



Journal for Social
Science Archives

Journal for Social Science Archives

Online ISSN: 3006-3310

Print ISSN: 3006-3302

Volume 3, Number 3, 2025, Pages 472 – 497

Journal Home Page

<https://jssarchives.com/index.php/Journal/about>



Streaming Addiction and Psychological Outcomes: A Study of Netflix and Amazon Prime Use among Youth in Karachi

Javed Hussain¹, Mohammed Omer Rafique², Abid Gill³ & Areeba khan⁴

¹Assistant Professor, Govt. Superior Commerce College Karachi, Email: javedhussainnjam@gmail.com

²Assistant Professor, Faculty of Management Sciences, SZABIST University, Karachi, Email: omerrafiq1@gmail.com

³Lecturer, Ziauddin University, Email: abid.gill@zu.edu.pk

⁴Assistant Professor, Ziauddin University, Email: Areeba.khan@zu.edu.pk

ARTICLE INFO

Article History:

Received: July 02, 2025
Revised: July 29, 2025
Accepted: August 11, 2025
Available Online: August 23, 2025

Keywords:

binge-watching, netflix, amazon prime, psychological effects, depression, social isolation, dependency, difficulty in focusing, gratification

Corresponding Author:

Mohammed Omer Rafique

Email:

omerrafiq1@gmail.com

ABSTRACT

In the era of 21st century, as innovation is rapidly developing on one hand, on the other hand individuals are seriously relying, depending and getting addicted to the online media step by step. The trend of binge-watching is increasing day by day as these applications are providing such addicting content and features that people do not refrain themselves to pay for the monthly subscriptions. The objectives of this study were to find out the psychological effects of Netflix and Amazon Prime binge-watching on the youth of Karachi. A sample of 384 respondents had been taken through close-ended questionnaires via electronic survey. To find out cause and effect linear regression had been applied and reliability of the variables had been checked through cronbach's alpha. Research model has been developed on the basis of mentioned variables. The finding of the study concluded that binge watching had been affecting the youth of Karachi psychologically. It had been summarized that curiosity and difficulty in focusing created trouble for the youth as they usually get absent mind because they kept thinking about the series whole day long that what will be going to happen next so it created disturbance in focusing on their academics and other responsibilities. It was also concluded that creating depression, when don't find someone to discuss the series with them such sense of loneliness affects them psychologically and creates depression. Moreover, respondents believe that addiction to binge watching had developed a sense of dependency among them as they usually seek help from someone who could carry out their routine task as they had to finish the series. Gratitude had also been proved to be one of the reason or consequence as the viewer after the hectic long day felt instant pleasure and relaxation upon watching their favorite series. According to the results all of the factors had been effecting the youth psychologically, though most of them are affecting positively except one which had negative effect. Karachi youth should be involved in some healthy activities, awareness programs or sessions should be conducted in order to inform them the negative side effects or consequences of extreme binge watching so that majority should be aware and avoid such activities.



Introduction

Marathon watching has been defined by Netflix (2013) as a moderately new conduct wonder, which is characterized as watching somewhere in the range of two and six episodes of a TV show at a time. Binge watching is an emerging concern among media effects researchers (Clarke, 2019). Multiplicity of digital technologies, especially web series are among the emerging technological entertainment that has replaced television and cable channels at the start of 21st century (Flayelle, 2019); and put the entertainment world in everyone's palm. Netflix and Amazon Prime are being observed as two of the subscribed social media apps than television watching; and currently the subject of interest among media researchers with respect to the variety of its ill-effects. Jeunesse (2014) reports that around 10 percent of the audience watched entire season of ten episodes within just twenty-four hours. This users' addiction trend seems to expand rapidly in coming days with the Credit Card usability among youth.

Technical innovation is giving an ease by marathon watching (watching back to back episodes in a go) to audience to view any show as per their convenience and has become a ubiquitous sensation. According to the investigation of some media agencies binge watching has not only becoming a trend but it is continuously increasing in contemporary years (Marketcast, 2031; TiVo Inc., 2015). Rivet (2016) stated people are addicted and attracted with enormous content in current epoch. As indicated by a few reports that underscored related actual exhaustion and burdensome manifestations in subgroup of people which is a repercussion of continuous engagement due to watching television daily (Devasagayam, 2014; Sung, Kang and Wee, 2015).

Shirakawa, Iso, Yamagishi, Yatsuya, Tanabe, Ikehara, Ukawa and Tamakoshi (2016) proposed a connection with stationary life and medical problems. To depict marathon watching, watchers and observers use chronic drug concerning the last issue (Bassist, 2013; Pinto, 2014; Ramsay, 2013). Sabin (2018) stated that among youth there is an expanded interest in better understanding the inspirations and outcomes of marathon watching. For example, according to the survey of a new Morning Consult/Hollywood Reporter youthful grown-ups are bound to modify social and individual propensities to marathon watch shows, for example, keeping awake until late, settling on less solid decisions, dropping social plans, and skipping work in addition to other things.

According to Clarke, K. L. (2019) the age group in between 18 to 34 are using web streaming services extensively and they are fond of using them. The outcomes of watching these channels results multiple negativity in their behavior in which wastage of time is prominent among all. Another study conducted by Jenner, M. (2019) shows that watching these leads to sleep deprivation and when a person is deprived of sleep many of the necessary functions of daily life effected. Another study concluded that watching Netflix is now no more just for entertainment; people are now drawing their daily routine while watching them. People are losing their time track and spending multiple hours while watching these streaming services and it is not only limited to one or two episodes of any show but it is observed beyond that almost the entire season (Pittman, M., & Sheehan, K. 2015).

In this particular study the researcher is trying to explore the outcomes which are affecting the life of youth who continuously watch online streaming channels as it is one of the most problematic issue arising which is causing a serious depression among youth (Davis, B. C. 2016). The binge-watching wasting time and money of this generation, therefore in this study the researcher will extract the issue occurred by Binge Watching and their overcoming outcomes.

Giuffre (2013) stated that marathon watching follows its chronicled roots back over 30 years to another period of changing television culture and arising advances and binge-watching conduct

has been possible for many years though the term marathon watching as of late showed up in the English lexicon. Further Giuffre (2013) along Oxford (2013), cited that customarily one episode of a program was broadcasted often once a week and on a particular date and time. It continued until 1980s when innovation new technologies permitted people to watch television in their homes differently. People started adopting binge watching initially via marathons and video home system (VHS).

According to Marcus & Schaefer (2011) VHS tapes were available in the market since 1970s but by the mid of 1980s the prices of VHS tapes decreased due to high demand and to provide the videos on rent. In the 1990s the progress continued to view TV programs after the original time of broadcasting and by the start of 2000s VHS technology was obsoleted by Digital Video Devices (DVDs) and Digital Video Recorders (DVRs) (Giuffre, 2013; Rutledge, 2014; Shannon-Missal, 2013). According to (McKevitt, 2017; Plunkett, 2016) binge watching was recently known as marathon-watching. Binge watching sessions of imported Japanese anime shows on VHS tapes in anime being a fan networks during the last part of the 1970s to 1980s can be taken as early examples. In July 1985 multiple episodes of Donna Reed and Route 66 was broadcasted by Nickelodeon's Nick at Nite (Slevinski, 2018).

Avalos (1998) argued Netflix was written as NetFlix before it was rebranded in 2002, NetFlix launched a DVD supplemental service in 1998 which provides a service to order DVDs online. In the year 2002, NetFlix targeted massive audience and then rebranded from NetFlix to Netflix with 857000 subscribers and by the end of 2002 they added a facility to pay the rent on monthly basis (Stempleman, 2003; Keri, 2003; "Netflix Q4 02 Earnings Release," 2002).

Cultivation Theory

According to Gerbner (1966) the theory specifies the role of media (explicitly TV) in fostering the reality of the viewer. Gerbner (1969) Gerbner (1998) stated that their hypotheses of the development interaction endeavor to comprehend and clarify the dynamics of TV as the distinctive and dominant social power of their age. Nabi and Riddle (2008) stated cultivation theory recommends that the world's social real factors are revealed to the individuals who are usually binge watchers as they are introduced by the media they devour, which therefore influences their mentalities and practices. Gerbner (1996,1998) & Morgan & Shanahan (2010) cited that the association between the organization, communication and audience is the foundation of the theory. Gerbner (1970) stated that the focus of the theory is to analyze cultural indicators hence he divided indicators into following three categories:

- ***Institutional process analysis:*** it aims to focus on the methodologies and strategies of the organizations that are responsible to deliver content to the audience.
- ***Message system analysis:*** it aims to focus on the content that is being delivered to the audience by an investigation method known as content analysis.
- ***Cultivation analysis:*** it aims to focus the connection among the above two indicators with the consumption and perception of audience.

Gerbner (1998) further cited organization comprises of the individuals or groups namely cable networks who are responsible to deliver the content to the audience. Upon exploring the theory deeply, it was resulted that communication and audience become the focal point. The theory differentiates the viewers into distinctive categories including heavy viewers, medium viewers and light viewers. Gerbner and Gross (1976), Gerbner, Gross, Jackson, Jeffries and Signorelli (1977) defined the categories of viewers as follows:

- ***Heavy viewers:*** includes viewers who watch tv 4-24 hours in a day.

- **Medium viewers:** includes viewers who watch tv 3 hours in a day.
- **Light viewers:** includes viewers who watch tv 0-2 hours in a day.

Following cultivation analysis and conducting various surveys, Gerbner and Gross (1976) cited that perceptions and consumption of heavy viewers developed to be more overstated impression of exploitation, question, and risk, alongside various mistaken convictions about wrongdoing and law requirement. Further the comparative analysis among light and heavy users was discussed by Gerbner, Gross, Morgan and Signorielli (1980) and Signorielli (1990) that substantial watchers were discovered to be bound to say that most individuals "can't be trusted," and the vast majority are "simply paying special mind to themselves".

Stoldt (2016) stated that it is very important to know the binge-watching culture and media morphosis due to great increase in the followers of Netflix and popularity of SVOD programming and his study will add an importance to media effects. Ahmed (2017) stated the importance of binge-watching study and its cognitive impacts on youth in the Arab world by widening and exploring more on the survey of Sung et al. (2015) via analyzing the relation among depression and loneliness and cognitive impacts of marathon viewing and found a positive relation between binge watching and depression and no relation between binge watching and loneliness.

Objectives of the Study

- The reason behind this particular study is to explore the psychological consequences of watching online streaming shows especially among the youth of Karachi.
- The use of these applications in Karachi is now emerging and people are fond of using them. Everything no matter what it is, the extensive use of a particular thing might affect a person drastically.
- The researcher will identify what are the negative outcomes of watching these shows and this study will help the audience to overcome their addiction.

Research Questions

- What are the consequences of watching online streaming shows among the youth of Karachi?
- How much usage of online streaming is affecting the person?
- What are the negative outcomes of watching these shows and how will it help the audience to overcome their addiction?

It is concluded that people and especially youth who are fond of using online streaming services has immense psychological effects among them, they usually get absent mind as they keep thinking about the series whole day long that what will be going to happen next so it created disturbance in focusing on their academic and other responsibilities. They utilized the services for more than 12 hours per weekly basis. Moreover, respondents believe that addiction to binge watching had developed a sense of dependency among them as they usually seek help from someone who could carry out their routine task as they had to finish the series.

This study comprises 5 chapters including abstract, table of contents and references. The first chapter is Introduction, where we have defined the overview of the study, a brief history, a theory related to the topic, significance of the study, objectives and problem statement, also definitions of the important terminologies has been discussed and at the end of the chapter hypothesis has been mentioned. Chapter 2 is the Review of the Literature, here the topic is discussed briefly. Chapter 3 is Research Methodology, here the data collection method, sampling technique, sample size and applied statistical test has been discussed and the research model have been developed in the end

of the chapter. Chapter 4 is the Results, in this chapter, all the finding and interpretations has been discussed and hypothesis assessment summary has been mentioned in the end. Chapter 5 is Discussions, Conclusions, Policy Implications and Future Research.

Literature Review

Bury and Li (2015) argued that in the previous decade three different methods of watching TV had been observed globally. According to them all the three methods were interconnected to specific phases of digital innovation. The first is carefully time moved survey back in 1970s to 1990s, which includes recorded TV programming utilizing gadgets like DVR, PVR and VCR. The second one is from the mid-1990s to mid-2000s, noticeably the use of computer technologies in online viewing however it obscures the limit among TV and new media. The third and latest mode the third and latest mode to arise as a result of computerized combination is versatile review. It is empowered by streaming and downloading technologies, yet includes a gadget a particularly advanced mobile phone, iPod Touch, or tablet. Such devices facilitate the survey conduct for a more extended time than by means of the customary TV screen. By this point, marathon watching arose and these days has become the most famous TV-viewing habit among individuals from various ages and identities.

Binge-Watchers

Characterizing marathon watching is a test in itself. For instance, in a recent report directed by Netflix, a larger part of respondents depicted marathon watching as "watching somewhere in the range of two and six scenes of a TV show at a time" and revealed that the principal period of an arrangement can normally be marathon watched completely in a range of four to six days. This brings up the significant issue of whether marathon watching ought to be characterized by the quantity of scenes watched at a time (2–6 scenes) or by the whole range of time (4–6 days) taken to finish a show. For sure a few scientists have characterized marathon watching utilizing the quantity of scenes devoured at a time (Alters, 2017; Walton-Pattison, Dombrowski & Presseau, 2016). Online streaming services like Netflix and Amazon Prime are one of the most emerging substitutes for television and people all over the world are shifting their free time spent for these web series. All these streaming services are highly demanded by people because of variety of content, availability of entire season at once, quality graphics and free of Electronic Channel limitations (Ahmed, 2017). The use of Television is getting low not only because of content but privacy is another main concern which audience is getting while watching these web series and using online streaming (Wheeler, 2015). Socioeconomics and the utilization techniques are the primary experiences of TV media analysts to comprehend about binge-watching. Studies have discovered predictable outcomes breaking down these insights. Marathon watchers are normally between the ages of 18 and the mid-to-upper 30s (Marsh, Ferrao, & Anuseviciute, 2014; Shannon-Missal, 2013).

According to Richter (2013) the subscribers of the Netflix are 43% Americans. Also keeping aside, the data about specific age groups, primary investigations concluded that females are more involved in marathon watching than males and African Americans are more into it comparative to other ethnic groups (Marsh, Ferra, & Anuseviciute, 2014). The data represented in the research of Marsh, Ferra, and Anuseviciute is slightly outdated except its insights. Marathon watching has been expanding via different mediums. In any case, Netflix remains the biggest medium (by endorser) of the SVOD services with 69 million subscribers. Amazon Instant is assessed to be the second biggest web-based feature; Amazon Prime includes a free Amazon Instant Video record, and Amazon Prime has about 40 million endorsers with an expected 70% of users taking advantage of Amazon Instant Video (Seitz, 2015). Kastrenakes (2015) stated Hulu accompany

Amazon Instant Video and has approximately 9 million subscriptions. Following another emerging medium, HBO Now, has approximately 970,000 to 1.9 million subscriptions (Lafayette, 2015). Trouleau (2016) cited comparative to women more men might be the consumers of online stream. Though 49% men and 51% women are the users of Netflix and they can marathon watch anywhere for instance, as they drive to work, utilizing different electronic gadgets like cell phones, workstations, or tablets. Chang (2020) found that individual lying in the age bracket from 18-39 are mostly the marathon watchers. Men prefer to watch science fiction and fantasy-based content where as women choose to view serials or comedy content. According to recent study women prefer to watch cable tv more in comparison to men.

Psychological Effects of Binge-Watching

Mcllwraith (1998) stated marathon watching as one of the ways to reduce boredom. Weighty audience members are noted for being effortlessly exhausted and in this way use TV as an approach to occupy time when they don't have anything else to do. Hurst, Baranik, & Daniel, (2013) argued that students might face plenty of stressors so in order to decrease pressure they binge watch. Marathon watching is being considered as a social practice and consequently turning into an ongoing action. 60% of the gorge watchers report feeling dependent on the TV shows that they observe (Mikos, 2016; Devasagayam, 2014). One of the study conducted by Tefertiller, A. C., & Maxwell, L. C. (2018) shows that these streaming channels just glued up the people and stick them to watch the entire season at once and people are compromising their lives while watching these shows all day long. Youth who are in their progressive age, they are ridiculously destroying their daily lifestyle by just sitting or lying in the corner and polluting their body, fitness as well as mental health. Besides this, among the youth many of the parents are in trouble because of their children's addiction of watching web series all day long. This is not only affecting their time but also affecting their physical as well as mental health (Güdekli, 2014).

All these series are highly fictional based and youth are getting badly motivated through watching them. The real and practical implication of these web series is intolerable which is affecting the mind and health of youth. Besides this, watching different cultures on single screen is another issue related to the lives of youth. They use to watch multiple cultures and applying them in their existing culture is real disturbing act noticed these days (Aliloupour, 2016). Mostly when a series is finished, marathon watchers feels desolated. Comparable encounters were noted with the viewers who had PSRs with the removal of the character or upon conclusion of the show, experienced parasocial separations bring about dejection and gloom (Devasagayam, 2014; Eyal & Cohen, 2006). Frey, Benesch, & Stutzer, 2007 stated another outcome stating to be decrease in satisfaction level in consistent users comparable to light or non-users. Van Den Bulck (2000) found that people develop the practice to over eat or utilize unhealthy drinks when they watch TV. Boulos, Rebecca, Vikre, Oppenheimer, Chang and Kanarek (2012) concluded a direct relation among weight of an individual with the hours he is spending to watch TV. Streaming channels just stuck up individuals and stick them to watch the whole season without a moment's delay and individuals are trading off their lives while watching these shows throughout the day. Youth who are in their reformist age, they are ludicrously annihilating their day by day way of life simply by sitting or lying in the corner and contaminating their body, wellness just as psychological well-being. Other than this, among the adolescent a large number of the guardians are in a difficult situation in light of their youngsters' dependence of watching web arrangement the entire day. This isn't just influencing their time yet in addition influencing their physical just as emotional well-being. It is further elaborated as increased BMI and possibility of obesity would be the outcome as an individual is in stationary position while viewing TV (Anderson, Bartlett & Cheskin, 1998; Wallton Pattison, Dombrowski & Pressau 2016). According to Chan (2014) besides increase in

weight people addicted to marathon watching also faces sleeping problems, followed with exhaustion the next day. Sung, Kang, & Wei-Na (2015) investigated and found direct relation between depression, desolation and the time spend during binge-watching. Also, it was concluded that to get rid of negative feelings people watch back to back episodes on TV.

Sitting in front of the TV has customarily been an approach to slow down. It brings impermanent help from every day stress of work, school and nurturing. Be that as it may, marathon watching makes it simple to separate from different people. Sitting before the TV has generally been a way to deal with delayed down. As it provides temporary assistance from consistently stress of work, school and sustaining. In any case, long distance race watching simplifies it to isolate from various individuals. Exploration shows that viewing consecutive scenes of your number 1 show may energize your mind, and subsequently, meddles with your capacity to rest. Pressing in only one more scene can make you keep awake until late around evening time leaving you feeling drained a lot the following day (Cooper Jr, M. T., 2018). As indicated by a recent report distributed in the Journal of Clinical Sleep Medicine, energetic gorge watchers announced helpless rest quality, expanded exhaustion and more a sleeping disorder manifestation (Malik, M. M., 2016). According to Kubey and Csikszentmihalyi (2002) it is not problematical to watch TV. Problem occurs when an individual watch the TV to relax, to get rid of pressure, sorrow or tension. Moreover, this discussed in their study that back to back watchers consider to be drained as TV sucked up or expelled their energy. Most of them reported to face problem while focusing after binge watching in comparison to reading. Some individuals reported to have better mood after practicing sports or involving themselves in hobbies. No change in the mood or adverse effects on the mood was reported after watching TV shows. Wheeler (2015) cited that for traditional and influential purposes, alone and depressed individuals watch the TV frequently and binge watching is more common in them.

Wagner (2016) discovered that larger part of binge watchers like to observe alone comparative to being with others to watch alongside them. For customary and persuasive purposes, alone and discouraged people watch the TV often and marathon watching is more normal in them. It is generally fascinating to take note of that the analysis discoveries show that it contains various explanations for marathon watching practices as it is likewise discovered that an individual can be inspired to marathon watch so it can help their social money in anticipation of social associations. An individual who watch the TV to unwind, to dispose of pressing factor, distress or pressure it becomes problematic. Additionally, this had been discussed about in their examination that consecutive watchers consider to be depleted as TV ousted their energy. Boni, Jambavalikar, Roy, Naggar, & Shah (2017) stated binge is a word regularly connected with negative undertone and it is usually connected with over the top satisfaction and extravagance. The marvels of marathon watching add to inactive conduct, expands danger of heftiness and interfere with healthy habits. Riddle, Peebles, Davish, Fangxin and Schroeder (2018) stated that psychology and medical research may move toward marathon watching as a compulsion, a few specialists contend that the negative results of marathon watching are alleviated by its purposeful idea.

Panda and Pandley (2017) overviewed understudies and discovered social association, escape from the real world, simple availability to TV substance and publicizing [all] persuade undergrads to invest more energy marathon watching. According to Granow, Reinecke, & Ziegele (2018) it isn't unprecedented for individuals to encounter pleasure or for individuals to encounter blame as numerous investigations proposed both positive and negative feelings. Flayelle, Canale, Voge, Karila, Maurage and Billieux (2019) categorized fulfillment, gratification, enthusiasm and happiness are positive feelings and blame, loss of control and reliance as negative one. Winland

(2015) stated that marathon watching resulted in distraction from studies thus resulting in bad educational performance.

Vaterlaus, Spruance, Frantz and Kruger (2019) identified negative physical and psychological well-being ramifications and social detachment yet in addition some certain advantages, for example, prompting making of new companions as some see it as a social action as a result of marathon watching. Flayelle, Maurage and Billieux (2017) cited the adverse side effects and hysteria due to the continuous manipulation of binge-watching. Including insomnia, lasting physical issues due to being desk-bound and deleterious meals, neglecting responsibilities are the identified issues (Exelmans & Van den, 2017; Camart, Zebdi & Bouvet, 2018). A survey by Bing (2013) concluded that 70%+ people decide or plan to watch one to two sessions per sitting but stuck in extended watching sessions. These extended sessions have some unintentional results on viewers. Wheeler (2015) and Wagner (2016) stated that mostly people marathon watches in isolation which could be molded by explicit character features while extended marathon watching sessions may prompt further seclusion and a sensation of forlornness.

Majchrzak, Ogińska-Bulik & Uzależnienie (2010) found that negative emotions for instance low self-esteem, inclination to self-criticism, low tolerance for stressful situations, depression or anxiety could be more observable in bingers or they are more vulnerable to such emotions. An investigation concluded the characteristics of extreme bingers by dependers, which can be further identified as to be low graders, procrastinators and obligation evasion, additionally they face stress rather than task-arrangement adaptation (Govaert, 2014; Merill&Rubenking, 2019; Chambliss, Gartenberg, Honrychs, Elko, Match, McGill, Watters, Bayer, Boylan & Hanson, 2017). A research investigation by Karmakar, Kruger, Elhai& Kramer (2015) concluded that comparative to non-marathon viewers, increased depression, pressure and anxiety was reported in the binge viewers and it is not hard to conclude the reason as why it has an adverse psychological effect as viewers prefer to watch solitude. Usually individuals long distance race watch in detachment which could be shaped by express character highlights while broadened long distance race watching meetings may provoke further disengagement and a vibe of misery. While study by Rubenking and Campanella (2018) showed that marathon watching helped to regulate the emotions of an individuals by empowering them to watch the content according to their mood. Thus, enables to achieve an instant pleasure and an encouragement to watch more and more. Long distance race watching assisted with controlling the feelings of a people by enabling them to watch the substance as indicated by their temperament. Consequently, empowers to accomplish a moment delight and a consolation to observe to an ever-increasing extent. Shim and Kin (2018) found in an online investigation on 785 marathon watchers that people adopt marathon watching as intend to fulfill their prolonged happiness, control, productivity and also being a fan. Additionally, marathon watching practices could be affected by suggestion from others, people's degree of sensation chasing and their requirement for discernment.

Ilyas and Qureshi (2020) cited the negatively correlation among the time consumed during binge-watching and the subscales of chief working like reaction restraint, working memory, enthusiastic control, task hindrance, supported consideration, arranging, association, time the executives, adaptability, metacognition, objective coordinated and stress resilience among 376 adolescents from different universities. With regards to marathon watching, it is accepted that it mirrors an undesirable division of time in recreation and obligations as it eroded away daily targets with a sense of regret. (Horvath, Horton, Lodge & Hattie, 2017; Walton, Dombrowski, Presseau, 2016). Due to marathon watching daily responsibilities and social associations are forsaken also adopting inert propensities for example, occupied with exercises required lesser active work, sitting in front of the TV influence metabolic capacity in an aversive way by expanding pulse just as lipid and

glucose levels (Jenner, 2016; Pereira, Ki, & Power, 2012). Birch (2019) stated that marathon watching can influence cardiovascular system, vision, socialization and sleeping patterns which might prompt other problems. In a recent report, scientists found that drawn out sitting for marathon watching is like delayed stationary conduct for long stretch flights or ailment: It can expand your danger of creating conditions like profound vein apoplexy, a blood coagulation in the leg that can be lethal in the event that it severs and goes to the heart or lungs.

Celeste (2020) argued that a study concluded a positive relation in the marathon watching and decrease in the quality of sleep also sleep deprivation might lead to cardiac diseases, obesity and high blood pressure. A professor of Neurology at Penn Medicine Arjan Chatterjee explained the phenomenon as an immersion process. Another psychologist Edward Titchener explained how one can absorb others' cognitive considerations. While on the other hand another psychologist Dr. John Mayer stated that marathon watching could be used as to cure stress as it provides transitory getaway from our everyday lives. Karmakar and Kruger (2017) stated US citizens watch TV for about 169 minutes daily and so it is considered to be over half of their everyday relaxation exercises. Systematic investigations concluded that watching TV for a longer period might result in weight gain and related illnesses like diabetes. It's likewise been connected to emotional wellness issues like depression. Efficient examinations inferred that staring at the TV for a more drawn out period may bring about weight acquire and related ailments like diabetes. It's moreover been associated with enthusiastic health issues like despondency. A research in New Texas A&M resulted that a feeling of depression and desolation is developed in the individuals who binge watch. It was also mentioned that individuals lost the guidelines to quit marathon watching recommending it to be an addictive conduct. Karmakar and Kruger, in their study they examined 406 North Americans, who were self-distinguished marathon watchers and seems bound to report to higher pressure, nervousness and wretchedness. The study just showed a connection and not causation. We couldn't say whether gloom, stress and nervousness are brought about by marathon watching, or in the event that it is the opposite way around. As such, individuals may marathon watch as an approach to incidentally reduce prior sensations of stress and nervousness. According to a study by Northwestern Medicine Staff (2018) binge watching is impacting on one's health in three ways. First and foremost, it is an addiction, when an individual is occupied with an activity which is appreciable then dopamine which produces a sense of joy, energy and satisfaction. And like any activity marathon watching could also be resulted in addiction. Secondly, social isolation might be an outcome of binge watching as it provides an ease to just stick around a corner for hours. Thirdly, it is promoting sleep deprivation as rushing in only one more scene can make you keep awake until late around evening time, leaving you feeling drained a lot the following day. Other adverse problems stated are:

1. Despondency and nervousness. One examination found that individuals who observe more TV experience the ill effects of tension and wretchedness (potentially because of the segregation).
2. Back issues. Helpless stance can make your spine be bended or feeble.
3. Absence of oxygen. Sitting for extensive stretches of time recoils your lung limit by a third.
4. Absence of actual work. This builds your danger for coronary illness and stroke.
5. Greater waistline. You're more averse to exercise and more slanted to nibble on lousy nourishment.

Happy (2018) stated the adverse effects of binge-watching including tiredness and exhaustion as users face depression when the episodes are being lacked. Another effect is isolation and finally lack of sleep. All these factors could result in poor psychological health. Downey (2018) found that when a series is finished the greater part of viewers encountered emotional wellbeing issues.

In a study by Patient.info, 2000 viewers lying in the age bracket of 18-24 were overviewed. Most of them reported to feel forlorn, restless and void and three times more feel discouraged and twice as prone to feel on edge. However, those matured 55 and over were less inclined to encounter emotional well-being issues after marathon watching. Entwistle (2019) stated online streaming applications like Amazon Prime, Netflix, Stan have forced us to change the media consumption way in the last five years. One do not have to wait in curiosity for a week to look out what happened next but viewer can watch whole series according to their convenience. For those battling with emotional wellness issues, ongoing diseases, preparing issues or sheer sleepiness, staying aware of streaming stages is a great deal. Dudenhoefer (2016) argued that an investigation by UCF Assistant Professor Jeanette Garcia concluded that there is 50% chance of early death or an increase in heart diseases by watching TV for about four hours or more per day. The individuals were studied for about 8.5 years and out of 3500 black residents of Jackson, Mississippi, 44% black men and 48% black women were affected from heart diseases. In comparison to 1950, 83% desk jobs seem to be increased in addition to binge watching. A portion of the inquiries our scientist had were, 'Is all stationary conduct made equivalent? Is sitting during a workday more terrible than staring at the TV?' " Garcia says. "The appropriate response is no — there are more destructive impacts from sitting and staring at the TV. Further Garcia elaborated that sitting in a same position for a longer period can result in tightening of muscles on the other hand if an individual keep moving or adopt some exercise, it will create an effect of insulin on the sugar consumption. Type 2 diabetes is also linked with prolonged sedentary position.

Roy (2020) stated a senior statistician in the Department of Surgery at Michigan Medicine, Monita Karmakar and her colleague Kruger were the pioneers to investigate the consequences of marathon watching on health of the viewer. In their preliminary investigation they concluded that marathon watchers face high level of anxiety, depression and stress. Consistent marathon watching conduct might lead to develop addiction. According to recent literature binge watching addiction would be similar to as the addiction developed by video games, internet using or improper usage of social media. Such addiction would results in deficiency of discretion and investing definitely more energy sitting in front of the TV programs than the individual expected at first as it provides immediate gratitude and satisfaction. Though they were not sure that it is an outcome of binge watching or effected people binge watch to get relived and relax. One of the study of Kruger indicated that marathon watching helps to promote relaxation among college students. People who watch the whole season within 24 hours are known as superbingers. Also she introduced a term showhole, elaborating it as the individuals who feel sad or depressed when the season is ended. Long distance race watching assists with advancing unwinding among understudies. Individuals who watch the entire season inside 24 hours are known as superbingers. Likewise she presented a term showhole, explaining it as the people who feel tragic or discouraged when the season is finished. LaRose, Lin, Eastin (2003) said that media propensities are shaped to reduce discouraged propensities. 465 college students were found to be the prompt expanded internet users and so were examined and found to have subverted self-regulation. Kim, Ryu, Chon, Yeun, Choi, Seo and Nam (2005) examined 1573 internet addicted Korean students of high school and concluded that suicidal thoughts and depression was found to be high among them. Lindsay and Larry (2004) found an inverse relation between desolation and depression with the use of internet while saw social help and confidence expanded essentially.

Breus (2018) stated that a sample of 423 students aged from 18 years – 25 years from University of Michigan and Belgium's University of Leuven were examined to find out the pervasiveness of marathon watching and the impact of its addiction on one's sleeping habit. Direct relation was analyzed among sleeping habits and marathon watching, concluding that daily TV watching has no

impact on sleep but the problems related to sleep are linked with marathon watching. Furthermore he elaborated the reason behind the sleep deprivation due to marathon watching, stating numerous factors responsible for it. Watching consecutive scenes of your present most loved show may feel like a loosening up escape toward the day's end, however it's really getting your cerebrum started up, not encouraging it wind down. Mental incitement is also responsible for sleep deprivation especially when one marathon watch in the night, he termed that incitement as pre-sleep arousal. A number of factors are involved or responsible for pre-sleep arousal that meddle with the capacity to nod off including being presented to the substance of the programming storylines, activity, symbolism animates mind movement and readiness and the time period of marathon watching. Direct connection was investigated among dozing propensities and long distance race watching, reasoning that day by day TV watching no affects rest except for the issues identified with rest are connected with long distance race watching. Besides he explained the explanation for the lack of sleep because of long distance race watching, expressing various components liable for it. According to Barhum (2021) marathon watching is to stream numerous TV episodes in one go. Observing back to back scenes of your present most adored show may feel like a releasing up escape toward the day's end, anyway it's truly kicking your frontal cortex off up, not empowering it wind down. Mental actuation is likewise liable for lack of sleep particularly when one long distance race watch in the evening, he named that instigation as pre-rest excitement. Various variables are included or liable for pre-rest excitement that interfere with the ability to fall asleep including being introduced to the substance of the programming storylines, action, imagery energizes mind development and status and the time span of long distance race watching. Health specialists caution that by adopting binge watching as a leisure time activity people are welcoming or increasing risks to get exposed off to genuine diseases including coronary diseases, sleep issues, social addictions, depression. People are being addicted and felt depressed upon not viewing their favorite series. Further a research investigation by Vizcaino, Buman, DesRoches, & Wharton (2020) was discussed in which 926 people were studied as a sample who had TV and one more gadget to watch TV programs. Analysts want to analyze the time utilizing by them on both the gadgets, level of stress, quantity and quality of sleep, BMI, physical activities and marathon watching habits. An outcome was concluded that comparative to moderate and light viewers, heavy viewers binge watch 17.5 hours a day and found to have more health issues and unhealthy diet plan. Hence a negative and direct relation was found between duration of binge watching on health and diet. the effect of long distance race watching to be steady infection, weight get, rest issues and suffering sexual concurrence among understudies coming about to be non-adverse consequences across psychological and wellbeing regions.

Page, Hammermeister, Scanlan, and Allen (1996) cited that considering male and female moderate viewers (2-4 hours a day) and light viewers (less than 2 hours a day) in comparison to heavy viewers (5 or more hours a day), moderate and light viewers reported to be less lonely than heavy viewers. In light of parasocial separation trouble's associations with both forlornness and TV liking, and the suspicion that the individuals who experience more prominent pain following a parasocial separation are probably going to have a more noteworthy partiality for review TV than the individuals who experience less misery, TV seeing liking might be emphatically identified with dejection in that, the individuals who are high in depression may have a more noteworthy proclivity for survey TV than the individuals who are lower in depression. Starosta, & Izydorczyk (2020) said that binge watching trend has been adopting as a norm and a way to utilize media i.e. TV programs. Since 2013 it has been in practice yet the cognitive outcomes are still under exploration, like effect on one's emotion, personality and motivation. Consistent marathon watching conduct might lead to develop addiction. According to recent literature binge watching addiction would be similar to as the addiction developed by video games, internet using or

improper usage of social media. Such addiction would result in deficiency of discretion and investing definitely more energy sitting in front of the TV programs than the individual expected at first as it provides immediate gratitude and satisfaction. Systematic investigations showed that disregard of work or social connection might be due to this type of stationary conduct in addition with sleep deprivation, weight gain, and delayed sleep etc.

Colich (2021) cited as mentioned in the fifth edition of the Diagnostic and Statistical Manual of Mental Disorders that binge-watching can't be considered as an addiction. Addiction emerges when one can experience mental or physical problems due to sitting in front of TV and facing difficulty to stop watching. Moreover, if one is encountering marathon watching then at that point the individual is dependent on TV or addiction to it. Further discussing the cognitive impacts on brain Colich highlighted; diminished nature of rest, expanded danger for stroke and coronary illness because of absence of active work, mental and actual impacts like misery, sleep deprivation and stoutness, decrease in verbal memory as to be the most common among other factors. Groshek, Krongard, and Zhang (2018) found the impact of marathon watching to be constant sickness, weight acquire, sleep problems and enduring sexual coexistence among college students resulting to be non-negative impacts across cognitive and health areas. Long distance race watching, or watching different scenes or movies in a steady progression, is such a wonder today that you're probably settled by your allies for not doing it enough. Chances are you even understand left of conversations at parties, and in the working environment if you haven't noticed every scene of the latest canyon honorable show on a live-online or video-on-demand stage. Adults who saw more than three hours of TV day by day increased their peril of startling passing diverged from the people who noticed less, found researchers as declared in another report conveyed in the Journal of the American Heart Association. Sitting for huge time allotment constructs your peril of clinical issues (checking diabetes, coronary ailment, and threatening development), whether or not you also practice reliably. If you should glut, improve it by standing, broadening, and taking more modest than ordinary breaks for genuine work. Perks (2014) found that enthusiastic and intellectual cooperation are both important to partake in marathon watching encounters, which are portrayed as being both exceptional and continuous in nature. Marathon watching was likewise discovered to be a social movement that elaborate variations alongside the serious intellectual consideration required. Beale, Rauff, O'Brien, Shultz, Fink and Kruger (2020) studied 348 women who were involved in prolonged sitting behaviors to find out the outcomes on their health. According to the details mentioned, in average ladies were involved in sedentism for about more than 7.5 hours during which 58% of the time was considered to be inactive and 26% as actively seated. On the basis of data collected the results concluded negative relations with inactive sitting as it is promoting serious health issues among them.

Scherer and Young (2020) said that online streaming is providing an ease and entertainment to consumers as per their convenience to utilize media whenever they want. A feeling or sense of getaway, help from weariness, unwinding and control is being provided to the users via miniseries, films, other programs etc. On the other hand the idea or curiosity of "only one more scene" could affect the health of an individual physically and cognitively if misused. Moreover they have shared 5 effects of binge watching on viewer's health. The foremost effect discussed by them is physical inactivity, considering the research of Beale, Rauff, O'Brien, Shultz, Fink and Kruger (2020) they elaborated how and what consequences one's body could face if seated inactive for a long time. Second effect shared is unhealthy diet by elaborating the study of Chapman, Nilson, Thune, Cedernaes, Grevès, Hogenkamp, Benedict, & Schiöth, (2014) that there is a strong positive relation between binge watching and eating habits, the more the show is boring and disengaging the more viewer will consume the available meal. Third factor that is effect the viewer as discussed

by them is social isolation. Scherer and Young provided an example of the investigation by Flayelle, Maurage, Billieux (2017) to discuss this factor as according to them Regardless of whether it is a TV arrangement or miniseries, every day (or daily) commitment frequently turns into a substitute for friendship, as per research distributed December 2017 in the Journal of Behavioral Addictions. Albeit some examination focuses to the connection between friendly segregation, marathon watching, and poor psychological well-being results, the decision is still out, particularly in the current climate. In any event, when gorging is an independent movement, it very well may be a decent procedure for de-focusing, inasmuch as it is done with some restraint (a couple of times each week). Fourth factor is sleeping issues, focusing the research of Exelmans and Vanden (2017) there is negative relation between binge watching and sleeping habits as it don't allow the brain to cool down by procrastinating sleep. Fifth and last factor is addiction, the study of Moran and Sussman (2013) analysts accept that gorge seeing (particularly among unregulated bingers) may "tickle" the mind's pleasure habitats in specific watchers, similar as betting or other ongoing propensities. Since they are looking for expanding levels of satisfaction through story curves and precipice hanging endings, these bingers indulge to where arrangement watching spills into every day exercises, meddling with work, school, or different responsibilities. Examination recommends that the reliance like highlights that make it hard to quit staring at the TV are comparative, neurologically, to those that happen in compulsion.

Oberschmidt (2017) stated that discovered that the recurrence of binge watching conduct had no impact on rest quality or amount. In any case, the variables marathon watching during evening time and marathon watching with a companion brought down the amount and nature of rest. According to Prinsen (2017) studied the individuals of 18-34 years to understand the job of compensatory health beliefs in marathon watching. The results of the relapse investigations showed that CHBs for marathon watching were emphatically related with marathon watching recurrence and contrarily related with active work. Kendi (2019) cited the three consequences as discussed with Matt Johnson, a researcher at Hult International Business School. It can be elaborated as follows:

- a. Difficulty in remembering the show which had been binged**
Comparative to the show that had been viewed traditionally, the show which has been binged will be erased from the memory more frequently.
- b. One is unable to enjoy the part that is being remembered**
It's that period when the high you accomplished from being immersed with a consistent stream of something you delighted in wears off, and you wind up feeling sort of, indeed, mooched.
- c. Emotional dependency on fantasies**
We may feel constrained to marathon watch due to this passionate association, or the enthusiastic association may be the consequence of marathon watching. It's indistinct what direction the causality goes.

Preidt (2019) stated according to a neurologist at Houston Methodist in Texas, Dr. Randall Wright explained that it is critical to perceive that the cerebrum is certifiably not a detached organ - it reacts to its environment. When we marathon watch, we establish an undesirable climate for the mind since we're sitting for extensive stretches of time, confining ourselves from social exercises and eating a lot of unfortunate food. Dr. Wright compares the moment satisfaction of watching a great many scenes of a show to needing to keep betting even after you win. According to Vyas (2019) one clinical psychologist, Abigail San stated that this binge-watching night after night and day after day can very easily turn into a vicious circle. She says that the entire concept of binge-watching essentially boils

down to one explanation - the process makes us feel good. She says that since it makes us feel repeatedly and consistently good, we keep chasing it to continue to feel good. And this is precisely where the danger lies. This locks us in a vicious circle where we are always available for this one thing that makes us feel good. We start relying on this instant gratification to shield us from all the unpleasantness in our real life. In other words, it becomes an escape of sorts where people continue binge-watching to avoid their emotions, relationships, or real life. In the long run, it can simply lead you not to address the things that matter, such as your own issues and anxieties. Also, when you finish a certain TV show after binge-watching it, it can instantly lead you into depression because of being deprived of the only thing that was making you feel good up until now. In the same vein, it will also stop you from addressing some of the more important, underlying issues.

Myupchar (2020) cited that there's a flip-side to marathon watching, and a great many people enjoy it without understanding the damage it is never helping to mind and body. Marathon watching, or watching various scenes or motion pictures one after the other, is such a marvel today that you're likely decided by your companions for not doing it enough. Odds are you even get a handle on left of discussions at parties, and in the workplace on the off chance that you haven't observed each scene of the most recent gorge commendable show on a live-web based or video-on-request stage. Here are a couple of things that could turn out badly on the off chance that your marathon watches excessively.

- **It acts as a drug**

On the off chance that you love marathon watching, your mind is likely remunerating you with dopamine when you watch a show. You might be dependent on that "high" and pursuing it by marathon watching some more. The second you stop marathon watching, you feel a low and just a new portion — another scene — can satisfy that empty inclination. This addictive conduct can be profoundly nosy and prevent you from achieving your everyday objectives and exercises.

- **Isolation**

Since it is addictive, you are bound to forego the opportunity to associate face to face in your spare energy, and all things considered, marathon watch unbounded or the possibility of long-haul outcomes. Your marathon watching propensity is bound to seclude you from your loved ones than you understand.

- **Sleeping Problems**

As referenced previously, it might begin with the goal to observe only one scene, yet in the event that you are dependent on it, you may get amped up for the following scene or season and end up marathon watching as the night progressed - abandoning rest instead of abandoning watching the most recent arrangement you're fixated on. For this situation, your rest cycle will unavoidably get unpredictable and it can prompt rest issues also. A definitive outcome is that you will not have had sufficient rest or rest to work appropriately.

As cited by Doob and MacDonald (1979) individuals living in crime-affected areas are prefer to be medium or heavy viewers of TV, explicitly, violent TV and individuals who watched the most TV would in general be the most apprehensive. Tannam (2016) said that a research conducted by University of Toledo concluded a strong direct relation between marathon watching with depression and anxiety in viewers. To conduct the study, samples were collected from the locals of North America who were heavy viewers and used to watch TV for about more than 5 hours consecutively every day. The researchers presumed that marathon watching is a "developing general wellbeing concern." However, the issue may not be that you're observing a lot Netflix, yet that you are marathon watching alone. Further according to another study by Nico Long, systematic investigations has since a long time ago shown that enemy of social practices, including delayed episodes of disconnection, lead to more prominent sensations of misery and despairing."

So, it may not be innovation that is prompting individuals' downturn, rather the absence of social association that leads individuals to invest a great deal of energy alone.

Stone (2017) stated grown-ups who observed over three hours of TV daily multiplied their danger of unexpected passing contrasted with the individuals who observed less, discovered scientists as announced in a new report distributed in the Journal of the American Heart Association. Sitting for significant length of time builds your danger of medical problems (counting diabetes, coronary illness, and malignant growth), regardless of whether you additionally practice consistently. In the event that you should gorge, make it better by standing, extending, and taking smaller than normal breaks for actual work. Conduct likewise becomes addictive when it starts to contrarily influence different parts of your life, as in the event that you disregard different exercises or duties to gorge House of Cards. Fader suggests breaks among scenes and not nibbling while you watch, which could prompt careless gorging, as indicated by an investigation by Marketcast, a diversion research firm, which tracked down that 56% of bingers like to observe alone; 98% watch at home. "At whatever point you invest a lot of energy on something, you're removing time from other fundamental things throughout everyday life, such as spending time with companions or working," Lyubomirsky says. However, on the off chance that you get into a show with your accomplice or buddies, specialists contend it could bring you closer. "It gives you a shared view for looking at something—the characters' inspirations, the plot," says Rutledge.

Methodology

Targeted Population

In this study, the researcher had targeted the youth of Karachi who are the users of Online Streaming services especially Netflix and Amazon Prime. Youth had been considered and studied through questionnaire to explore the outcomes.

Sampling Technique and Sample Size

Sampling Technique

In this particular study, the researcher had used convenience sampling technique to study the respondents who were easily available for online survey too. This equivalent strategy is utilized on the grounds that information had been gathered through social locales by posting the electronic survey to various destinations and via mailing the respondents whose email addresses are effectively accessible. The population of the entire study were the people who were using streaming services in Karachi.

Sample Size

A sample of 384 respondents had been selected. According to (Khan, 2020) around 100,000 people are using these services. Open EPI software had been used to calculate sample size of the study which concludes 384 participants had been studied based on 95% confidence interval.

Data Collection Tool

To conduct a study in fruitful way the researcher had constructed a questionnaire based on demographic questions to explain the gender and age of respondents. Moreover, the questionnaire was based on multiple variables which had been targeted through various questions.

Data Analysis

The study had been analyzed through various Statistical tools. SPSS 22.0 version had been used as a primary tool for calculating different tests and outcomes. For descriptive data, frequency distribution had been used. To compare variables correlation test and to compare hypothesis, ANOVA test had been used. Through cronbach's alpha, reliability of each variable has been tested individually and then all the variables are collectively tested for overall reliability to find out whether the collected data is reliable for further analysis or not. Loeber-Steins, Reiter, Averbach, Harbarth and Brand (2020) had used cronbach's alpha to test loss of control/time management and craving/social problems; these had satisfying to good internal consistencies in our sample (Cronbach's $\alpha \geq 0.67$).

Level of significance α set as 95%

Level of Error = $1 - \alpha = 1 - 0.95 = 0.05 = 5\%$

That is be used to accept the hypotheses.

Variables

We had selected four independent and one dependent variable to find out cause and effect. Independent and dependent variables had been mentioned under:

Dependent Variables

1. Difficulty in focusing (F)
2. Depression (DP)
3. Dependency (D)
4. Gratification (G)

Independent Variable

1. Binge-watching (BW)

Limitation

This study is limited to the age group of youth and had discussed few factors which were responsible to affect the youth psychologically. Furthermore, one of the weakness might be the respondents in this study belonged to Karachi only. To better understand the reasons and factors, respondents from other parts of the country and other than youth should also be considered. There is still a lot to discover and discuss and the outcome of the study could be more satisfactory and significant if other researchers discover them by further study through increasing the no. of factors and by surveying the individuals of any age group from different cities of the country.

Research Model Developed

This study finds out the psychological effects of Netflix and Amazon Prime binge-watching. So, the basic regression model is:

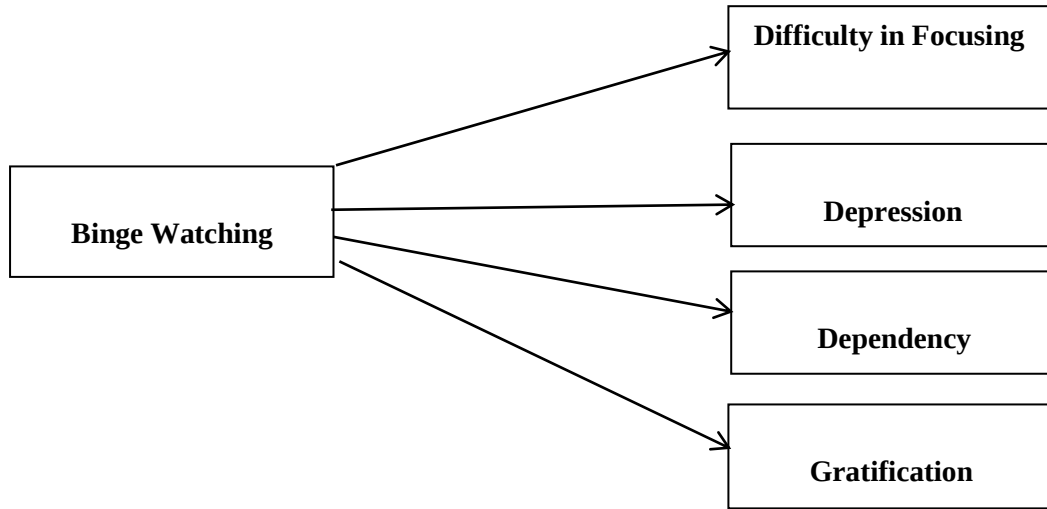
$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \dots + \mu$$

Since the aim of this study was to find out the psychological effects of Netflix and Amazon Prime binge-watching.

So, the regression model of the study would be written as:

$$BW = \beta_0 + \beta_1 DP + \beta_2 D + \beta_3 F + \beta_4 G$$

Research model of the study had been constructed below:



Results and Analysis

The study had been analyzed through various Statistical tools. SPSS 22.0 version had been used as a primary tool for calculating different tests and outcomes. For descriptive data, frequency distribution had been used. To compare variables correlation test and to compare hypothesis, ANOVA test had been used. Through cronbach's alpha, reliability of each variable has been tested individually and then all the variables are collectively tested for overall reliability to find out whether the collected data is reliable for further analysis or not.

Frequency Distribution

Table 1: Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	200	52.1	52.1	52.1
	Female	184	47.9	47.9	100.0
	Total	384	100.0	100.0	

Table no. 1 shows 384 respondents had participated in this study, out of which 52% (i.e. 200 respondents) were male and 47.9 % (i.e.184 respondents) were female.

Table 2: Age Group

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	15-18	42	10.9	10.9	10.9
	19-21	87	22.7	22.7	33.6
	22-25	255	66.4	66.4	100.0
	Total	384	100.0	100.0	

Table no. 2 shows that out of 384 respondents 255 respondents lied in the age group ranging in between 22-25, 87 respondents belonged to the age group of 19-21 and 42 respondents were from the age bracket of 15-18.

Table 3: Edu_Work

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Matriculation	11	2.9	2.9	2.9
	Intermediate	31	8.1	8.1	10.9
	University Student	250	65.1	65.1	76.0
	House Wife	40	10.4	10.4	86.5
	Working OR Entrepreneur	52	13.5	13.5	100.0
	Total	384	100.0	100.0	

According to the above table out of 42 people who were lying in the age group 15-18, 31 people were the student of intermediate and 11 were the students of 10th grade. 250 were the university students, out of remaining 92 respondents 40 were the house wives and 52 where the working individuals. So if we summarize the table in percentages, 65.1% respondents were university students, 13.5% were working individuals or entrepreneurs, 10.4% were housewives, 8.1% were intermediate students and only 2.9% were the students of 10th grade.

Table 4: Subscription

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	380	99.0	99.0	99.0
	No	4	1.0	1.0	100.0
	Total	384	100.0	100.0	

According to table no. 4 out of 384 respondents, there were 380 users of the online streaming services, while 4 respondents denied to use such service.

Table 5: Service_Provider

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Netflix	290	75.5	75.5	75.5
	Amazon	70	18.2	18.2	93.8
	Zee5	24	6.3	6.3	100.0
	Total	384	100.0	100.0	

Table no. 5 shows that 75.5% (i.e. 290 respondents) among the youth had chosen Netflix, 18.2% (i.e.70 respondents) used Amazon Prime and only 6.3% (i.e. 24 respondents) used Zee5 service to be entertained.

Table 6: Usage_Duration

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 1 year	30	7.8	7.8
	1-2 years	50	13.0	20.8
	2-3 years	245	63.8	84.6
	3-4 years	39	10.2	94.8
	More than 4 years	20	5.2	100.0
	Total	384	100.0	

Table 6 shows mentioned that 245 users were using such services from last 2-3 years, 50 users were utilizing it from 1-2 years, 39 individuals were using it from 3-4 years, 30 respondents were using it for less than one year while out of 384 there were only 20 respondents who were consuming the services for about more than four years.

Table 7: Weekly_Utilization

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0-2 hours	5	1.3	1.3
	3 hours	25	6.5	7.8
	4-8 hours	48	12.5	20.3
	10-12 hours	50	13.0	33.3
	More than 12 hours	256	66.7	100.0
	Total	384	100.0	

Table 7 explain that 256 respondents who utilized the services for about more than 12 hours per week, then 50 individuals consumed the online streaming services for 10-12 hours in a week, 4-8 hours had been utilized by 48 people in the whole week, moreover 25 respondents found to use the service for about 3 hours per week and finally there were 5 people who found to be the light users as they consumed just 0-2 hours for online streaming within a week.

Reliability and validity of Model: Interpretation of Reliability test and ANOVA

The reliability test had been used to find out that the collected data was reliable for further analysis or not. Table 8 showed the individual reliability of each variable and then overall reliability, i.e. collectively all the variables were tested using cronbach's alpha.

Table 8: Reliability Statistics

Cronbach's Alpha	N of Items
.515	2

Table 8 explains the reliability of the variable depression in this research study was found to be 0.515.

Table 9: Reliability Statistics

Cronbach's Alpha	N of Items
.533	2

Furthermore, table 9 explains that the reliability of dependency was concluded to be 0.533.

Table 10: Reliability Statistics

Cronbach's Alpha	N of Items
.571	2

Table no. 10 explains the value of cronbach's alpha of the variable difficulty in focusing was found to be 0.571.

Table 11: Reliability Statistics

Cronbach's Alpha	N of Items
.564	2

Table no. 11 explains the variable gratitude was 0.564 reliable to be processed further.

Table 12: Reliability Statistics

Cronbach's Alpha	N of Items
.861	5

Table 12 shows the overall reliability was 0.861. All the values in this research were greater than 0.5 so the data was reliable for further analysis.

Table 13: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.548 ^a	.300	.293	.42893

a. Predictors: (Constant), G_1, D_1, F, DP_1

The model fitness could be explained by the value of R, which is 0.548 (i.e. 54.8%).

Table 14: ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	29.892	4	7.473	40.619	.000 ^b
	Residual	69.728	379	.184		
	Total	99.619	383			

a. Dependent Variable: B_W

b. Predictors: (Constant), G_1, D_1, F, DP_1

The value of significance was found to be 0.00 which was less than 0.05 so it was concluded that the model was significant and reliable.

According to the result of reliability and ANOVA the study had been further processed and regression model had been applied. The regression model of the study is as follows:

$$BW = \beta_0 + \beta_1 DP + \beta_2 D + \beta_3 F + \beta_4 G$$

Table 15: Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.561	.069		22.626	.000
1 DP_1	-.183	.075	-.330	-2.445	.015
D_1	.118	.030	.214	3.949	.000
F	.112	.035	.208	3.211	.001
G_1	.304	.079	.532	3.868	.000

a. Dependent Variable: B_W

The values of the beta coefficients of all the variables were positive except depression and the value of significance of all the variables were less than 0.05 showing the significant positive effect. Now the model for the psychological impact of binge watch on youth would be:

$$BW = 1.561 + (-0.1831) DP + 0.118 D + 0.112 F + 0.304 G$$

The regression equation mentioned above shows that the value of the beta coefficient of depression was -0.183 which was negative and the value of significance was 0.015, which concluded that binge watching had significant negative effect on depression. Therefore, it had been accepted that binge watching created depression in viewers. Dependency showed significant positive effect as the value of the beta coefficient was 0.118 and positive, also significance value is 0.00 (less than 0.05). Hence, it had been proved that binge watching created dependency in the viewers. The value of significance for the variable focusing was 0.001 which was appropriate value and the beta coefficient value in the regression equation was 0.112 and positive proving to have a positive influence. So, it had been concluded that viewer faces difficulty in focusing due to extreme binge watching. Gratitude significantly had a positive influence as its beta coefficient value was 0.304 and positive and the value of significance was 0.000 which was also less than 0.05. Therefore, it had been also proved that binge watching results in instant gratitude among viewers.

Table 16: Variables Assessment Summary

Variables	Summary	Beta	Sig. Value	T Value	Empirical Results
DP	The results of the study concluded that depression was caused due to binge watching among users.	-0.183	0.015	-2.445	Negatively effecting
D	It had been clearly concluded that sense of dependency was developed in the viewers due to extreme binge watching.	0.118	0.000	3.949	Positively effecting
F	According to the results derived by the data, viewers accepted that they faced difficulty in focusing after binge watching.	0.112	0.001	3.211	Positively effecting
G	As per the results, binge watching also caused gratitude among users.	0.304	0.000	3.868	Positively effecting

Hypothesis Assessment

According to the above table, it had been clearly proved that excluding one variable which is depression, all the other variables had been creating significant positive impact and are responsible to impact the viewers psychologically. Depression had also been affecting the viewers but it had a negative psychological impact. Hence, the hypothesis had been accepted.

Discussion

In the advanced period of 21st century, as innovation is quickly developing on one hand, on the other hand individuals are seriously relying, depending and getting addicted to the online media step by step. Individuals like to save time more via online media even in the parties while some of them are using it as a type of revenue. Kids, youths, grown-ups and surprisingly old ones are acclimated to bunches of web-based media applications and among them Netflix, Amazon Prime, HBO Now, Hulu are the most popular and dependent applications now a days. The trend of binge-watching is increasing day by day as these applications are providing such addicting content and features that people do not refrain themselves to pay for the monthly subscriptions. This study has been conducted to find out the factors of binge watching which are creating psychological impact on the youth of Karachi.

To conduct the study, we had selected 4 independent variables, i.e. depression, dependency, difficulty in focusing and gratitude. 384 respondents had participated in this study, out of them 200 were males and 184 were females. 255 respondents lied in the age group of 22--25, 87 respondents belonged to the age group of 19-21 and 42 respondents were from the age bracket of 15-18. Then the frequency distribution analysis concluded the profession of the respondents and it was found that out of 42 people who were lying in the age group 15-18, 31 people were the student of intermediate and 11 were the students of 10th grade. 250 were the university students, out of remaining 92 respondents, 40 were the house wives and 52 were the working individuals.

Furthermore, it was concluded that out of the 384 respondents how many individuals are using the online streaming services, and shocked to conclude that 380 people are using while just 4 respondents denied to use such applications. Then the frequency distribution of streaming service providers was summarized and according to it, 290 people are getting benefit from Netflix, 70 people used Amazon Prime while there were 24 individuals who used Zee5 streaming service. Furthermore the total usage duration of the respondents were concluded and it was found that there were only 20 users who were using such services for more than four years, 245 individuals were using it from 2-3 years, 39 people were getting entertained for about 3-4 years, while 50 users were there who were the users of online streaming from last 1-2 years and finally 30 respondents accepted that they had been using the service from less than one year. After analyzing the total usage duration of the respondents, frequency for weekly time utilization was conducted and it was summarized that 256 respondents had been utilizing more than 12 hours a week on such services proving to be heavy users probably. There were 50 users who use online streaming services for about 10-12 hours per week. Then 48 individuals were found to be using the applications for 4-8 hours on weekly basis. 25 people used the service in a week for about only 3 hours and finally there were 5 light users who utilized the service for about just 0-2 hours in the whole week.

Before proceeding towards further analysis individual reliability of each variable was found using cronbach's alpha and then overall reliability was found. We had used regression technique to analyze the data and according to the results binge watching proved to have a significant positive effect on all the four variables. The beta value of the variable depression is negative proving to have negative effect and its significant value concluded that the respondents agree that binge had a

great influence on the depression. Moreover, it has also accepted that dependency among the viewers had been caused due to extreme binge watching. Difficulty in focusing was also found to be one of the main cause due to the addiction to online streaming. Finally, the last variable gratitude was also found to be one of an important factor of binge watching as people agree to feel an instant gratitude after binge watching. Hence, the hypothesis proved to be accepted and it was proved that binge watching effected the youth of Karachi psychologically.

Conclusion and Recommendations

The study concluded that people and especially youth are fond of using online streaming services in Karachi though it had been creating psychological effects among them but still they don't refrain to use the applications. Following were the questions which were raised in this particular research and answered accordingly:

Research Question 1 in this study what are the consequences of watching online streaming shows among the youth of Karachi?

Binge watching had created depression as one wants to discuss the series within the friend's circle but upon realizing that no one would be there to discuss with them, such sense of loneliness affects them psychologically and creates depression. Moreover, respondents believe that addiction to binge watching had developed a sense of dependency among them as they usually seek help from someone who could carry out their routine task as they had to finish the series.

Research Question 2 states that how much usage of online streaming is affecting the person?

Most of the respondents of this study proved to be the frequent users as they utilized the services for more than 12 hours per weekly basis. The results clearly showed that all the variables had a great psychological influence on the youth.

Research Question 3 suggested that are the negative outcomes of watching these shows and how will it help the audience to overcome their addiction?

Due to curiosity and difficulty in focusing the youth had been affected psychologically and they usually get absent mind as they keep thinking about the series whole day long that what will be going to happen next so it created disturbance in focusing on their academic and other responsibilities. Whereas Gratitude also proved to be one of the reason or consequence as the viewer after the hectic long day felt instant pleasure and relaxation upon watching their favorite series.

Suggestions for Future Research

The findings and conclusions of this study analyzed that people nowadays are addicted to or deeply involved in binge watching behavior apart from the consequences. Considering the findings, certain ends can be drawn concerning significance of marathon watching in the current media scene. Right off the bat, sitting in front of the TV, particularly marathon watching, is a well-known recreation action among understudies who presently have additional survey stages in the type of web based streaming locales. Notwithstanding, to forestall overindulgence in this stationary conduct because of such straightforwardness and moment access, it is significant that schools advance other option, non-TV relaxation exercises and side interests. School and other institutions should develop such programs or activities where individuals can socialize, learn and spend time with each other it will help out to decrease the level of boredom, depression, loneliness and anxiety. Awareness sessions to convey the negative consequences on mental, social and physical health should be promoted so that individuals should be aware and will engage

themselves in some healthy activities during their leisure time. Hence, marathon watching is a critical space of concern not just for watchers yet, analysts too. In spite of TV having been named a type of old media in the advanced period, marathon watching emphasizes the way that watchers are more locked in with TV content than any time in recent memory and this review design is a conduct that presently can't seem to be widely explored with respect to its effect and hidden inspirations.

References

1. Ahmed, A. A. A. M. (2017). New era of TV-watching behavior: Binge watching and its psychological effects. *Media Watch*, 8(2), 192–207.
2. Aliloupour, N. P. (2016). The impact of technology on the entertainment distribution market: The effects of Netflix and Hulu on cable revenue.
3. Alters, A. (2017). *Irresistible: The rise of addictive technology and the business of keeping us hooked*. Penguin Press.
4. Anozie, V. (2020). Effects of emotion on binge-watching. *Modern Psychological Studies*, 25(1), 9.
5. Avalos, G. (1998). Firm to sell, rent DVDs over web. *Contra Costa Times*, C01.
6. Barhum, L. (2021). What to know about how binge-watching affects your health. *Verywell Health*. <https://www.verywellhealth.com/binge-watching-and-health-5092726>
7. Bassist, E. (2013). Addicted to Netflix: Teen-soap opera binge as psychosis. *The Cut*. <http://nymag.com/thecut/2013/02/addicted-to-netflix-teen-tv-binge-as-psychosis.html>
8. Beale, C., Rauff, E. L., O'Brien, W. J., Shultz, S. P., Fink, P. W., & Kruger, R. (2020). Are all sedentary behaviors equal? An examination of sedentary behavior and associations with indicators of disease risk factors in women. *International Journal of Environmental Research and Public Health*, 17(8), 2643.
9. Bing, J. (2013). MarketCast study: TV “binge-viewing” creates a more engaged viewer for future seasons.
10. Birch, J. (2019). Meet the latest trend in sedentary lifestyles: Binge-watching. *Arkansas Online*. <https://www.arkansasonline.com/news/2019/jun/10/binge-watching-can-be-hazardous-2019061/>
11. Boni, M., Jambavalika, A., Roy, S., Naggar, J., & Shah, S. (2017). The end of TV. *American Marketing Association*.
12. Boulos, R., Vikre, E. K., Oppenheimer, S., Chang, H., & Kanarek, R. B. (2012). Obesity: How television is influencing the obesity epidemic. *Physiology & Behavior*, 107(1), 146–153.
13. Breus, M. J. (2018). Binge watching and its effects on your sleep. *Psychology Today*. <https://www.psychologytoday.com/us/blog/sleep-newzzzz/201801/binge-watching-and-its-effects-your-sleep>
14. Bury, R., & Li, J. (2015). Is it live or is it timeshifted, streamed or downloaded? Watching television in the era of multiple screens. *New Media & Society*, 17(4), 592–610.
15. Cambridge Dictionary. (2021). Psychological. <https://dictionary.cambridge.org/dictionary/english/psychological>
16. Clarke, K. L. (2019). Multivariate relationships of binge watching-drinking-eating with depression, anxiety, and stress in college students.
17. Cognitive effect. (2021). In *ScienceDirect Topics*. <https://www.sciencedirect.com/topics/medicine-and-dentistry/cognitive-effect>

18. Colich, A. (2021). When is binge-watching TV an addiction? *Insight Digital Magazine*. <https://www.thechicagoschool.edu/insight/psychology/when-is-binge-watching-tv-an-addiction/>
19. Cooper, J. R., Bard, D., Wallace, R., Gillaspay, S., & Deleon, S. (2018). Suicide attempt admissions from a children's hospital before and after Netflix's *13 Reasons Why*. *Journal of Adolescent Health*, 63(6), 688–693.
20. Downey, A. (2018). Binge watching leaves you anxious, stressed and lonely. *New York Post*. <https://nypost.com/2018/02/27/binge-watching-leaves-you-anxious-stressed-and-lonely/>
21. Dudenhoefer, N. (2020). The dangers of binge-watching TV, movies and streaming services. *Pegasus Magazine*. <https://www.ucf.edu/pegasus/the-dangers-of-binge-watching/>
22. Eikelboom, R. (2017). Review of *Irresistible*. *Perspectives on Science and Christian Faith*, 69(4), 253–256.
23. Entwistle, L. (2019). Can we talk about the mental health toll of binge-watching? *The Sydney Morning Herald*. <https://www.smh.com.au/lifestyle/health-and-wellness/can-we-talk-about-the-mental-health-toll-of-binge-watching-20191017-p531kr.html>
24. Exelmans, L., & Van den Bulck, J. (2017). Binge viewing, sleep, and pre-sleep arousal. *Journal of Clinical Sleep Medicine*, 13(8), 1001–1008.
25. Eyal, K., & Cohen, J. (2006). When good friends say goodbye: A parasocial breakup study. *Journal of Broadcasting & Electronic Media*, 50(3), 502–523.
26. Flayelle, M., Maurage, P., & Billieux, J. (2017). Toward a qualitative understanding of binge-watching behaviors. *Journal of Behavioral Addictions*, 6(4), 457–471.
27. Flayelle, M., Maurage, P., Di Lorenzo, K. R., Vögele, C., Gainsbury, S. M., & Billieux, J. (2020). Binge-watching: What do we know so far? *Current Addiction Reports*, 7(1), 44–60.
28. Flayelle, M., Maurage, P., Karila, L., Vögele, C., & Billieux, J. (2019). Overcoming the unitary exploration of binge-watching. *Journal of Behavioral Addictions*, 8(3), 586–602.
29. Frey, B. S., Benesch, C., & Stutzer, A. (2007). Does watching TV make us happy? *Journal of Economic Psychology*, 28(3), 283–313.
30. Gerbner, G. (1970). Cultural indicators: The case of violence in television drama. *The Annals of the American Academy of Political and Social Science*, 388(1), 69–81.
31. Gerbner, G. (1998). Cultivation analysis: An overview. *Mass Communication and Society*, 1(3–4), 175–194.
32. Gerbner, G., & Gross, L. (1976). Living with television: The violence profile. *Journal of Communication*, 26(2), 172–199.
33. Gerbner, G., Gross, L., Eleey, M. F., Jackson-Beeck, M., Jeffries-Fox, S., & Signorielli, N. (1977). TV violence profile no. 8: The highlights. *Journal of Communication*, 27(2), 171–180.
34. Granow, V. C., Reinecke, L., & Ziegele, M. (2018). Binge-watching and psychological well-being. *Communication Research Reports*, 35(5), 392–401.
35. Groshek, J., Krongard, S., & Zhang, Y. (2018). Netflix and ill? Emotional and health implications of binge watching. In *Proceedings of the 9th International Conference on Social Media and Society* (pp. 296–300).
36. Horvath, J., Horton, A., Lodge, J., & Hattie, J. (2017). The impact of binge watching on memory and perceived comprehension. *First Monday*, 22(9). <https://doi.org/10.5210/fm.v22i9.7729>
37. Hurst, C. S., Baranik, L. E., & Daniel, F. (2013). College student stressors: A review of qualitative research. *Stress and Health*, 29(4), 275–285.
38. Ilyas, U., & Qureshi, A. S. (2020). Relationship between binge watching and cognitive functioning among university students in Lahore. *Rawal Medical Journal*, 45(3), 702–706.

39. Jenner, M. (2016). Is this TVIV? *New Media & Society*, 18(2), 257–273.
40. Jenner, M. (2019). Control issues: Binge-watching, channel-surfing and cultural value. *Participations: Journal of Audience & Reception Studies*, 16(2), 298–317.
41. Jonathan. (2013). A bingeing habit. <http://www.prweb.com/releases/2013/3/prweb10513066.html>
42. Kubey, R., & Csikszentmihalyi, M. (2002). Television addiction is no mere metaphor. *Scientific American*, 286(2), 74–80.
43. Larose, R., Lin, C. A., & Eastin, M. S. (2003). Unregulated Internet usage. *Media Psychology*, 5(3), 225–253.
44. Lafayette, J. (2015). Analyst: HBO Now gained between 1M and 2M subs. *Broadcasting & Cable*.