



A study on psychological well - being and physical health: impact of OTT platforms on individuals.

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Date of Submission: 05-08-2022

Date of Acceptance: 18-08-2022

Abstract: The study examines the impact of OTT platforms on Individuals keeping in consideration the Psychological well-being and physical health. The main objectives of the study is to analyze the effect of OTT platforms on the Psychological well - being and Physical health of Individuals, as well as to analyze whether physical health affects the Psychological well-being. These objectives can give us an idea of how much OTT platforms are ruling over us these days. A survey method was used in this study. Questionnaires were sent through Google forms. Data was collected from 321 OTT watchers that have subscribed to various OTT platforms in their devices and was analyzed through various tests. Tests like One way ANOVA, Z test, Correlation and multiple responses were used. The results revealed that an OTT platform does affect the Physical health and Psychological Well - being. There is a significant difference in opinion and Physical health does have an effect on Psychological Well - being to a certain extent. The study recommends OTT watchers to use OTT platforms as a relaxation and not as a lifestyle.

Keywords— OTT platforms, Psychological Well Being, Physical Health.

I. INTRODUCTION

1.1. WHAT IS OTT?

The acronym OTT stands for Over-the-Top. The term Over-the-top means streaming contents across different devices whenever and wherever. It is a convenient term explaining the new delivery method of film and TV content over the internet without the need for traditional broadcast, cable or satellite Pay-TV providers. OTT platforms are popular in the market due to its accessibility of contents. Customers only require a high speed internet connection and a connected device that supports apps or browsers to stream OTT platforms.

The OTT Market was valued at USD 101.42 Billion in 2020, and it is foreseen to reach USD 223.07 Billion by 2026, registering a Compound Annual Growth Rate (CAGR) of 13.87%, during the period of 2021 - 2026. The outbreak of the COVID-19 pandemic positively impacted the OTT platform business, with people watching more OTT content at home through their devices. An increasing number of people have

various media content in their own phones, which provides an opportunity for media buyers who are trying to go with the changing consumer trends.

1.2. PSYCHOLOGICAL WELL - BEING

The phrase "psychological well-being" is used to describe a person's emotional health and overall functioning. Studies have brought to light that people with positive psychological well-being are more likely to live healthier and longer lives. They are also more likely to have a good quality of life. Better psychological well-being also is associated with less social problems.

1.3. IMPORTANCE OF OTT PLATFORMS

The OTT concept is a relatively new phenomenon which has a great amount of growth potential. Many media companies are entering the OTT market to provide a wide variety of options for consumers, and marketers can also level up their advertisement game. The main reason OTT platforms have become so popular is because people can directly access OTT platforms while



they are on the go. Since it can be accessed from mobile or laptop, one doesn't need to find a television to watch their favourite movie or series.

1.4. ONLINE STREAMING SERVICES

Online Streaming Services introduced people to various media content, leading to "binge-watching," where viewers watch episodes of a web series in just one sitting. Shows are now produced specifically for binge-watchers. The youth of this generation find today's television dramas boring, dramatic, nonsensical, and lacking originality. People tend to watch a lot of drama, comedy, action, romance, thriller and etc. which is incorporated in movies and web series that available in OTT platforms.

1.5. CULTURE OF BINGE - WATCHING

Binge-watching also called **binge-viewing**. It is the act of watching entertainment or informational content for a long time span, it is usually done with web series. It is becoming evident that the attraction for traditional television contents is declining amongst the youth these days. Famous OTT platforms like Amazon Prime, Netflix, Hot starDisney+, and other online streaming websites provide instant access to wide categories of video content, attracting youth everywhere around the world.

OTT platforms have taken advantage of a strong audience base that is gradually growing the habit of watching entertainment content through their smart gadgets. The contents, features, and contexts of online video streaming differ entirely from traditional Television. Many studies have proven directly or indirectly the effects of binge watching. Some suggested that binge watching can change people's behaviors stimulating the negative feelings. Many studies have given examples of research articles that provides results on correlation between binge watching, body dissatisfaction, academic failure, depressive symptoms and low esteem.

1.6. CONNECTION BETWEEN PSYCHOLOGICAL, PHYSICAL WELL - BEING AND OTT PLATFORMS

People those who watch OTT platforms throughout the night which can also be called as Binge Watching can develop depression as per the researches done in the recent times. Watching OTT platforms for a prolonged time can affect the Psychological Well - being and Physical health. People who have irregular sleep patterns may be more prone to depression.

The researchers have observed that people who stayed up late or only slept for a few hours scored higher points for depression symptoms and lower points for daily mood. people who spend more time on OTT platforms have ruined their sleep pattern these days.

Excessive exposure to the blue light emitted by the screens could cause damage to retinal cells which could lead to vision problems, cataracts and also eye cancer. It also makes it more difficult for watchers to fall asleep or stay asleep. people staying up late are more likely to have high blood sugar, which can develop into of cardiovascular diseases and also kidney damage. It also causes temporary problems like fatigue and headaches.

1.7. OBJECTIVES OF THE STUDY

- To analyze how OTT platforms are affecting psychological well-being and physical health of individuals in the society.
- To analyse whether physical health affects the psychological well - being.
- To make an awareness of the good and bad sides of OTT platforms.

1.8. SCOPE OF THE STUDY

This study attempts to understand the level of impact of OTT platform on Individuals in the recent times. Since the pandemic everyone were on quarantine, the OTT business started to flourish in this period. People were asked to stay in their homes to stay safe from Covid - 19, that's when OTT businesses grabbed their opportunity to grow. People never felt bored due to OTT platforms at their fingertips. This study also keeps in consideration the psychological and physical aspect.

1.9 LIMITATION OF THE STUDY

- Limited time.
- Limited to respondents who watch OTT platforms.
- Mode of data collection is only through questionnaires.
- Biased information

1.10. Research Gap:

This study attempts to find the impact of OTT platforms on Individuals considering the psychological wellbeing and physical health. It will give a clear view on the aiding effects and adverse effects of OTT platform. Many researches have



focused on the impact of OTT platforms in the lockdown period keeping in mind the mental health. In my research, I want to study the impact of OTT platforms on Individuals keeping in consideration the physical health and psychological health extensively.

II. RESEARCH METHODOLOGY

This study uses a descriptive research design. The sampling technique used in the study is convenience sampling. The sample size of the study is 321. The source of data is primary data, Questionnaires were sent through google forms to respondents. The data was collected from the month April till May 2022. The tools used in the study are Ms Excel and SPSS. Percentage Analysis, Multiple response, One way ANOVA, Z-test and correlation test were done to analyse the data collected

2.1. ANALYSIS AND INTERPRETATIONS.

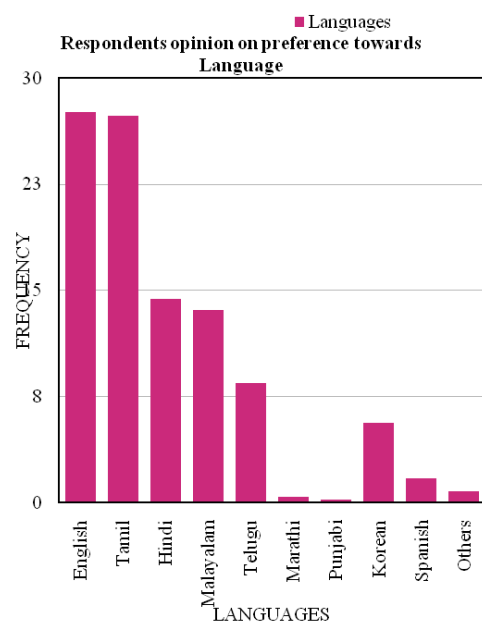
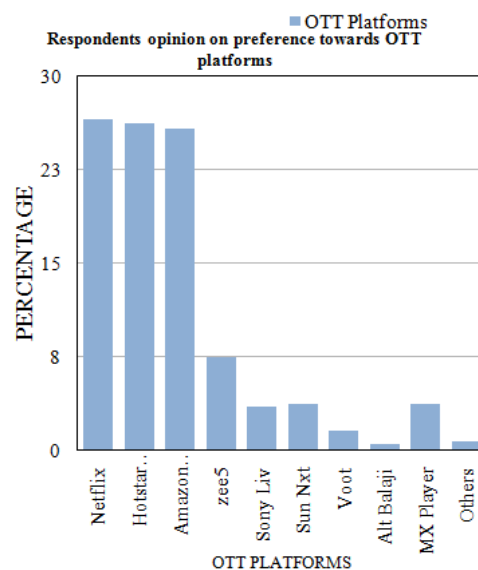
PROFILE OF THE RESPONDENTS:

The Respondents' demographics such as Age, Gender, Marital status, Employment status, Locality, Family Monthly income, Educational Qualification, hrs. of watching OTT platforms, etc., were subjected to frequency analysis and the results are interpreted.

- The majority of the respondents are Female.
- 78.2% of the respondents are unmarried.
- Majority of the respondents are in the age group from 20.1 to 30 years.
- Majority of the respondents are students.
- Majority of the respondents have no income.
- Majority of the respondents live in the urban locality.
- Majority of the respondents are undergraduates
- Majority of the respondents knew about OTT platforms through friends and family.
- Majority of the respondents spend less than Rs.500 on Subscribing OTT platforms.
- Majority of the respondents spend 2 - 4 hours on watching contents on OTT platforms.
- Majority of the respondents sometimes watch OTT platform with their family and friends.
- Majority of the respondents always watch OTT platforms alone.

- Majority of the respondents always watch movies and web series on OTT platforms.
- Majority of the respondents sometimes watch documentaries, stand up shows and other content on OTT platforms.
- Majority of the respondents always choose to watch OTT content in romance, crime / thriller, comedy genre.
- Majority of the respondents sometimes choose to watch OTT content in action, horror, other genres.

MULTIPLE RESPONSE ANALYSIS:





ONE WAY ANOVA ANALYSIS:

1.H0: There is no significant difference in opinion on Physical Health with respect to different age categories.

There is a significant difference in opinion regarding experiencing strain in the eyes after watching OTT platforms (P=0.029) and experiencing headaches and migraines while continuously watching OTTs (P=0.023) with respect to different age categories. So the null hypothesis is rejected.

1. H0: There is no significant difference in opinion on Psychological well-being with respect to different educational qualification.

There is a significant difference in opinion regarding for using OTTs since one's friends are using it (p= 0.000), Watching certain shows continuously on OTT platforms in a day without having any break (p=0.048), tending to delay one's work often due to OTTs (p=0.033), Feeling distracted often due to OTTs (p=0.044), Wasting time scrolling through OTT platforms without watching anything (p=0.035) with respect to different educational qualification.. So the null hypothesis is rejected.

CORRELATION ANALYSIS:

1. Physical health and Psychological Well - Being

Ho: There is no significant relationship between the physical health effects and psychological well - being.

		Physical Health	Psychological Well - being
Physical Health	Pearson correlation	1	0.525**
	Sig. (2-tailed)		0.000
	N		321
Psychological well-being	Pearson correlation	0.525**	1
	Sig. (2-tailed)	0.000	
	N	321	

INTERPRETATION:

From the above table, it is inferred that among the variables considered, moderate correlation exist between Physical health and psychological well-being (r= .524). This implies that physical health does have an impact on the psychological well - being of an Individual to an extent. Therefore it is concluded that there is a significant relationship between the Physical health

of an individual and Psychological well - being of an individual.

III. SUGGESTIONS:

1. OTTs can be always used as a method of relaxation and not as a lifestyle.
2. People can subscribe to OTT platforms which are necessary for them.
3. People can stop encouraging the culture of binge - watching and stop staying up late at night.
4. People can spend more time watching OTTs with friends and family rather watching it alone.
5. They can try to see more of Travel shows, food shows, documentaries rather than sticking to movies and Web series.
6. People should be aware of how watching OTT platforms continuously can affect their social life.
7. They should be aware of how watching OTT platforms continuously can affect their physical health like strain in the eyes, insomnia, heart problems, headaches, migraines and etc.
8. They should be aware of how OTT platforms continuously can affect their psychological health like feeling contented, satisfied, having good relationships and etc.

IV. CONCLUSION:

In today's world, entertainment plays a major role in relaxation and everybody is seeking for such relaxation. OTT platforms have been recently serving the need for entertainment to people who are into movies, web series, documentaries and etc. Such platforms are ruling the minds of people.

The main purpose of this research is to study the impact of OTT platforms on individuals with respect to the physical and psychological effects. The study has shown results stating that there is an impact of OTT platforms on Individuals and is negligible these days, since people view OTT platforms as way to forget reality for a certain period of time and relax without stressing about work.

OTT platforms can be both boon and curse with respect to the time spent on it. There is a fine line between OTT platforms becoming a boon and it becoming a curse, people should know the right amount of time to spend on OTT platforms and move on to their respective work without getting stuck into the vortex of addiction on OTT platforms. Thus, people should realize that OTT



platforms are here to serve as a stress buster and not as a lifestyle.

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