

## UNRAVELLING THE PSYCHOLOGICAL IMPACT OF OVER-THE-TOP (OTT) CONTENT CONSUMPTION: AN EXPERIMENTAL RESEARCH ANALYSIS

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### ABSTRACT

*Over-the-top platforms have become a huge source of entertainment and a vast repository of data. With the ability to choose the content and device of their preference, viewers have greater control over their media consumption. However, it is worth noting that some of the content available on these platforms can be explicit, containing elements such as crime, foul language, nudity, and violence. Several studies have shown a correlation between exposure to violent content in movies and television and an increase in aggressive behaviour shortly after. This study aims to explore the influence of OTT content on the mental health and aggression levels of its viewers. The research examines physiological factors such as mental health and aggression by conducting experiments on viewers and non-viewers of OTT content. The study gathered data from 30 participants from both viewer and non-viewer groups. After collecting data through the standard physiological scale of mental health and aggression, it was analyzed statistically using the t-test and mean to compare the scores obtained by both groups. The t-value and mean value for the overall mental health and aggression showed that OTT content affects the mental health and aggression of viewers.*

**Keywords:** OTT Platforms, OTT content, Physiological Impact, Mental Health, Aggression

## INTRODUCTION

The entertainment industry is undergoing a significant transformation with the emergence of Over-The-Top (OTT) content. OTT platforms enable viewers to access video and audio content online without the involvement of ISPs in the distribution or control of the content. The OTT market has revolutionized the entertainment industry by providing viewers with a broad range of content that they can access at their convenience. Busson, A., Paris, T., Simon, J.P. (2016) “Newcomers in the fields of broadcasting and content delivery, OTT content means online delivery of video and audio without the ISP being involved in the control or distribution of the content itself. The traffic is not managed.” India's digital streaming market has witnessed significant growth in recent years, due to various factors such as changing audience preferences, the rise of video-on-demand platforms, and the availability of affordable internet services. With the introduction of quick and affordable internet services through mobile networks and the general availability of broadband networks, the number of people accessing online content has increased significantly.

Every medium has its benefits and drawbacks, and OTT is no exception. It is crucial to acknowledge that the Over-The-Top platforms that provide a wide range of content options to users can sometimes contain explicit material. Such content may consist of violent, sexual, or profane language. In recent years, the frequency of web shows depicting explicit content has increased, with some of them being extremely graphic in nature. The rise of web shows featuring graphic violence and sexual content has sparked concern among some viewers. While many argue that this content is simply a reflection of our changing society, others worry that it may be contributing to a desensitization to violence and sexual exploitation. Additionally, some worry that young viewers may be exposed to inappropriate content without proper supervision. Previous studies have demonstrated that individuals who consume violent media are more likely to act aggressively shortly afterwards. These effects are observed across all age groups, with those who watch violent content being more prone to violent behaviour than those who watch nonviolent movies. The majority of viewers of web series and other digital streaming content are young adults between the ages of 18 and 30, making them more likely to be influenced by the content they consume. Due to their ability to easily connect with the content of web series, young adults are more likely to emulate the actions they see on screen. People may learn to think and behave aggressively from watching such shows. Additionally, people are more likely to be influenced by things they regularly see, such as scenes of drinking and smoking, which are often featured in web series.

"Mental health" refers to an individual's psychological, behavioural, and spiritual well-being, which is influenced by how they think, act, and perceive the world. The American Psychological Association defines "Mental Health as a state of mind characterised by emotional well-being, good behavioural adjustment, relative freedom from anxiety and disabling symptoms, and a capacity to establish constructive relationships and cope with the ordinary demands and stresses; of life." According to the World Health Organization, mental health is a state in which an individual realizes their full potential, is able to manage stress in daily life, performs well, and contributes to society. This concept highlights that mental health encompasses more than just mental illnesses or disabilities, and it is essential to maintain good mental health to lead a fulfilling life.

The term "aggression" typically refers to both our own behaviour and that of others. In psychology, aggression is defined as any behaviour that causes harm to another individual. It refers to a broad category of acts that have the potential to cause bodily or psychological harm to oneself, others, or objects. The goal of aggression is to cause physical or mental harm to another person. The American Psychological Association defines "aggression as behaviour aimed at harming others physically or psychologically. It is distinguishable from anger in that anger is oriented at overcoming the target but not necessarily through harm or destruction." Through experimental design, this research aims to examine the physiological factors such as aggression and mental health in both viewers and non-viewers of web series.

The research study uses quantitative methods to explore the problem. It is divided into three phases. The first phase involves analyzing the content of ten web series to determine the amount of violence and sexual content present in them. In the second phase, a survey was conducted on 240 people randomly selected from Jaipur, Udaipur, and Kota divisions in Rajasthan. The survey aimed to understand people's opinions on web series content, its impact, and censorship. Based on the survey responses, the sample was divided into two categories - web series viewers and non-viewers - with an equal number of respondents in each category. In the third phase, 30 respondents each were randomly selected from both web series viewers and non-viewers categories of the 120-120 respondents for a physiological scale assessment, which measures mental health and aggression. The physiological scale was used to understand the impact of violence and sex. The data collected through the physiological scale was analyzed statistically.

## THEORETICAL FRAMEWORK

The research is based on the Cultivation Theory, which puts forth the idea that media messages can shape the audience's perceptions of reality. According to this theory, individuals who watch web series that contain strong language, violence, and sexual content perceive the world in the same manner as they experienced in the show. The Cultivation Theory assumes that individuals who consume a lot of TV content may develop a distorted reality that is not true in real life. TV content often portrays violence at a higher frequency than what individuals experience in their daily lives, leading them to believe that the world is more dangerous and violent than it actually is. The theory suggests that media consumption can shape an individual's beliefs, attitudes, and behaviours, influencing how they perceive themselves, others, and the world around them. Therefore, it is essential to understand the impact of media on individuals and society as a whole, and this research aims to explore the psychological effects of sex and violence depicted in web series on young adults and adults in India.

## THE OBJECTIVE OF THE STUDY

- To examine the physiological factors such as aggression and mental health in both viewers and non-viewers of web series.

## RESEARCH QUESTION

- Is sex and violence element in web series affecting the mental health and aggression of viewers and non-viewers?

## REVIEW OF LITERATURE

This section reviews several significant research studies that have been conducted on media violence and its impact on viewers.

**Fisher, R. D., Cook, I. J., & Shirkey, E. C. (1994)**, research on “the antisocial effects of media exposures, Linz (1989) concluded that the evidence of harmful effects from exposure to nonviolent sexually explicit media is weak and inconsistent, whereas the evidence consistently shows that exposure to depictions of violence toward women, whether sexually explicit, produces acceptance of rape myths and desensitisation to the suffering of rape victims.”

**Gruber, E., & Grube, J. W.** (2000), in their research on “Adolescent sexuality and the media: A review of current knowledge and implications”, stated that multiple theories had been suggested to explain how media influences behaviour. They have all predicated on the premise that more media exposure promotes accepting the values, views, and behaviours depicted, especially when those values, beliefs, and actions are reinforced or are not accompanied by negative repercussions. The research on media exposure to violent content supports these viewpoints. Sexual behaviour, on the other hand, may not be as quickly learned through observation and imitation as hostility or violence. Research on television alcohol commercials and adolescent alcoholism has also had favourable results. According to the findings, casual exposure to alcohol commercials did not affect alcohol consumption. Instead, the impact of alcohol commercials is determined by how much youth like and pay attention to them.

**Anderson, C. A., Berkowitz, L., Donnerstein, E., Huesmann, L. R., Johnson, J. D., Linz, D., & Wartella, E.** (2003), in their research on “The influence of media violence on youth”, state that media violence enhances the chance of hostile and fierce behaviour. Studies on violent TV and movies, computer games, and music provide unambiguous proof that media violence increases hostile behaviour in both current and long-term situations. Milder hostility appears to have more consequences than more severe forms of aggressiveness. Low exposure increases physically and vocally aggressive behaviour, as well as hostile thoughts and emotions. Short-term rises are caused by fuelling existing media violence. Aggressive scripting and perceptions increase mental incitement, causing an instinctual desire to mimic observed acts. The long-term consequences of media violence are caused by several learning mechanisms. It leads to the development of enduring aggressive scripts, explanatory schemas, and anger-related views regarding social conduct. It reduces people's unpleasant emotional reactions to violence on a daily basis.

**Pandey, C. S.** (2014), in his research on “Depiction of Sex and Violence in Hindi Films and Its Impact on the Indian Youth”, traced that Sexual conventions, stereotype double standards, and sexual roles are all depicted in entertainment content. These significantly impact the audience's perceptions of sex, body image, and societal conventions. As a result, crime has escalated dramatically from every viewpoint. The issue is worldwide, yet it is necessary to sustain India's social structure, distinct from other countries. People, society, and government institutions should be awakened by social reformers who should compel them to eliminate sexual offences

and violence. The educational system must also be overhauled to help minimise danger among young men and women. Representing sexual and crime-related problems in films promotes sexual crime and violence.

**The New Light of Myanmar** (2015), a news article “The Impact of Watching Violent Movies and Playing Violent Games”, stated that violent films affected people. They make the audience feel aggressive and emotional. The homicide sequences in violent films are horrifying and heartless. Some violent films depict a thriller, barbaric torture, cold-blooded murder, or sexual assaults in their tale or episode. People enjoy watching violent films because they are engrossing and have odd stories. According to psychological studies, watching violent movies makes people extra aggressive, but only if they already have an abrasive disposition. Those who watch many violent movies may become angry and unkind as the violence moulds their thoughts in the movies.

**Borah, P.** (2016), in her research paper on “Media Effects Theory”, mentioned that the idea that violent television content will persuade viewers to be involved in real physical violence is not a recent occurrence. The popularity of this study may be linked back to Albert Bandura's famous "Bobo doll" test (Sparks & Sparks, 2002). The findings provided persuasive proof supporting the notion that it is possible to condition children to engage in aggressive behaviour.

**Anderson, C. A.** (2016), in research on “Media Violence Effects on Children, Adolescents and Young Adults”, mentioned that the constant exposure to bloodshed and other aspects of extremely violent content might cause emotional numbing to the pain and grief of others. As a result, desensitisation may result in increased aggression by removing one of the built-in brakes that normally prohibit anger and violence. Additionally, while seeing a victim of violence, the desensitisation effect reduces the likelihood of pro-social, empathetic, and supportive action.

**Dhanuka, A., & Bohra, A.** (2019), in their research paper on “Binge-Watching: Web-Series Addiction amongst Youth” mentioned that about 95% of the respondents in the age group from 18 to 25 years have disclosed watching web series. Participants believe that web series have numerous negative consequences like any other addiction. The study found that 43.21 per cent mentioned that it has an impact on physical as well as mental health, and 53 per cent disclosed

a decrease in productivity. In addition, 48.9 per cent created antisocial personality patterns and 77.8 per cent documented sleeping disruptions.

**Vinod S, Koravi MD.** (2019), in their research paper on “Analysis Of Various Effects Of Web Series Streaming Online On the Internet On Indian Youth”, conclude that web series affect the aggressive behaviour and language of the viewers. The drinking and smoking activities of young people are also increasing. These series are more popular forms of amusement than exercise. Adolescents are inclined to become overweight, depressed, and have visual difficulties. Finally, it is clear from the research that web series impact young people’s mental and physical health.

## RESEARCH METHODOLOGY

### Research Methods

The study is experimental research because it examines the impact of web series on Mental Health and Aggression in both viewers and non-viewers. This study uses a quantitative research approach, utilizing the survey research method and quantitative content analysis. To determine the depiction of violence and sex in web series, quantitative content analysis is employed. For this purpose, ten web series have been examined, and coding has been done to measure the frequency of violence and sex scenes. The coding has been done following a comprehensive review of the existing literature on media violence and its impact. The primary data was collected through online questionnaires and standardized psychological scales of Mental Health and Aggression. The tools used for data collection were the Mental Health Inventory by Dr Jagdish and Dr A.K. Srivastav and the IIP Aggression Scale by Dr. Kranti K. Srivastava. The selection of these tools was based on an extensive review of relevant literature to ensure reliable and accurate results.

## DESCRIPTION OF THE TOOLS

### Mental Health Inventory

The Mental Health Inventory (MHI) developed by Dr. A. K. Srivastava and Dr. Jagdish in 1983 used as the tools to measure mental health. The MHI comprises six dimensions. The scale contains 56 statements, each with four response options. The reliability coefficient of the inventory was  $r=0.73$ , and the validity coefficient was .54. The tool was administered in printed form, and individual scores were calculated based on the responses.

### **IIP Aggression scale**

The IIP Aggression Scale is a tool developed by Kranti K. Srivastava in 2015 to measure aggression levels. The scale contains 30 statements related to behavioural responses in different situations. Each statement has six response options. The reliability of the scale was determined using the split-half method, with a correlation coefficient of .79 to .82. The test-retest reliability coefficient was .78, and the validity coefficient was .71. The scale was administered in printed form, and individual scores were calculated based on the responses using a scoring procedure.

### **Variables of the Study:**

#### **Independent Variables**

##### **1. Web series Viewership**

i. Viewer

ii. Non- Viewer

##### **2. Age**

i. Young Adults

ii. Adults

##### **3. Sex**

i. Male

ii. Female

#### **Dependent Variables**

##### **1. Psychological factors:**

i. Mental health

ii. Aggression

#### **Research Sampling and Sampling Techniques:**

To ensure that the sample for the mental health and aggression tests was representative of the population, the research used stratified random sampling based on web series viewing habits. The study gathered data from 30-30 participants from both viewer and non-viewer groups.



## DATA ANALYSIS

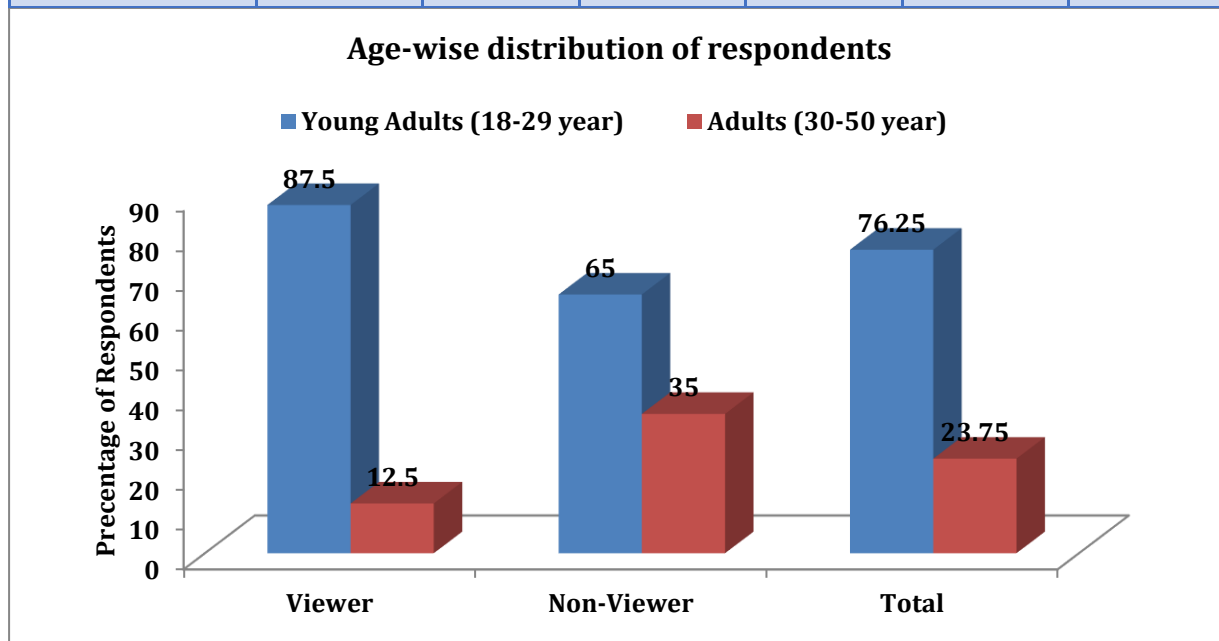
To analyze the data collected through the aggression instrument and the mental health inventory, relevant statistical methods were used. Mean and standard deviation were used to characterize and interpret the data. To investigate the impact of web series on viewers and non-viewers, the mean scores of the two groups were compared, and the results were analyzed using the t-test. The reliability coefficients for the mental health inventory and the aggression scale were determined using the split-half and odd-even methods. Additionally, the coefficient of correlation was computed for the aggression scale.

### Presentation, Interpretation and Analysis of Data:

#### Demographic Profile of the Respondents

**Table: 1 Age-wise distribution of respondents**

| Age Group                        | Viewer |         | Non Viewer |         | Total  |         |
|----------------------------------|--------|---------|------------|---------|--------|---------|
|                                  | Number | Percent | Number     | Percent | Number | Percent |
| <b>Young Adults (18-29 year)</b> | 105    | 87.50   | 78         | 65.00   | 183    | 76.25   |
| <b>Adults (30-50 year)</b>       | 15     | 12.50   | 42         | 35.00   | 57     | 23.75   |
| <b>Total</b>                     | 120    | 100.00  | 120        | 100.00  | 240    | 100.00  |

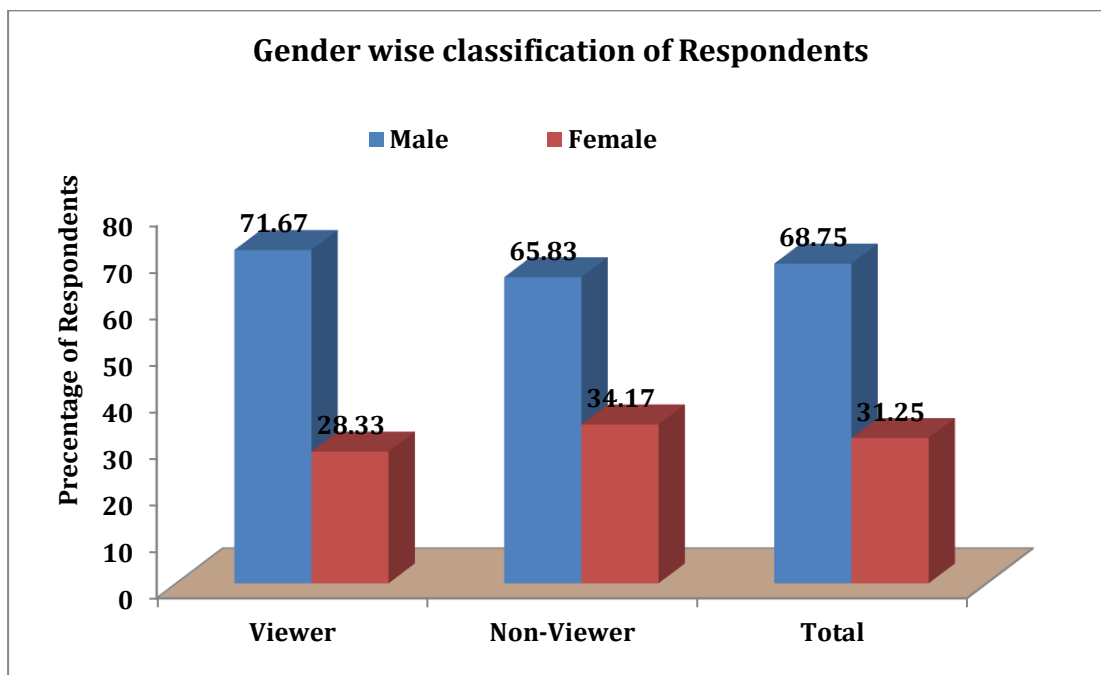


According to the statistics provided above, the majority of people, 76.25%, are between the ages

of 18 and 29, followed by 23.75% of respondents between the ages of 30 and 50 years. Interestingly, 87.50% of the respondents were young adults who watch web series, while only 12.50% were adults who watch web series. On the other hand, 65.00% of the respondents were young adults who do not watch web series, while 35.00% were adults who do not watch web series.

**Table: 2 Gender-wise classifications of respondents**

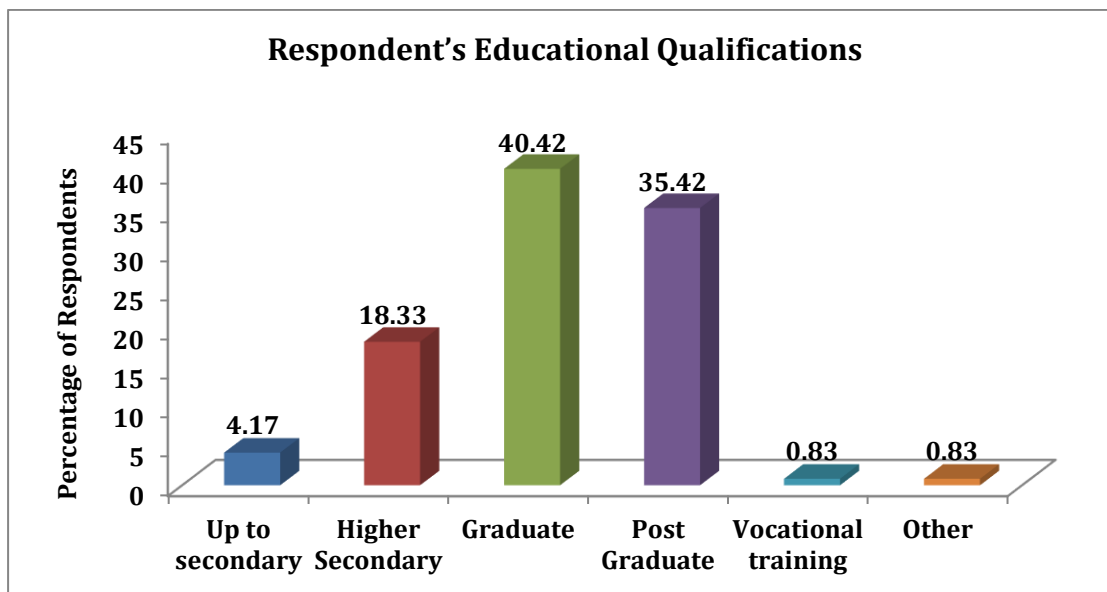
| Gender        | Viewer |         | Non Viewer |         | Total  |         |
|---------------|--------|---------|------------|---------|--------|---------|
|               | Number | Percent | Number     | Percent | Number | Percent |
| <b>Male</b>   | 86     | 71.67   | 79         | 65.83   | 165    | 68.75   |
| <b>Female</b> | 34     | 28.33   | 41         | 34.17   | 75     | 31.25   |
| <b>Total</b>  | 120    | 100.00  | 120        | 100.00  | 240    | 100.00  |



The research's sample size was 240, with 68.75% males and 31.25% females. 71.67% of male respondents reported as web series viewers, while only 28.33% of females did. Conversely, 65.83% of males were non-viewers, while only 34.17% of females were non-viewers.

**Table: 3 Respondent’s educational qualifications**

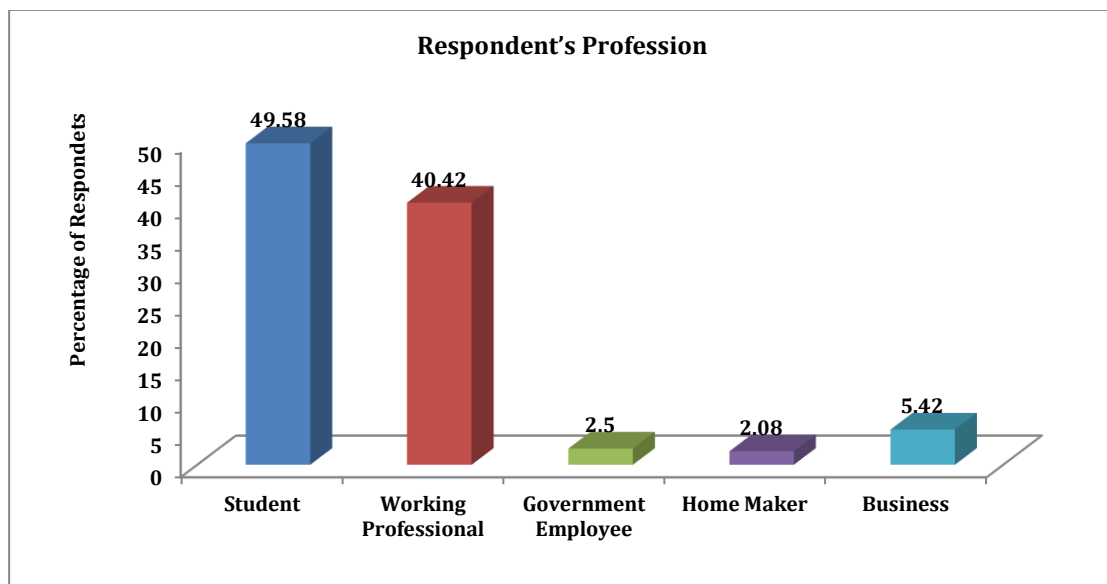
|                     | Viewer     |               | Non Viewer |               | Total      |               |
|---------------------|------------|---------------|------------|---------------|------------|---------------|
|                     | Number     | Percent       | Number     | Percent       | Number     | Percent       |
| Up to Secondary     | 6          | 5.00          | 4          | 3.33          | 10         | 4.17          |
| Higher Secondary    | 26         | 21.67         | 18         | 15.00         | 44         | 18.33         |
| Graduate            | 43         | 35.83         | 54         | 45.00         | 97         | 40.42         |
| Post Graduate       | 43         | 35.83         | 42         | 35.00         | 85         | 35.42         |
| Vocational training | 1          | 0.83          | 1          | 0.83          | 2          | 0.83          |
| Other               | 1          | 0.83          | 1          | 0.83          | 2          | 0.83          |
| <b>Total</b>        | <b>120</b> | <b>100.00</b> | <b>120</b> | <b>100.00</b> | <b>240</b> | <b>100.00</b> |



The majority of web series viewers, 71.67%, held a degree such as graduate (35.83%) or postgraduate (35.83%). 21.67% were higher secondary, and 5.00% were up to secondary, while 0.83% were in vocational training, and 0.83% were classified as other. The majority of web series non-viewers, 80.00%, held a degree such as graduate (45.00%) or postgraduate (35.00%). 15.00% were higher secondary, 3.33% were up to secondary, 0.83% were in vocational training, and 0.83% were classified as other.

**Table: 4 Distribution of respondents on the basis of profession**

|                      | Viewer |         | Non Viewer |         | Total  |         |
|----------------------|--------|---------|------------|---------|--------|---------|
|                      | Number | Percent | Number     | Percent | Number | Percent |
| Student              | 64     | 53.33   | 55         | 45.83   | 119    | 49.58   |
| Working Professional | 42     | 35.00   | 55         | 45.83   | 97     | 40.42   |
| Government Employee  | 6      | 5.00    | 0          | 0.00    | 6      | 2.50    |
| Home Maker           | 0      | 0.00    | 5          | 4.17    | 5      | 2.08    |
| Business             | 8      | 6.67    | 5          | 4.17    | 13     | 5.42    |
| Total                | 120    | 100.00  | 120        | 100.00  | 240    | 100.00  |



The majority of respondents, 49.58% as students, 40.42% as working professionals, 5.42% are in business, 2.50% as government employees, and 2.08% as homemakers. Of the majority of web series viewers, 53.33% as students, 35.00% as working professionals, 6.67% are in business, and 5.00% as government employees. Interestingly, no homemakers were reported as web series viewers. The majority of web series non-viewers, students (45.83%) or working professionals (45.83%). Homemakers (4.17%) and businesses (4.17%) were the next most common professions among non-viewers, while no government employees reported as non-viewers of web series.

**Question-based on Psychological factors:**

The psychological aspects mental health and levels of aggression of both the viewer and non-viewer respondents' are included in this section.

### Mental Health

A standardized Mental Health Inventory developed by Jagdish and A.K Srivastava was used to evaluate the mental health of the viewers. The inventory comprised 56 items, with scores ranging from 56 to 224. Scores below 140 indicate poor mental health, while scores above 140 indicate good mental health. The six dimensions of the inventory are positive self-evaluation, perception of reality, integration of personality, autonomy, group-oriented attitudes, and environmental mastery.

**Table: 5 Reliability Co-efficient of Mental Health**

| S. No. | Dimensions of M. H.        | Reliability Index |            |
|--------|----------------------------|-------------------|------------|
|        |                            | Viewer            | Non Viewer |
| 1      | Positive Self Evaluation   | -0.15             | -0.35      |
| 2      | Perception of Reality      | 0.30              | 0.00       |
| 3      | Integration of Personality | 0.47              | 0.44       |
| 4      | Autonomy                   | 0.18              | -0.31      |
| 5      | Group Oriented Attitudes   | -0.06             | -0.24      |
| 6      | Environmental Competence   | 0.52              | 0.78       |
| 7      | Over All                   | 0.49              | 0.30       |

The reliability of the Mental Health Inventory (MHI) was determined using the split-half method with the odd-even procedure for all dimensions of mental health and overall. The reliability coefficient values for each dimension ranged from -0.06 to 0.78. The Environmental Competence dimension had the highest reliability coefficient for both the viewer and non-viewer groups. The overall reliability coefficient value was 0.49 for viewers and 0.30 for non-viewers.

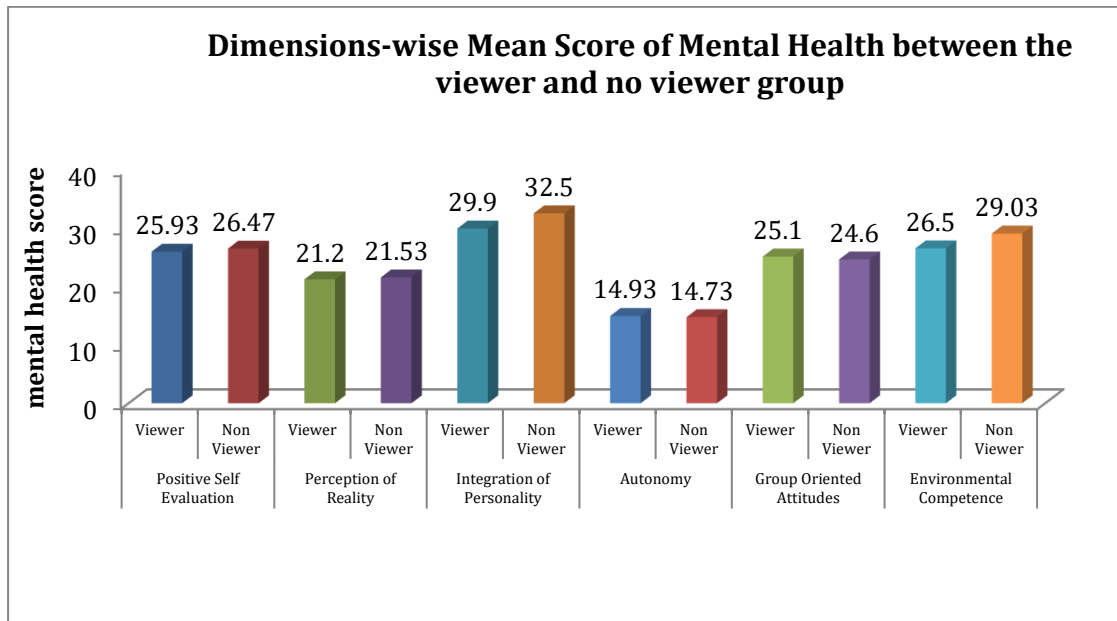
**Table: 6 Comparative Difference between the groups on their levels of Mental Health Score**

| Level (Score)                | Viewer Respondent |         | Non-Viewer Respondent |         |
|------------------------------|-------------------|---------|-----------------------|---------|
|                              | No.               | percent | No.                   | percent |
| High (168-224)               | 0                 | 0       | 0                     | 0       |
| Moderate (112-168)           | 30                | 100     | 30                    | 100     |
| Low (56-112)                 | 0                 | 0       | 0                     | 0       |
| <b>Score Lower Than 140</b>  | 12                | 40.0    | 2                     | 6.67    |
| <b>Score Higher Than 140</b> | 18                | 60.0    | 28                    | 93.33   |

The table shows the perceived responses of respondents who were not viewers and viewers about the level of mental health. The chart indicates that a whole 100% of viewers and a full 100% of non-viewers reported having a moderate mental health status. As previously noted, a score of less than 140 denotes poor mental health. The data reveals that 40% of viewers and just 6.67% of non-viewers had scores below 140. In addition, 93.33% of non-viewers scored higher than 140 points, compared to 60% of viewers who scored higher than 140 points. According to the study, those who watch web series are more likely to have viewers who scored lower than 140, which is indicative of poor mental health. Although most non-viewers received scores more than 140, indicating that they have strong mental health. The outcome shows that viewers' mental health is impacted by web series. It is also evident from the statistics above that web series have a psychological impact on the viewers of web series on the mental health factor.

**Table: 7 Mean, SD and t-values between the group of Viewer and Non-Viewer Respondents on overall mental health scores and dimensions-wise**

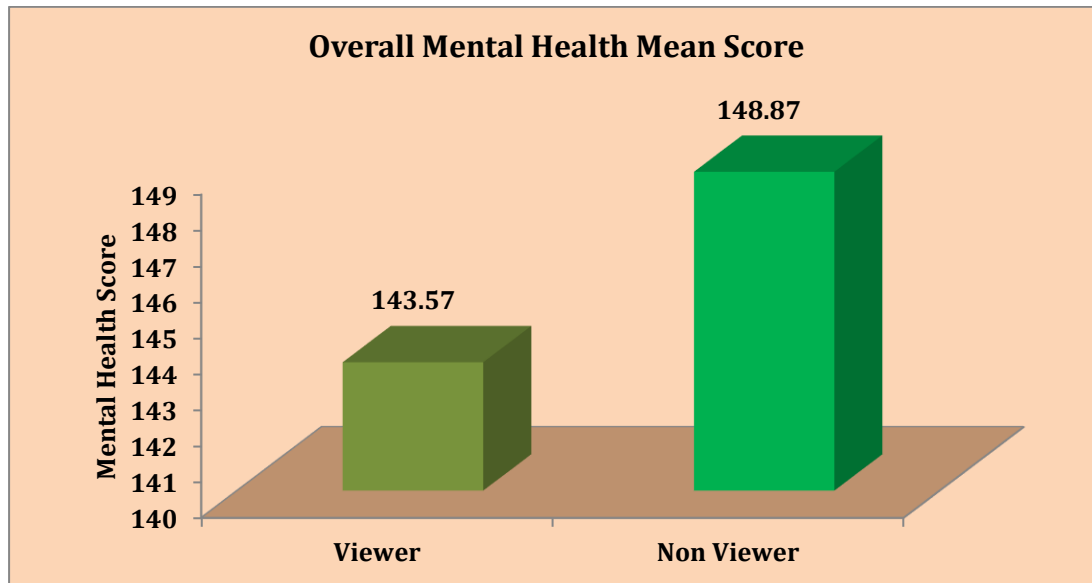
| S. No. | Dimensions of M. H.        | Group      | Mean   | SD    | t Value | p-value |
|--------|----------------------------|------------|--------|-------|---------|---------|
| 1      | Positive Self Evaluation   | Viewer     | 25.93  | 2.61  | -0.84   | 0.40    |
|        |                            | Non Viewer | 26.47  | 2.30  |         |         |
| 2      | Perception of Reality      | Viewer     | 21.20  | 2.59  | -0.58   | 0.57    |
|        |                            | Non Viewer | 21.53  | 1.83  |         |         |
| 3      | Integration of Personality | Viewer     | 29.90  | 4.33  | -2.65   | 0.01    |
|        |                            | Non Viewer | 32.50  | 3.18  |         |         |
| 4      | Autonomy                   | Viewer     | 14.93  | 1.93  | 0.43    | 0.67    |
|        |                            | Non Viewer | 14.73  | 1.66  |         |         |
| 5      | Group Oriented Attitudes   | Viewer     | 25.10  | 2.23  | 0.98    | 0.33    |
|        |                            | Non Viewer | 24.60  | 1.67  |         |         |
| 6      | Environmental Competence   | Viewer     | 26.50  | 3.78  | -2.59   | 0.01    |
|        |                            | Non Viewer | 29.03  | 3.81  |         |         |
| 7      | Over All                   | Viewer     | 143.57 | 10.25 | -2.26   | 0.03    |
|        |                            | Non Viewer | 148.87 | 7.71  |         |         |



The finding shows that there is a noteworthy distinction in the Integration of Personality aspects in the current study between the viewer and non-viewer groups. The mean of the non-viewer group was higher than the mean of the viewer group, indicating that non-viewers have a more well-behaved, enjoyable, integrated, and value-oriented attitude, resulting in higher mental health compared to viewers.

The viewer's mean and standard deviation on the Environmental Competence dimension were 26.50 and 3.78, respectively, whereas the non-viewers were 29.03 and 3.81. It was discovered that the t-value for this dimension was -2.59. There are notable distinctions between the groups of viewers and non-viewers in terms of environmental competency. The Mean, SD, and "t" values in Table 7, which unambiguously show non-viewers are better at working and playing, accepting responsibility, and satisfying situational needs, also imply a substantial difference in this aspect of mental health. They were raised in a different environment than the viewer group, they have better mental health than their opponents due to their adjustment capacity.

According to the present study, there are no significant distinctions between the groups of viewers and non-viewers in terms of positive self-evaluation, perception of reality, autonomy, and group-oriented attitudes.



According to the data, the mean and SD for viewers were 143.57 and 10.25, while for non-viewers they were 148.87 and 7.71. The T value came out to be -2.26, suggesting a significant difference in general mental health between the two groups. Interestingly, those who do not watch web series seem to have better overall mental health, as evidenced by the figure. The mean, SD, and t-values all indicate a significant difference in total mental health, with non-viewers having a higher mean than viewers. This implies that non-viewers are experiencing more sound mental health due to their integrated and value-oriented attitudes, as well as their efficiency in meeting situational requirements.

**Aggression**

To measure aggression in the viewer and non-viewer groups, Kranti K. Srivastava's (2015) aggression scale was utilized. The scale includes 30 statements, each of which has six options.

**Reliability of Aggression**

**Table: 8 Reliability of Aggression Viewer and Non-Viewer Respondents**

|            |            | No. | Coefficient of Correlation (r) | Spearman's brown Prophecy (RTT) |
|------------|------------|-----|--------------------------------|---------------------------------|
| Aggression | Non Viewer | 30  | -0.39                          | 0.56                            |
|            | Viewer     | 30  | 0.15                           | 0.26                            |

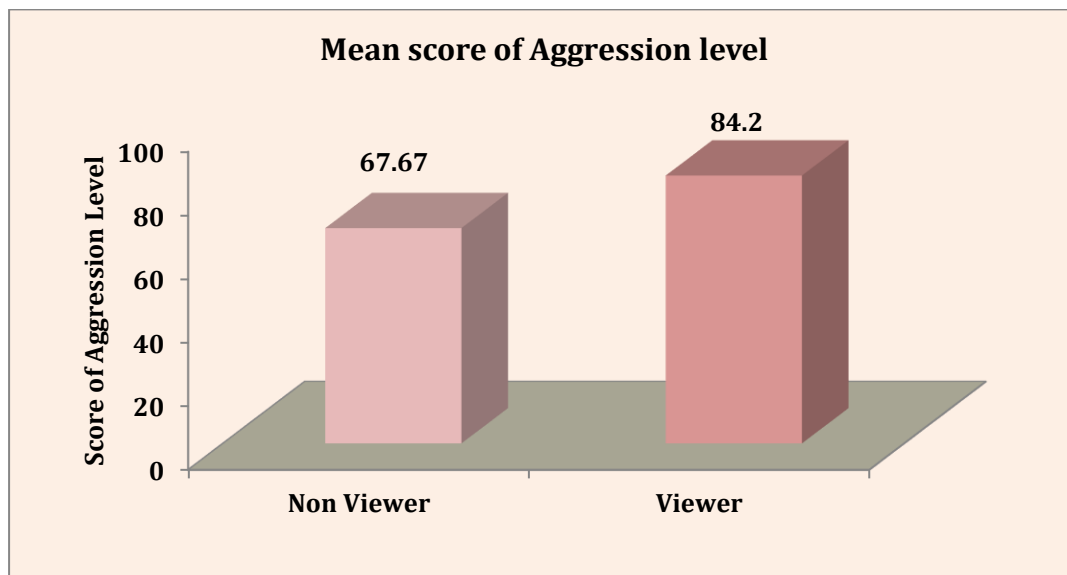
To assess the reliability coefficient, the Aggression scale was administered to 30 viewers and 30 non-viewer respondents, and the reliability coefficient was calculated using the split-half and odd-even methods. The split-half reliability was calculated, and the correlation coefficient was



-0.39 for non-viewers and 0.15 for viewers. Additionally, the Spearman-Brown prophecy was applied to calculate the correlation of the entire group, resulting in a calculated value of 0.56 for non-viewers and 0.26 for viewers.

**Table: 9 Aggression Difference between Viewer and Non-Viewer Respondents**

|            |            | No. | Mean  | SD    | t Value | Co-efficient of Correlation |
|------------|------------|-----|-------|-------|---------|-----------------------------|
| Aggression | Non Viewer | 30  | 67.67 | 10.26 | -4.08   | -0.36                       |
|            | Viewer     | 30  | 84.20 | 19.67 |         |                             |



As per the study, the mean and standard deviation scores for viewer and non-viewer groups were also calculated. The mean score for viewers was 84.20, and the standard deviation was 19.67. The mean score for non-viewers was 67.67, and the standard deviation was 10.26. The t-value and correlation coefficient were also calculated between the two groups, and the calculated t-value was -4.08, indicating a significant difference between the groups. The mean score of viewers was higher than that of non-viewers, suggesting that the aggression level of viewers was higher than that of non-viewers of web series. This implies that web series have an impact on viewers and affect their aggression. The calculated coefficient of correlation was -0.36, indicating a moderate level of correlation.

## CONCLUSION

- The overall mental health t-value was -2.26, indicating a significant difference between viewers and non-viewers. The mean values show that non-viewers have better overall mental health than viewers of web series. These findings suggest that web series have an impact on the mental health of viewers.
- The study shows that web series have an impact on viewers and affect their aggression. The t-value for aggression was -4.08, indicating a significant difference between viewers and non-viewers. The mean score of viewers is higher than the mean score of non-viewers, suggesting that the aggression level of viewers is higher than non-viewers of web series. The Coefficient of Correlation was -0.36, indicating a moderate level of correlation.

The findings show that 95.83% of respondents reported that web series have an impact on the viewers. The research depicts that online series frequently portray sex and violence elements. The study identified sexual scenes, nudity, and violence as the three main negative aspects represented in web series. The content of the web series does feature violence, as 79.17% of viewers stated that they watched violent content in the web series. The majority of viewers, 55.83%, mentioned that they watched Verbal Abuse in the web series, followed by Sexual Violence with 50.00%. It indicates that web series contain all types of violence, although verbal abuse and sexual violence are the most commonly depicted types of violence.

Respondents noted that the inclusion of violence in web series can have a detrimental effect on the mental health of both young people and adults, and it also increases aggression in viewers. 86.66% of respondents agreed that web series have psychological effects on people. The majority of respondents, 54.17%, stated that young adults & adults are dealing with mental health issues due to web series. 53.75% of respondents believed that web series exposure develops aggressiveness & indiscipline, and 72.08% mentioned that web series exposure makes sleep disorders & unhealthy food habits. While violence and sex are the primary components, there are other factors that also contribute to viewers' mental health and aggressiveness. The psychological test administered to both web series viewers and non-viewers supported this assertion. The test results revealed that web series have an impact on viewers' mental health and aggression.

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