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To Study The Personality Determinants Of Binge Watching.

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Abstract

The present study investigates the psychological implications of binge-watching behavior, particularly its impact on youth personality traits. Binge-watching, defined as viewing multiple episodes of a TV series in one sitting, has become increasingly common due to the rise of streaming platforms. This research explores the correlation between binge-watching and various personality factors using a questionnaire developed by Flayelle et al. (2020) and administered to 40 participants aged 18–25 through simple random sampling. The study reveals that binge-watching serves as a coping mechanism for many individuals, offering instant gratification, emotional regulation, and escapism. However, it also presents significant negative consequences, including increased isolation, disrupted sleep patterns, poor task management, and social withdrawal. Graphical data analysis supports the hypothesis that binge-watching significantly affects personality, often intensifying traits such as irritability, laziness, and emotional instability. The findings underscore the dual nature of binge-watching: while it offers entertainment and temporary relief, its excessive engagement poses risks to mental and social well-being, suggesting the need for awareness and balanced media consumption habits.

Keywords: Binge-watching, personality traits, psychological effects, youth behavior, media consumption, coping mechanisms, emotional regulation

INTRODUCTION

Binge watching is a relatively new behavioural phenomenon, which can be defined as watching between 2 and 6 episodes of a TV series in just one sitting. (Netflix 2020). This behaviour started to gain popularity because of the development of various streaming platforms such as Netflix, amazon prime, Disney hotstar, apple TV and many more. Binge-watching has undoubtedly become the common and entertaining way of consuming way of consuming media content, such as TV series, for the contemporary audience. The phenomenon has been observed but the research concerning its psychological conditions, such as personality traits as well as motivational and emotional mechanisms, is still scars. Recent literature emphasis that excessive form of binge watching could be similar to such behavioural addictions as video games/ internet addiction or problematic social media use. This highly immersive behaviour provides immediate gratification, and thus it may lead to the loss of self-control and spending much more time on watching tv series than the person originally wanted. Research also shows the relation between this type of sedentary activity and negligence of work or social relationships, lack of sleep, bed time procrastination overweight or increase in unhealthy food consumption. (Jenner,2014). All the recent research on the phenomenon of binge watching and its psychological conditions in order to provide better comprehension phenomenon. Further subjects the study addresses are the addictive nature of this behaviour and the above-mentioned risks for the viewers, which could be important for the prevention of mental disorders as well as for better understandings of excessive forms of bine watching.

Personality disorders due to binge watching:

While personality determines what you think and how you behave, personality disorders are marked by thoughts and behaviour that are disruptive and distressing in everyday life. Someone with a personality disorder may have trouble recognizing their condition because their symptoms are ingrained in their personality.

Personality disorders include paranoid personality disorder, schizoid personality disorder, antisocial personality disorder, borderline personality disorder (BPD), and narcissistic disorder. While the symptoms of personality disorders vary based on the condition, some common signs include: Aggressive behaviour, Delusional thinking, Distrust of others, late emotions (no emotional range), Lack of interests in relationships, Violating others boundaries (Diagnostic and Manual of Mental Disorders DSM-5. 5th Arlington, Va.: American psychiatric association;2013.)

Objective: The main objective of this study is to examine the effect of binge watching on youth's personality.

LITERATURE REVIEW-

Starosta et al (2020) in their work focused on the personality traits and factors associated with symptoms of problematic binge watching. For this study sample of 1000 participants (19-27) age group were taken and purposive sampling was used in this study. The methodology used in this study was big 5 personality traits and the analysis of results were conducted by using IBM SPSS statistic software. It can be assumed that people with low Conscientiousness are characterized by higher levels of symptoms of problematic binge-watching. They may lose control over the time spent on binge-watching, neglect school, work and duties and have to deal with negative health and social consequences of excessive binge-watching. Low Agreeableness, low Emotional Stability and low Intellect are weaker but also significant factors related to the symptoms of problematic binge-watching.

Azza Abdel (2017) worked on how to understand psychological effects of binge-watching. The study investigates binge-watching among a sample of Arab residents in United Arab Emirates. It examines how binge-watching might correlate to depression and loneliness. A constructed questionnaire was designed to collect data from a sample of 260 Arab residents living in Abu Dhabi from different age groups. The results showed that YouTube and the TV program websites are the main sources that respondents use for binge-watching. The most popular devices used for binge TV-watching are smart phones and laptops. The findings revealed that binge-watching is more significant among the younger age group. Also, the results showed a significant positive correlation between binge-watching and depression, while there was no significant correlation between binge TV-watching and loneliness.

RESEARCH METHODOLOGY

Research Methodology is the systematic way to solve the research problems (Kothari,2004).

Sampling:

The process of selecting representative elements from a given population that will form the sample (Kothari & Garg 2014). Simple random sampling method was used to collect data for this study. According to Lauren Thomas 2022, a simple random sample is a randomly selected subset of a population. In this method each member of the population has exactly equal chance of getting selected.

Sample size:

It refers to the number of observations or participants included in a study, usually represented by "n" (Creswell,2018). A total of 40 participants gave their consent to participate in a study.

Data collection tool:

The data for this study was collected with the help of questionnaire developed by Flayelle et al,2020. This questionnaire consists of 20 questions and it is administered on both males and females of age group 18-25. The independent variable for this study is binge watching and dependent variable is effect on personality.

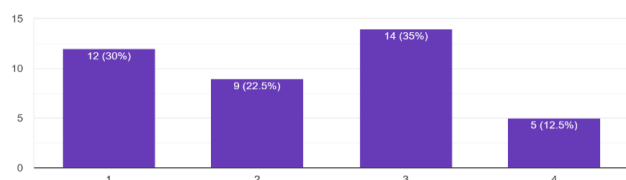
Research Design:

It is a plan aimed at answering a specific research question it concerns proper management of data research and bringing together several methods, components and strategies to collect data and analyse it. (Saunders et al.2012). For the collection and measurement of data, questionnaire is used and for analysis of data graphical method is used.

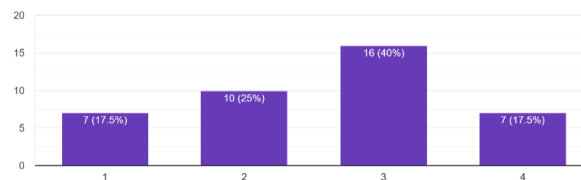
RESULTS

For the objective of the study “to examine the effect of binge watching on youth’s personality” the hypothesis “There will be significant effect of binge watching on youth’s personality” has been made by the researcher. For testing the hypothesis, data graphical analysis method is used. The results indicated that majority of people use to binge watch in order to escape from reality, to gain satisfaction, to pass their time etc. and majority of respondents feel that due to binge watching both positive as well as negative impact on personality can be observed like to elevate mood, feel happy, feel satisfied and to get isolated, frustrated, anger issues respectively. Hence, the hypothesis “There will be significant effect of binge watching on youth’s personality” has been proved.

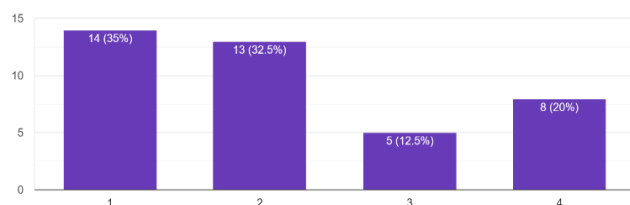
I am so immersed in my TV series that I get isolated, and I'll even sometimes decline an invitation to go out.
40 responses



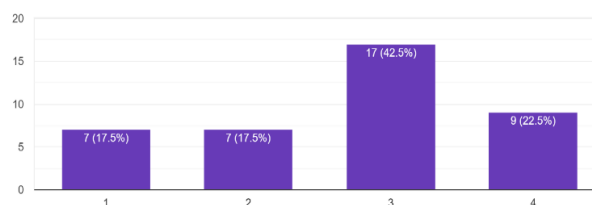
I tend to watch TV series when I am in a happy mood or feeling positive emotions (when I'm feeling joyful, euphoric, etc.)
40 responses



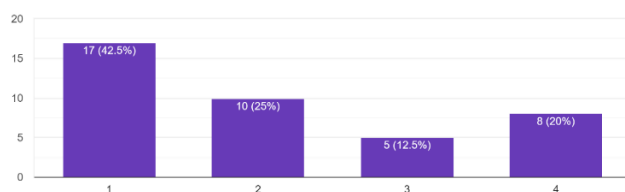
I don't sleep as much as I should because of how much time I spend watching TV series.
40 responses



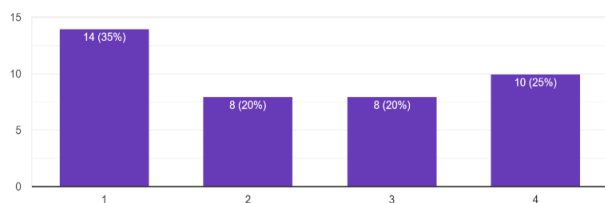
Watching TV series is a cause for joy and enthusiasm in my life
40 responses



My school, university or work results are suffering from the amount of time I spend watching TV series.
40 responses



I always need to watch more episodes to feel satisfied.
40 responses



Discussion-

There are total 40 respondents among which 35 % that is majority of respondents do binge watch. Majority of respondents have great interest in watching series as they consider binge watching as a source of entertainment. (Winland.C,2020)35% that is majority of respondent agree that they get isolated. As they try to avoid socialization and engage more in binge watching alone which satisfies them more. (ahmed A.,2007). Most of the time respondents watch series just in order to escape from their problems and reality and avoid stress full situations. (ahmed A.,2007) Sometimes some respondents get so annoyed and angry when interrupted as they do not want miss any scene or dialogue of the series and some just wants to know the story line of the series so they do not feel irritated while being interrupted. (Kilic, 2020). 32.5% that is Majority of respondents agree that they fail to accomplish the task so spend more time watching TV series. As they feel binge watching more interesting and entertaining and thus lose track of time and thus fail to accomplish daily life tasks.(Matrix, 2014).35% respondents do need to watch more episodes to feel satisfied. After completion of an episode an interest is built in the person and a curiosity emerges regarding the story of next episode and in order to satisfy that people keeps watching more and more episodes. (Gierveld,1987). 35% of respondents agree that they do not able to sleep well due to spending time on binge watching, as after completion of a hectic day from school, university or from work people generally watch series at night in order to relax but they get so immersed in the series and loses track of time and are not able to complete their required amount of sleep. (Kilic ,2020) Some people spend more time in series than planned. While other 32% does not agree with the statement. As there are some respondents who are able to manage their time very well, some of them loses track of time and always end up in watching more than they planned as they have built their interest in the series and find it more satisfying. (Joswiak,2020).As binge watching helps the respondents to feel more contented, escaping day to day tasks, and even sometimes they also able to relate their lives with the fictional life they cannot help feeling like watching TV series all the time. (Davis ,2016).35% respondents do not tend to watch series when they are feeling low or sad. Respondents see series as a source of entertainment and satisfaction and tends to see more when they are happy or tired. Sometimes to elevate their mood they tend to watch in low mood too but mostly in those cases talking to some close ones helps more for them. (Downey, 2018).32.5% that is majority of respondents agree that they conceal the amount of time they are spending on tv series from their family. As they are not able to perform their daily life tasks properly due to spending hours in watching series and not even able to complete their assignments related to their respective work related as well as not able to give time to family properly too.(Fayelle, 2019).42.5% respondents strongly agree that their respective work results are suffering due to binge watching. As they lack interest in their work and are more interested in watching series and it gives more pleasure or satisfaction. (Matrix, 2014).. As the respondents mostly try to avoid socializing situations and prefer to stay alone and watch series peacefully which results in isolation and reservation in their nature. (Ahmed,2007).35% that is Majority of respondents agree that they tends to be lazy. As majority of the time the respondents are sitting while binge watching or doing other work which eventually results in decrease of physical work and exercise and increasing laziness in body. (Pandey,2017). 35% of people have active imagination skill. As Nowadays, movies, web series includes high quality of animation skills, visual effects and create out of world movies or series which results in developing active imagination of viewers. (Sedgwick, 2014). 35% that is majority of respondents are neutral towards this statement some believes that they can handle stress well. But on the other hand, sometimes binge watching really helps users to relive stressful situations and act as an escape tool, but at same time as the work load increases and even proper time for family is not given increases stress level. (Sedgwick,2014). 35% of respondents believes that they have artistic interests. As nowadays movies, series are created with high quality of animation and visual effects and beyond the world storylines which results in development of active imagination and creativity within the user which also results in development of artistic interests. (Sedgwick,2014).As binge watching helps them to relieve stress and act as a source of entertainment and a portal of escaping the reality but still they feel it's a waste of time cause they are not able to complete their work before deadlines, not able to give time to their family properly which results in creating more stress. (Wheeler,2015).

CONCLUSION

From this study after obtaining results, it is concluded that, binge watching creates a significant impact on personality of an individual. The research implies that, people generally binge watch in order to get instant gratification, or either to pass their time or to escape from reality, to regulate negative emotions without realizing its impact like feeling of guilt and neglect of duties. This behaviour is day by day increasing in young people and is even resulting in addictions and other severe health issues like lack of control, physical inactivity, sleep problems, social isolation and negative health. To summarize, binge watching can be both effects it can be harmonious and highly entertaining and even according to Dr. Renee Carr, a clinical psychologist when people are engaged in enjoyable activity like binge watching their brain releases a hormone dopamine this chemical provides pleasure. And on the other hand, can have harmful effects too.

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