	%
Yes	98	39
No	143	57
Can Not Say	10	4
<b>Total</b>	<b>250</b>	<b>100</b>



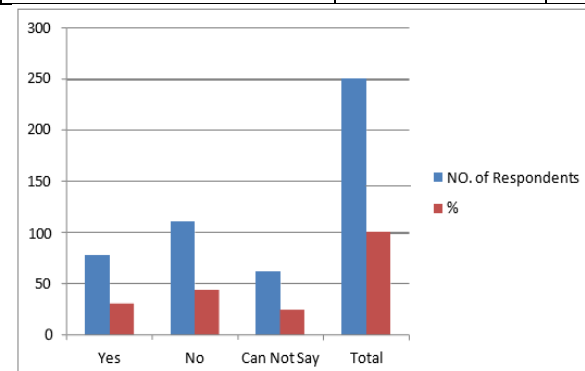
**Q.11. Do you think binge watching web series and online video content is causing insomnia or depression?**

Depression due to watching Web Series	NO. of Respondents	%
Yes	155	62
No	88	35
Can Not Say	8	3
<b>Total</b>	<b>250</b>	<b>100</b>



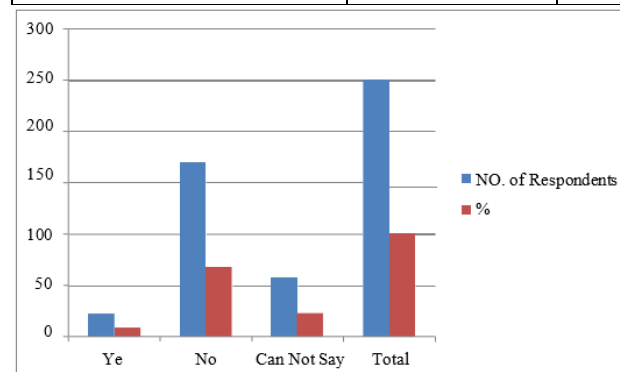
**Q.12. Do you sometimes avoid your friends and family too?**

Avoidance of family and Friends due to watching Web Series	NO. of Respondents	%
Yes	78	31
No	110	44
Can Not Say	63	25
<b>Total</b>	<b>250</b>	<b>100</b>



**Q.13. Do you feel the culture shown (sex, violence, alcohol and drugs) fit for consumption of Indian Youth?**

Culture shown in Web Series suit for the Youth	NO. of Respondents	%
Yes	23	9
No	170	68
Can Not Say	58	23
<b>Total</b>	<b>250</b>	<b>100</b>



## 5. Findings

As per the observation and result analysis following findings have been noted down:

1. Disney + Hotstar is the most popular web series being watched and liked by the youth in India.
2. As per the finding of this study, it has been revealed that the web series affects the youth psychologically and they feel insecure in their life due to watching the web series.
3. The respondents were agreed and they accepted that they are influenced to watch web series because of sex scene, abusive language, funny dialogue and their language is also affected badly just because of watching the web series.
4. The respondents also agreed that while watching the web series their academic performance also affected in negative way and decreased consistently and they are facing the depression and many more psychological diseases.
5. They also committed that just for watching the web series and online videos, they have stayed away themselves from physical activities and outdoor sports, infact they are not in the habit of setting with the family and friends.
6. They also agreed that mainly culture shown on the web series are related to sex, alcohol and violence which affect the youth negatively

## 6. Conclusion

After doing various kind of study and research, it has been concluded that Web series and OTT platform contents have huge impact and, on the youth, and they are being influenced by the web series contents. They spend their majority of time to watch the web series and find themselves more relaxed and convenient as far as time flexibility, schedule of programs, and place of watching the web series all are concerned. But whatever they feel like they are relaxing themselves is a myth only, actually they do not know that, in what kind of addicted,

stressful and depressed life, they are indulged and it is quite next to impossible to overcome this condition. The contents of web series youth are watching and attracted toward them is only because of some violent, abusive and sexual contents. Therefore, they are very avoiding to with the family and relatives. They also addicted to waste their time in exam also and loss of concentration is occurred, Hence, they lose their interest in study and it is very harmful for the academic performance and career also.

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