IMPACT OF WEB SERIES IN OTT PLATFORM ON THE YOUTH IN BHUBANESWAR CITY

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Abstract: **Web series is trying its way to become a new "normal" thing for entertainment. Youths are starting to develop the "web series obsession disorder" as they live on the internet. Web series consisting of different varieties of genre and the minor children, the web series are being used as clout for the content of the shows and because of their pre-adolescence they are very impressionable. Hence, they are not very two edged about the content. A large number of people specifically the youths are becoming habituated to watch their interest in shows which leaves a heavy explanation in terms of their attitudes, perceptions, and behaviour which is a very important factor. As web series targets are mainly youth-based so, they make them watch eternally with their different range of storylines and plot twists based on the current time situation and protagonist's point of view. The impacts of such web series on their persona make a great solicitude. This study's main objective is to inspect the effect of web series and their psycho-sociological impact on youth. In this research study, the details of the web series are being provided by scrutinizing the various characteristics of web series on the attitude of the youths. The researcher has collected the data from primary and secondary sources and using the primary data method concerning survey with reference to questionnaires. By acknowledging the limited research data, the study will provide an abundance of knowledge to the entertainment industry, online streaming, online content, and society as a whole.**

Keywords: **web series, obsession, psycho-sociological impact, youth, entertainment, online streaming**

INTRODUCTION

In the era of internet where you can see, read, review anything and everything it is no different fact that internet brought the entertainment industry to the next level. The primary factor for the viewership of web series is the smart phone. The growth of youth consuming their convenient time watching web series are increasing. The contents for taboo breaking videos are also increasing. Thus, the changes brought an irk to the entertainment, especially for the millennials. There is a significant impact of web series on the youth and society as a whole.

The internet connection comes at a very reasonable prices, therefore, the subscription fee seems like a minor factor. Technology paved the way for various contents in multiple languages with subtitles, permitting one to arrange settings in terms of time, which device to use and locations. The acceptance of OTT platform service with the production of innovative and creative web series have contributed to the development of an obsession. The combination of technology and OTT platform blends well in the society. It helps in captivating views to a great extent. Plus, this combination provides independent film producers with limited resources a great platform to make their debuts. Every OTT platform depends on these factors – 'like', 'share', 'comment', 'subscribe', 'view', 'review', because the online platforms are synergistic with the audience.

As the web series are boosting the entertainment industry in India, it seems like web series is custom-made for the young generation also called Gen-Z, who is known to be living on the internet. The OTT platforms in today's generation has a big and strong fan base and web series has a separate fan base. There are many OTT platforms available on the internet where youth can freely engage such as Netflix, Amazon Prime Video, Voot, MX Player, HBO NOW and so on. There were days where we used to watch the dramatic saas- bahu contrast, now, the time has changed and we love dark humors, fantasy-based action, conspiracy, mystery related, real life-based events, LGBTQ+ related and many more kind of web series.

Web series are long movies broken into episodes with seasons, also called 'webisodes' in short. It helps us to travel the world, know the different cultures and traditions, ideas about different communities. Television series goes on years and years while web series are small concepts full of thrill, creativity, suspense, detailed-oriented and unpredictable plot twists which are related to present time situations. The viewers can relate to Gen Z's protagonist's point of view without batting an eye. Web series has no time bound. As these are mostly youth-based and very much addictive, people especially the youngster are willing to compromise everything for the sake of watching their favorite web series.

As time is flying, web series are upgrading day-by-day by providing various kinds of contents. But as youth perceives things very differently from another age group, watching violence, abusive behavior sending them message that these behaviors are treated as normal and are accepted by society and hence, everybody does it. Nevertheless, the intention was not bad. It is one's way of expressing through their point of view. Watching an abusive-based web series can change youth's behavior and their way of speaking which is an important factor. Youth as well as adults feel insecure and wanting to live in their virtual world, away from real life. But inspite of the fact that web series can have negative impacts, most of the web series end up giving morale values to the viewers.

LITERATURE REVIEW

Joshi, Anushree (2019) has found out in her research that internet has popularised the OTT applications like Netflix, Prime, etc and viewers are very much keen to watch the web series seamlessly over 4G connectivity.

Dhanuka, Aditya, Bohra, Abhilash (2019)have inferred in their exploration that youth become more and more addictive towards watching these web series. They have an adverse effect on the emotional, physical, and psychological health.

Aadeetya, S. (2018)has opined that the on-the-go content of the video streaming platforms have a rising demand among the college going youth.

Qiu, Fan & Cui, Yi. (2010) concluded in their research that viewer's behaviour is very important while designing the streaming of videos because there is high volatility and dynamism in the behaviour of consumers.

Kakkar, Alpana & Nayak, Kalyani (2019)have inferred that product positioning and placement has an important role in developing web series in OTT platforms. Because people have started liking the OTTs because of the clever positioning of products and their contents.

Objective of the study

1) To understand the effect of web series and their psycho-sociological impact on youth
2) To analyze various characteristics of web series on the attitude of the youth
3) To explore the perception of youth concerning web series.

Scope of the study

The study covers a framework of the psychological and social impact of web series in OTT platform on youth.

Research Methodology

The study includes the information from graduate and post graduate students. This research is based on an online survey. Scheduled questionnaire used for data collection. Google online survey was designed to measure impact of web series on youth of Bhubaneswar city. 100 respondents from different regions of Bhubaneswar were selected as sample. Data was analysed using chi-square analysis, cross tabulation and various charts.

Data Analysis& Interpretation

Table 1 represents the language in which respondents like to watch the web series. It can be seen from the following Table and Chart that most preferred language is English followed by Hindi. 53 respondents said their most preferred language is English and 37 respondents said that it is Hindi.

Table 1

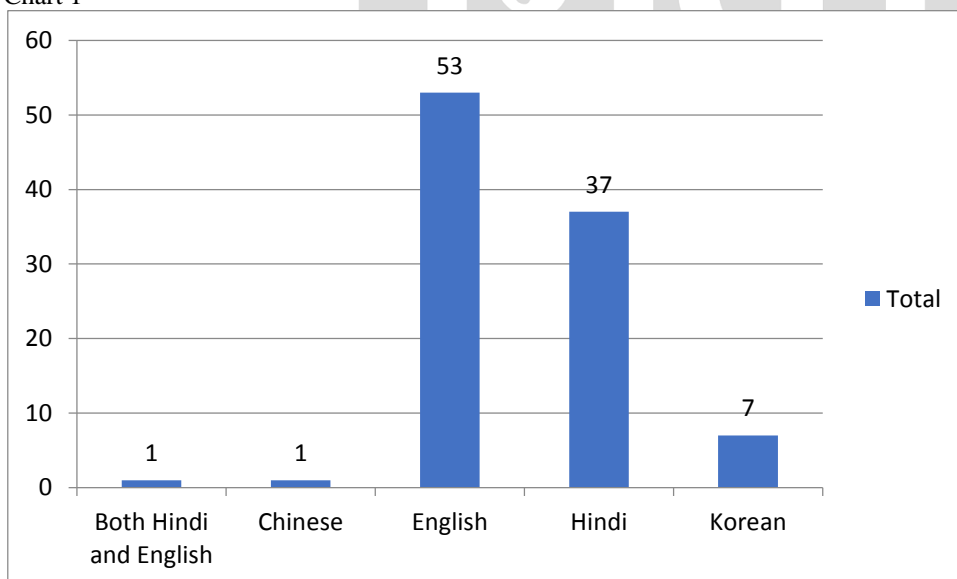| Count of The language you prefer in watching your favorite web series	
The language you prefer in watching your favorite web series	Total
Both Hindi and English	1
Chinese	1
English	53
Hindi	37
Korean	7
Grand Total	99

Chart 1

Table 2 depicts the number of hours respondents spend to watch the web series. It is evident from the following Table and Chart that 76% of the respondents spend 1hr to 3 hrs daily. 17% spend 3hrs to 5 hrs daily. There are 7% respondents who spend more than 5 hrs for watching web series.

Table 2

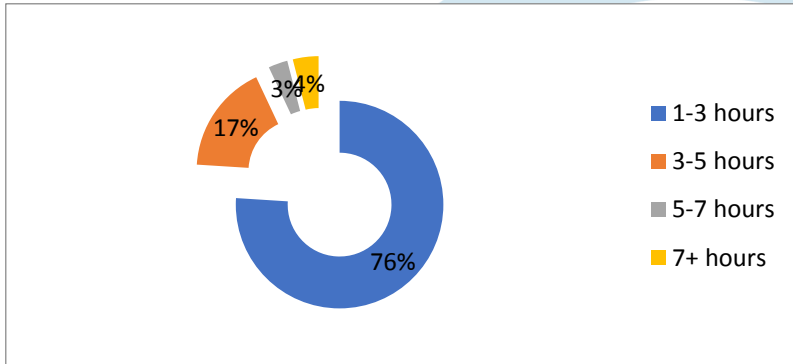| Count of How many hours do you generally spend watching web series without a break?	
How many hours do you generally spend watching web series without a break?	Total
1-3 hours	76
3-5 hours	17
5-7 hours	3
7+ hours	4
Grand Total	100

Chart 2

Table 3 represents the favourite genre of web series. It can be seen from the following Table and Chart that most of the respondents preferred genre is Action or crime followed by drama/comedy. 42% respondents like to watch Action/crime followed by 20% like Drama/comedy.

Table 3

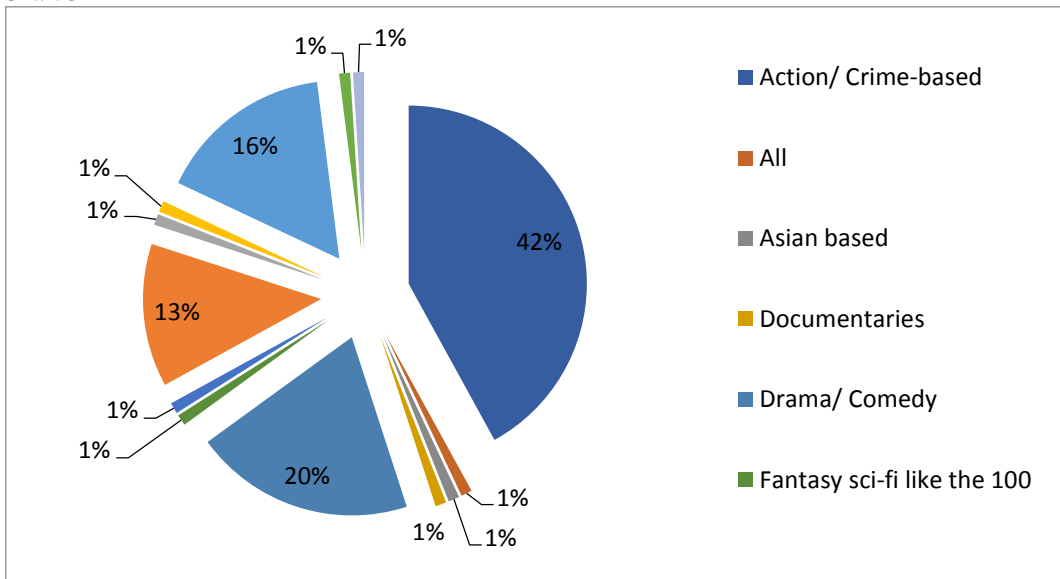| Count of Favorite genre of web series	
Favorite genre of web series	Total
Action/ Crime-based	42
All	1
Asian based	1
Documentaries	1
Drama/ Comedy	20
Fantasy sci-fi like the 100	1
Horror, Thriller, Suspense, Comedy, Action	1
Horror/ Thriller	13
I like them alll!!!!!	1
Kinda mix of everything	1
Romantic	16
Suspence	1
Thriller too	1
Grand Total	100

Chart 3

Table 4 depicts whether youth of the city those who watch web series are normalizing bad things shown in them. It is evident from the following Table and Chart that 48 respondents out of 100 said maybe and 38 respondents said yes.

Table 4

Count of Do you think people are normalizing bad things shown in the content of a web series?	
Do you think people are normalizing bad things shown in the content of a web series?	Total
Maybe	48
No	13
Yes	38
Grand Total	99

Chart 4
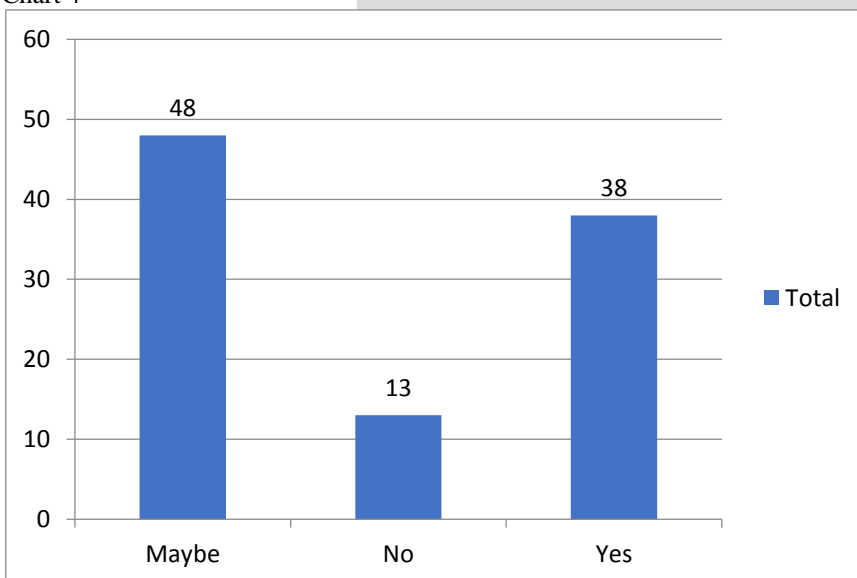
H0: There is no relationship between "social and psychological impact of web series on youth" and "youth get attracted towards drugs and alcohol "

H1: There is a significant relationship between "social and psychological impact of web series on youth" and "youth get attracted towards drugs and alcohol "

Table 5 is a cross table that represents "whether there is any social and psychological impact of these web series on the youth" and "whether they get attracted towards drugs and alcohol due to these web series". 37 respondents said yes watching web series have

social and psychological impact but 90 respondents said they have never felt attracted towards drugs, smoking and alcohol after watching them on web series.

Table 5

	Count of Have you ever felt attracted towards drugs, smoking, drinking after watching them on web series?			
Do you think web series can affect you socially and psychologically?	No	Sometime	Yes	Total
Maybe	33	2	2	37
No	25	0	1	26
Yes	32	3	2	37
Total	90	5	5	100

Table 6 is the result of chi-square test conducted for knowing the association between the above two variables. The p value obtained from the chi-square test is 0.68 which is more than 0.05. Hence it is concluded that there is no association between the two variables mentioned above. Even the web series affect the youth socially and psychologically, they don't get attracted towards drugs or alcohols due to web series.

Table 6

	Count of Have you ever felt attracted towards drugs, smoking, drinking after watching them on web series?			
Do you think web series can affect you socially and psychologically?	No	Sometime	Yes	Total
Maybe	33.3	1.85	1.85	37
No	23.4	1.3	1.3	26
Yes	33.3	1.85	1.85	37
Total	90	5	5	100
p value	0.683786			

H0: There is no relationship between "watching web series affects academic performance of the youth" and "youth suffers from anxiety, isolation, depression, insomnia etc."

H1: There is a significant relationship between "watching web series affects academic performance of the youth" and "youth suffers from anxiety, isolation, depression, insomnia etc."

Table 7 is a cross table of "whether watching web series affect academic performance" and "whether the respondents suffer from anxiety, isolation, depression etc". It is seen in the table that 14 respondents said watching web series affect academic performance whereas 67 said no. Out of 100 respondents 6 only said they suffer from anxiety, isolation, depression etc., whereas 69 said they don't suffer from anxiety, isolation, depression etc.

Table 7

	Count of Do you think symptoms like anxiety, isolation, depression, insomnia are caused by watching web series?			
Does watching web series affect your academic performance?	Maybe	No	Yes	Total
Maybe	10	8	1	19
No	11	53	3	67
Yes	4	8	2	14
Total	25	69	6	100

Table 8

Does watching web series affect your academic performance?	Count of Do you think symptoms like anxiety, isolation, depression, insomnia are caused by watching web series?			
	Maybe	No	Yes	Total
Maybe	4.75	13.11	1.14	19
No	16.75	46.23	4.02	67
Yes	3.5	9.66	0.84	14
Total	25	69	6	100
p value	0.011304			

Table 8 shows the result of chi-square test for the variables " web series affect academic performance" and "anxiety, isolation, depression, insomnia caused by watching web series". The p value is found to be 0.01 that is less than 0.05. Hence it can be concluded that there is a significant relationship between these two variables.

CONCLUSION

After analysing the data, it can be expressed that web series have a huge impact on the youth of Bhubaneswar. It attracts the attention of the youth as it is showcased on OTT. It was observed that most of the youth watch web series in English and they watch 1 hr to 3 hrs on daily basis. Action and crime based web series were most watched among youth. Most of the respondents had the opinion of normalizing bad things shown in the web series. It was also observed that there is no relationship between "social and psychological impact of web series on youth" and "youth get attracted towards drugs and alcohol ". It was also found that there is a significant relationship between "watching web series affects academic performance of the youth" and "youth suffers from anxiety, isolation, depression, insomnia etc."Though there are negative sides of watching web series, it can be actually beneficial if utilized in a proper way.

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