



## **Behavioral effects of Web Series on Indian Youth**

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### **Abstract**

*We now live in a digital world. Everyone is always following the latest trends using the Internet and mobile phones. The web series runs on multiple digital platforms. Web series play an important role in India. In countries where television programming and various film and entertainment industries face strict censorship of content, web series have become a latest source of entertainment for millennial. But this is the age of the Internet, and with this technology anything is possible. This number will increase over time as more and more people use the Internet for entertainment. The entertainment industry in India has seen a surge in viewership with the recent emergence of web series. Much of the series is aimed at young people, and the web series has tons of new storylines and new creative ideas. It doesn't consist of inconsistent things that don't make sense in real life, such as black magic, ghosts, and vampires. Young people in India use their mobile phones, tablets, laptops and other gadgets to watch web series every second. This research paper is conducted to review on behavioral effects of web series on Indian youth.*

**Keywords-** Web series, Psychological impact, Youth, representation

### **Introduction**

With the changing of time, the schedule of entertainment is shifting from television towards digital OTT platforms and everyone is following the latest trends using the internet and mobile phones.. From chatting with loved ones to watching your favorite shows - everything happens online. Here is the concept of digital media or alternative media. With the emergence of the Internet community, the popularity of web series as an entertainment destination has become very popular. Netflix, Amazon Prime, Hot Star, YouTube and many other over-the-top (OTT) platforms are available, and these entertainment platforms are the latest mix of television and film. So I'm worried about the impact of web series. Because web series can create both positive and negative effects (Anushree Joshi, 2019).

Therefore, many cases were seen as one new obstacle - "Internet addiction". Here I would like to mention one case that I observed in India in 2018. This case concerns a 26-year-old unemployed young man who was admitted to the Healthy Use of Technology Service (SHUT), which is part of Nimhans.

The web series programming is both educational and entertaining. It can give people the opportunity to travel the world, introduce them to new ideas they may have encountered in their communities, and also give them the opportunity to learn about different cultures. As

you know, the Internet is an effective educational tool. A program that introduces historical, environmental and scientific theories to help us gain a broader perspective and better understand the world around us.

This trend of entertainment is not only popular among young people, but also provides the young generation with a very open platform for watching its programs without restrictions. Therefore, we can say that the viewers behave such as they watch on streaming. Thus, the purpose of this study is to understand what factors influenced the attitudes and behavior of adolescents and how adolescents changed their perceptions after watching web series. Young people are becoming increasingly dependent on digital devices for entertainment and communication, with increasingly severe mental and physical consequences. With the beginning of the era of web series, youth participation on the Internet has increased and its impact cannot be ignored. Therefore, this reason makes the study more relevant. 'The aim of this review paper is to understand how the web series change the psychological process of youth about his/her behaviour.'

### **Objective**

- The purpose of this research paper is to study the behavioral effects of web series on youth.
- Knowing how the content is shown in the web series is affecting the experience of the youth is also a part of this research paper.

### **Research Methodology**

For the aim of fulfilling the target of the research, doctrinal method are going to be applied during which exploratory research design which incorporates review of literature, study of research papers, study associated with behavioral effects of web series on Indian youth. So first a touch of what we all know about Web series, then we'll get into what his work was all about

### **Review and Analysis**

(Sharma, 2016). (Deloitte 2015). So what's web watching? The Digital Democracy Survey defined the activity as "watching three or more episodes of a TV or web series in one sitting"

(Gold, Frost-Pineda, and Jacobs 2003), The literature considers web behaviour as an addiction (eg:) research which frequently shows that individual often engage in such activities to flee reality.

(Pomerantz 2013), instead of consuming one episode of a series hebdomadally in accordance with a typical television schedule, viewers may prefer to view several episodes of one series in immediate succession. Surveys have revealed that a majority of consumers like better to watch multiple episodes of their favourite programs during a single sitting .

Contents of web series allows for flexible narrative structures that converge at the top of every episode, creating curiosity in viewers' mind and prompting viewers to observe subsequent episode to resolve narrative complexities, and this had born to the habit of watching the entire season of the series at a go among the audiences, commonly referred to as 'binge watching'. "Television may be a relationship. It asks for our time, commitment, and trust and, in return, provides certain pleasures and payoffs through its storytelling. In some

ways, this relationship is one-sided. The control largely remains within the hands of the viewer, and therefore the show alone carries the burden of satisfaction. Enter: Netflix. The streaming service releases entire seasons of its shows all directly, a technique that arguably encourages creators to reconsider or reallocate emphasis within this viewing relationship. If a show fails to woo us on episode one, subsequent episode may be a mere 15 seconds faraway from starting. Why not provides it the advantage of the doubt? Without every week in between each installment, the Netflix model potentially extends the courtship period.”

(Sharma, 2016), The online series don't need to undergo the ruthless scissors of the censor broad just like the Indian television serials and films, so it are often said that they are doing have more freedom in terms of expression and presentation of ideas and ideas. Another point is that if the new media fails to supply something new and attractive enough contents to the digital audiences, why will they follow the series? Moreover as there's no censorship issues within the streaming platform these web series can very boldly affect the contemporary socio – political issues prevailing in our country. they're entertaining and interesting, at an equivalent time thrilling. “Creators of television programs have always encountered certain restrictions or guidelines for what they're ready to present on screen. because the number of avenues for programming has grown, creators became faced with several distribution options offering various degrees of creative freedom and autonomy. These variations are often attributed to industrial, organizational, and commercial factors. By studying the historical progression of creative freedom in television, we will get a way of the influences and motivations behind the creative environment that Netflix provides the creators of its scripted series. Censorship and content restrictions have a considerable impact on creative freedom. The FCC has long regulated broadcast television, censoring what it determines to be obscene, indecent, and profane content.”

(Koravi, 2019), Another important factor effecting the content development of web series and web movies are the advertisers and therefore the sponsor's. Advertiser's demands does affects the contents of the online series. it's an secret now that brand endorsements are wiped out embedded format through web series and web movies. As advertisements are one among the foremost important revenue earning source of the digital platform besides the subscription fees, the manufacturers of the online series tends to vary or modify their contents to please the advertisers and attract them. Lately advertisers also are aiming at putting up their advertisements within the digital platform thanks to the large audience shift towards it and therefore the rising demands of web contents among people. Now the audience of the advertisers are more available at digital platforms, so to catch their eyeballs the advertisers also are shifting their focus towards the online series. consistent with survey reports, there has been a pointy rise within the advertisement revenues for Web series in India within the last four years.

While considering the world of advertising it also can be noted that advertisements shown in surrogate manner in popular web series or movies can have a deep impact on the mind of the young viewers. they'll get interested in A level, where they could feel it to be extremely necessary to shop for a particular product or avail to a particular service to take care of acceptance among coevals and retain social station. Creation of such false needs are often highly dangerous for the audiences.

(Koravi, 2019) “One new disorder is arriving in Youth “Internet addiction Disorder”. Indian young youth now a days only follows Netflix, Amazon prime, Hot star, You tube. They ignore their studies, work, family, and friends. whenever every second youth opens the mobile screen, Laptop screen, Tab screen and watching the online series only.”

A Nielsen (2013) study finds that 88% of Netflix users and 70% of Hulu Plus users reported watching a minimum of three episodes of an equivalent program in at some point .

(Netflix 2013), additionally to individuals consuming more content, they report doing so during a condensed period of your time . consistent with a survey conducted by Netflix and Harris Interactive in 2013, 61% of adults who stream television shows a minimum of once every week reported that they frequently engage in “web watching” sessions that contains two to 3 episodes of one television series in one sitting, with nearly three-quarters of respondents having positive feelings about web watching .

(Deloitte 2015), In its 2014 Digital Democracy Survey, Deloitte reports that 31% of respondents engaged in web watching a minimum of once every week, with quite 40% of respondents age 14– 25 engaging within the behaviour weekly Web watching has also helped advertisers to collect a customer base for them by selecting a target group supported the sort of content they watch. The report has thus been generated from the info collected from hulu.com a service provider a bit like Netflix. A typical web watcher is either inclined to observe the whole programme and switch to a replacement season/show or either the person may be a situational web watcher. The study also shows that folks are less susceptible to watch online an important area of focus in terms of storytelling pattern in web series is that Web series are commissioned, created, and distributed at the season level, therefore the story telling pattern has got to change to stay a balance. there's always new opportunities and chance of bringing creativity within the different web series that are becoming produced. “Video on demand, or the Netflix effect, is introduction a mediated culture of instant gratification, infinite entertainment choices, and immersive experiences in televisual fantasies that combine drama and realism in irresistibly fascinating and spectacular ways.”

(S Matrix, 2014), according to this literature entertainment is that the biggest reason behind the utilization of Web series. the online series are gradually becoming a part of common people’s life. Especially the youth, who are easier with online platforms and are having access to internet and devices like laptops or a minimum of a sensible phone, prefers watching entertainment programs on OTT Platform because the web series succeeded in providing the audiences with the much needed fresh contents, interesting plots and realistic presentations of characters and situations with which the audiences tends to relate themselves. The mobility of gadgets on which these platforms are available and therefore the availability of contents on demand, the facility to settle on are the opposite important factors effecting the increase in demand of Web series among viewers. most frequently the young audiences goes for “Binge watching” and it's slowly taking the form of addiction among them, hampering their life style and health. The people gets so engrossed in “binge watching” that they fail to perform their daily routine including studying or completing professional responsibility.

Anxiety, lack of sleep, preferring isolation are a number of the common problems developing among the “binge watchers”. Violence, use of vulgar language and sex are exaggerated within these web series in the name of authentic presentation of the important world, while morality is usually compromised resulting in negative impact on audience mind. Researchers also highlight the purpose that web series with good content will have good effects on the audience psychology while that with regressive contents will affect the audience psychology in an adverse manner. “When grooming age youth would more focus the online series it means they're learning tons of things from web series. In fact, the analysis shows that majority of youth psychological affected through web series. Web series aren't only changing their behavior toward aggressive but also changing their language and language is most vital a part of any culture. Smoking, Drinking habits are fast increasing in youth. More use of web series as source of entertainment than the opposite physical activities. Obesity, depression, eyes disorders are commonly seen in youths.

Findings show that youth perceive the content of the online series shows is extremely against the ethics, culture and value of society.” So it's vital that what the audiences are watching and at what extent they're watching and absorbing such online contents.

(Dhanuka; Bohra, 2019) “Such behaviour of binge-watching shows the addiction of viewers to virtual content that always results in disturbances in their personal life whether it's displaying anti social behaviours, increased emotional sensitivity or disrupted sleep-cycles resulting in various health issues amongst the bingers, usually youth.”

### **Discussion**

As we are seeing that every day the online entertainment dimensions are intent on making themselves the most effective, which is the expected behavior of any market rivalry. Ever since the participation of OTT forums has increased, the results of its aspects are continuously being seen. The critical observations made during literature studies provide a fair idea that online streaming has become an integral part of the growing economy and it is affecting our societal culture, in which the contribution of web series cannot be ignored. The availability of web series is the biggest reason for increasing OTT consumption. Web series do not fall under any federal rules - laws, so the content shown in them is independent of monitoring any form of regulation. Which is a big weight to attract the audience. From a market perspective, it is estimated that by 2024 (Dainik Jagran, February 24, 2021) OTT will emerge as the sixth-largest market in the world.

Its behavioral impact on the youth cannot be ignored as the growing problem of Internet addiction disorder is having a significant impact on their common life (Koravi, 2019). Youth are increasingly drawn away from real-life fantasy stories. Which can also have many consequences. Which is also the purpose of this research to find out.

### **Observations**

In writing this research treatise, many important areas of content development and the impact of web series content on young people were examined. When it comes to concept development, there are many new trends emerging in the field of Indian web series. Unlike television counterparts such as Test Case, Leila, Marzi, and Aarya, female-centered stories

in which female characters are drawn in a very dignified, progressive and realistic manner. Development is a priority. Covering contemporary socio-political aspects, economic exploitation, caste, beliefs and pervasive creed and gender are being made in a bold manner, with strong story lines like “PaatalLok”. Entertainment is provided along with strong theme. Various genres are getting covered by the web series and web movies ranging from horror like “Ghoul”, “Betaal” to Indian mythology to psychological thrillers like “Asur” to crime thriller like “Breath”, “The Family Man”, to romance including complex tale of relationships like in “Out of Love”, “Made in Heaven” and many more. These web series are very different presentations than television and movies. Missance and field photography play an important role. In addition to Indian web series, Indian youth will see an international network on Amazon Prime and Netflix, including House of Cards, Stranger Things, The Money Robbery and Dark series.

### Conclusion

Today, digital media is one of the most powerful wings of the media, and the media, which is an integral part of the public sphere, can make a significant contribution to the coverage of various important issues of our society. But if a media platform with a huge audience like the Web Series behaves differently, distorting, underestimating, and even overestimating the reality of society, this is terribly wrong and serious. This can lead to good results. One-sided use of vulgar words

It is easy to see that web series and web movies tend to portray women due to violence and and due to the deep-set patriarchal mindset which is embedded into the consciousness of the people and been inherited down the ages, more than often we get to see that the contents of the web series and web films does trends to portray women in a new stereotyped manner, all of which can have a deep negative impact on the minds of the young audiences.

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