



## RISE OF NETFLIX DURING COVID-19 PANDEMIC & ITS IMPACT ON YOUTH

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### **Abstract**

*Netflix is the world's most popular video streaming network, allowing users to watch series and films in a wide range of genres based on their preferences. It has been observed that a large majority of youth, especially university-going students have shifted to Netflix during the lockdown. Since COVID-19 was relatively new at the time, and all activities suddenly ceased, a large number of people, especially those who were seeking entertainment bought a Netflix subscription on a sharing basis to start watching all-time hit series and films available on this platform. This study was conducted via survey methodology of random sampling consisting of 50 respondents. The close-ended questionnaire consisting of 12 questions was circulated via social media to the youth aged 18 to 26 years old. The findings show that Netflix has a negative impact on youth as well as society. As it promotes certain agendas to change the perception towards people and society, binge-watching is badly affecting the youth in terms of cognitive skills, social interaction, mental and physical health.*

**Keywords:** Netflix, Binge Watching, Addiction, Youth, COVID 19, Digital Media

### **Introduction**

Soon after the discovery of the coronavirus, popularly known as COVID-19. The virus started in Wuhan, China in December 2019, and later on, it spread across the world (Nazario, 2021). It has changed the global paradigm in terms of everything. After the lockdown in many countries, the outdoor activities were ended, and people started spending most of their time at



home. The film industry and cinemas were also affected, due to which people found different ways and things to do at home to kill boredom. Amongst numerous things, Netflix became the top priority for those who were seeking entertainment.

Netflix is the world's largest video streaming platform that broadcasts films and series. It has been so popular in recent years. This platform has a large number of superhit series. According to (Semlyen, et al., 2021) there are top 38 original programs to watch on Netflix. It has a lot more to offer you, from House of Cards to Stranger Things, and so on

The journey of Netflix started from Scotts Valley, California in the year 1997, which was founded by Marc Randolph and Reed Hastings (McFadden, 2020). Initially, it was used to deliver DVDs to customers via mail, but later on, it revolutionized with time and technology. Today, more than 15% of the world's internet bandwidth is consumed by Netflix, along with having subscribers in more than 190 countries across the world (Kariuki, 2021).

### **Statement of the Problem**

In Pakistan, the large population is youth, and they play a major role in practices taking place in society. Their role is very important to contribute to society. Netflix and its rise during the pandemic have been seen to have a negative effect on individuals, though today everything is back on track, but those who started using Netflix during COVID-19 are still addicted to it. So, to know the impact on their personality, physical and mental health, change in behavior, academia, etc. this study has been conducted. And also, to know the reason for choosing Netflix over other OTT platforms.

### **Rationale of the Study**

The topic selected for this study is "Rise of Netflix during COVID-19 pandemic & its impact on youth". The reason behind choosing this topic is to know the impact and rise of Netflix during the COVID-19 pandemic. Due to lockdown, a large number of youths bought the subscription plan to watch popular series and movies on this platform, which ultimately affected their physical and mental health. To know the impact, motives, and persuasion of students for seeking entertainment from Netflix this study has been conducted.

### **Scope of the Study**

This research is mainly related to the field of Media Studies, Social Sciences, and Mass Communication, so it will be helpful for scholars and media practitioners. It will be also valuable for the disciplines of Sociology and Psychology because Netflix has become a part of our life and it has a major effect on youth, which are ultimately part of society.

### **Objectives**

- The objective of the study is to understand the effects of Netflix on youth
- The objective of the study is to know the motives of rising Netflix and its addiction during the pandemic



## **Research Questions**

- RQ1 Do Netflix affects persona and boost self-confidence
- RQ2 To what extent Netflix has affected the physical interaction
- RQ3 What are the motives to binge-watching Netflix than other video streaming platforms

## **Hypothesis**

- The rise of Netflix has had a negative impact on the youth

## **Literature Review**

This section contains all relevant studies and research papers that are primarily based on Netflix, its impact on youth, behavior, academia, etc. are going to be discussed and overviewed.

To know the motives of watching video streaming websites and apps like Netflix, Amazon, etc., and their impact on college students, a study was conducted by (Panda & Pandey, 2017). Data were collected through a combo of two methodologies. To begin, qualitative studies and focus group discussions with college-going students were conducted. Second, a survey to answer the research question will be distributed. According to the data, simple accessibility, escape from reality, and advertising are the primary motivators for students to become addicted and binge-watch. It was also discovered that negativity draws more people; if a student is unhappy with his or her work, he or she is more inclined to devote more time to it. To analyze the above study, it can be said that negativity attracts more and those who are affected negatively are intent to watch more and more. The main attraction towards Netflix is an escape from reality, daily routine, advertising, word of mouth, and so on, which actually urges them to binge-watch content on Netflix.

To analyze the above study, it can be said that negativity attracts more and those who are affected negatively are intent to watch more and more. The main attraction towards Netflix is an escape from reality, daily routine, advertising, word of mouth, and so on, which actually motivates them to binge-watch Netflix content.

A study was done (Rahman & Arif, 2021) to determine the impact of binge-watching on Netflix during epidemics. The research purpose was to know the motives, factors, consumption of media, and negative attributes that were related to it, because of the COVID-19 pandemic, consumers have a lot of free time to binge-watch on Netflix. Data were collected using the survey method through a semi-structured questionnaire. The results showed that respondents spend more than seventy hours per month to be part of the race “one more episode” of a series.



After analyzing this study, it can be said that Netflix is so addictive to a user. Due to free time and no other activity the rise of Netflix was also observed that users keep on watching series over series, episodes over episodes, and so on.

Talking about the emergence of Netflix as one of the most impactful and engaging platforms for youth at COVID-19, a study was conducted by (Shabbir, et al., 2021). The purpose of the study was to see if academic performance has an impact on students' use of social media. Netflix has no connection with academic success, contrary to what was previously believed depending on their overall test score. This study looked at how social media affects the academic achievement of younger generations in Karachi, Pakistan. Students aged 12 to 19 answered questionnaires via Facebook and email. The sample includes 110 boys and females between the ages of 12 and 19 in grades 7 to 12. According to the research, young people in Karachi, Pakistan, spend a huge amount of time on social media, which has an impact on their academic development.

After analyzing this study, it can be said that young people have been addicted to web streaming services and they spend the majority of their time on Netflix. Although spending a huge time on this platform, this study suggests that there is no negative impact on the academia of students.

Continuing discussing the rise of Netflix which was encouraged by the COVID-19 epidemic, binge-watching evolved from a special treat to a needed form of personal. Binge-watching was found as one of the most effective techniques to prevent quarantine and lockdown boredom, which led to its restoration as a politically useful habit linked to social-justice movements, according to a study done by (Horeck, 2021). The reframing of binge-watching as a moral virtue by COVID culture, needs a look at how viewing habits in the digital era are linked to public discourse on new paradigms. Finally, the study emphasizes the importance of binge-watching as a metaphor for conveying the emotional qualities of Netflix and user-directed consumption during and after the epidemic.

After analyzing this study, it can be said that the rise of Netflix actually happened due to the pandemic. As lockdown took place across the globe, people became isolated and quarantined, which led the boredom to its peak. In that scenario, entertainment was very important to avoid depression and anxiety, and there was no better option than the OTT platform, especially Netflix.

Talking about the entertainment and use of smartphones for it (Lavanya & Varalakshmi, 2019) conducted research. The study group included college students between the ages of 16 and 25, with the majority of them completing their undergraduate degrees. The majority of the participants were from poor and middle-income families, and all of the students had smartphones from well-known brands, regardless of their family's financial situation. According to the findings, college students spend up to 6 hours on homework, with some spending even more time. They shared up to 100 text/WhatsApp messages regardless of whether they were working or on vacation, and some even shared up to 500 messages. They



also spent more time on entertainment than on academics or social activities, according to the findings. Shopping was the least liked activity. In terms of apps, the majority of them have been installed.

The term “Binge watching” has been very common after the popularity of Netflix. According to (Admin, 2019), viewing television for an extended amount of time, such as several episodes of a series is called Binge-Watching. The word 'binge' was first used in English in the mid-nineteenth century to mean 'to soak.' The term 'binge' was coined around the time of World War I to describe excessive eating or drinking. The phrase "binge-watching" was created in 2003, although it didn't become widely used until around 2012. The word "binge-watching" describes the act of watching multiple episodes of a web series in a single sitting. The word has gained prominence in recent years due to the rise of internet entertainment services that typically broadcast entire seasons without commercial breaks.

Continuing talking about Binge Watching, (Davis, 2016) conducted research to know the effects of binge-watching. The goal was to look into the neuropsychological and behavioral causes for extreme enjoyment, as well as the consequences. A poll of young adults on their media habits and opinions of what comprises binge-watching was conducted using the same methodology as a study on binge-drinking sentiments to compare binge-watching to binge-drinking. High levels of TV viewing were correlated to an elevated risk and all-cause mortality, poorer midlife mental function, reduced leukocyte telomere length, and disturbed circadian rhythms, regardless of physical activities or family background.

After analyzing this study, the results are really shocking. It clearly shows how severe binge-watching can be. It actually affects the whole body and might lead to drastic diseases.

Talking about the consequences of Netflix and other video streaming platforms, a study was done by (Groshek, et al., 2018). According to this study, binge-watching networks such as Netflix, Amazon Prime, and Hulu are related to mental, serious disease, weight gain, sleep disturbances, and sexual life suffering. According to analyses of questionnaire data received from undergrads, increased binge-watching has a range of and generally negative effects across psychological and physical categories.

On one side, a previously mentioned study suggests that binge-watching has an extremely negative impact, but the findings of this study are totally opposite. Thus, both pieces of research contradict each other. Well, specifically talking about his study, it demonstrates that binge-watching has a harmful influence on psychological and physical health.

To gain a better understanding of Netflix's influence and how its content relates to personal lives, (Ju, 2020) conducted research on the youth of the US. The goal of this research was to find out how many Korean drama series are watched by Netflix consumers in the United States. It was found that audiences engaged with Korean dramas by prioritizing emotional intake, which was related to examining the substance of love stories. These viewers demonstrated a strong emotional attachment to the romantic interest depicted as well as the



protagonists' relationships, and they made strong ties between their private relationships and the storyline. People were able to get pleasure from the interdependence of ethnicity, race, gender, and class identities as a consequence of this vast variety of efficient consumption as people digested narratives symbolized by such stories.

It can be analyzed that the impact of dramas and series related to the love genre is really very high on the audience. They don't only lose themselves in it, but also relate it to their personal lives. Though the substance plays a crucial role here, which sticks into the minds of viewers. Hence, no matter whatever the race, ethnicity, gender, etc. shown in the series, its impact is so great that people start making a relationship with their own lives.

Talking about the effects of TV or video streaming platforms, the cultivation theory was proposed by George Gerbner, "it is one of the most important theories in the field of media effects. People who watch television regularly, according to the notion, are more likely to be influenced by the messages broadcast on television. The effect is so strong that their worldview and views begin to match what they see and hear on television on a regular basis. As a result, television is thought to play a role in how people perceive social reality on their own (Theory, 2012)."

Relating this theory (Humphries, 2018) conducted a study on Netflix and the cultivation theory effects of horror TV shows. The research focused primarily on the horror genre and the possibilities for first-order and second-order effects to be developed. According to findings, there was some proven link between the number of hours spent watching horror series or films and first-order effects. Additionally, there were substantial changes in first-order effects while watching terror sequels in a compression vs. non-compression version. However, there was no clear differentiation in second-order impacts between compressed and non-compressed freak show watching, and no connection between the amount of hours spent watching scary shows and second-order effects.

To describe effects of first-order and second-order (Admin, 2020) states that impacts of cultivation are divided into two categories as per theorists: first-order – general views about our world, and second-order – specific attitudes, such as hatred or admiration for law and order, paedophilia, and so on.

Continuing talking about the above study along with the understanding of first-order and second-order effects, it can be said that there is no prominent effect on attitude depending on the number of hours spent on Netflix. Though changes in perception and general views of the world have been observed while spending more time on Netflix. Hence, it can be said that Netflix changes the perception of the world. The more time will be spent on Netflix, the more change in perception and general views will be witnessed.

Another study was conducted with an aim to examine the factors and intentions of binge-watching Netflix in Jakarta (Susanno, et al., 2019). The study's purpose was to look into the pre-binge intentions and consequences that led Jakarta millennials to binge-watching of





Netflix users, to binge-watch excessively. This study used an online questionnaire and a quantitative research method. According to the results, the younger generations in Jakarta are regular Millennial subscribers. There are three criteria that attract millennials to binge-watch (escapism, appealing prices, and social engagement).

After analyzing this study, it makes it very clear that escapism and social engagement are the main motifs behind binge watching. In today's era, most of the youth prefer individualization which leads them to find various ways to stay entertained. Netflix is undoubtedly one of them.

Similarly, college students enjoy binge-watching (Gangadharbatla, et al., 2019). While there is an increasing interest in greater understanding of binge-watching, no effort was made to quantify the determinants and outcomes of binge-watching amongst university students. The research employs a mixed methodology (focus groups and surveys) to develop the model for the antecedents and outcomes of binge-watching, as well as testing hypotheses that connect the model's various aspects. The consequences for policy, practice, and theory were discussed. The findings revealed five distinct backgrounds for binge-watching behaviors; content and entertainment, friends and family, procrastination, addictive; and social capital. The three broad consequences were also observed; negative effects on one's self and relationship (e.g., stress, unhappiness, isolation, and toxic connections), unfavorable effects on school and job, and physical and mental tiredness as a result of binge-watching practices.

Analyzing the above research gives a clear understanding of the factors that lead to binge-watching. From content and entertainment to social capital, everything makes it clear to get a brief about the experience and background. Similarly, the consequences also show how it affects relationships, school, job, profession, mental, physical health, and so on.

Talking about personality, especially introverts and extroverts (Lawton, 2018) conducted a study on Netflix. The purpose of this study was to see how being introverted or extroverted affected participants watching patterns and behaviors when using Netflix. Ninety-one people filled out an online Introversion, Extraversion, and Netflix questionnaire. Participants' responses were used to create 'Selecting,' 'Sharing,' and 'Behavior' ratings. After that, the Socially anxious, extroverted and extreme introvert/extravert; moderate comparisons were made. In contrast to the hypothesis, independent T-tests revealed no significant changes in how Netflix is used among groups.

Analyzing the above study, it can be said that Netflix has no significant impact in terms of an introvert or extrovert persona. Though a hypothesis that was presented by the researcher, couldn't be proved after getting the final results.

## **Methodology**

A survey methodology is used to conduct this study, in which a random sampling of 50 respondents from 3 different universities of Karachi was chosen. The close-ended questionnaire consisting of 12 questions was created on google forms, and then it was circulated via social



media to the youth aged 18 to 26 years old. After receiving the data, the findings and analysis are going to be done by creating tables from SPSS for better discussion and understanding.

## Findings and Results

The findings from the survey methodology are going to be discussed and analyzed in the form of tables, which were created through SPSS software.

Table 1.1 Age of Respondents

	N	%
18 – 21	11	22.0%
22 – 25	17	34.0%
26 – above	22	44.0%

Table 1.1 shows that 22 out of 50 respondents were aged 26 and above, consisting of 44% of the whole sample, which makes it a majority. After those 17 members of the sample were aged between 22 to 25, 34% of the whole sample. Later on, the remaining 11 members aged between 18 to 21 years old, consisting of 22% come under the minority group of the whole sample.

Table 1.2 Gender

	N	%
Male	20	40.0%
Female	30	60.0%

Table 1.2 shows that 30 females i.e., 60% participated in the survey form which was circulated online. On the other hand, 20 males consisting of 40% could participate in the questionnaire.

Table 1.3 Profession

	N	%
Student	20	40.0%
Freelancer	7	14.0%
Working	19	38.0%
Unemployed	4	8.0%

Table 1.3 shows the profession, according to the stats 40% of students participated in the survey form. Out of 50 participants, 20 were students, 19 were working professionals, 7 were freelancers and 4 were unemployed. Talking about the percentage, students hold the highest fraction which means 40% are engaged in watching Netflix along with doing studies. After that 38% comes next, which makes them the second majority after students. Similarly, freelancers and unemployed also participated, consisting of 14% and 8% respectively.

Table 1.4 Netflix Subscription

	N	%
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Own account subscription	12	24.0%
Shared subscription from friends, family, colleagues	38	76.0%

Talking about the Netflix subscription, table 1.4 shows whether the respondents own a Netflix account or use it on a sharing basis. The stats show that 76% of respondents are using a sharing basis, while only 24% own a Netflix account.

Table 1.5 Devices

	N	%
Smartphone	23	46.0%
Laptop	19	38.0%
Desktop PC	1	2.0%
Television	7	14.0%

Table 1.5 shows the devices that respondents use to watch the series and films on Netflix. The stats show that the majority of the respondents i.e., 46% use Netflix from their mobile devices. The core reason behind that youth and students use smartphones for the purpose of entertainment rather than academia. They spend most of their time on smartphones to seek and pursue entertainment (Lavanya & Varalakshmi, 2019). The laptop comes on second for Netflix, as 38% of respondents prefer to watch their favorite shows from it for a better experience. Then TV comes into the list with 14%, because in this era people also prefer to watch series with friends and family for a memorable experience. Lastly, Desktop PCs come into the list with 2%, which shows there are very few who prefer to watch Netflix on their PCs.

Table 1.6 Netflix is a great source of entertainment

	N	%
Disagree	1	2.0%
Neutral	8	16.0%
Agree	23	46.0%
Strongly Agree	18	36.0%

The stats of table 1.6 suggest that the majority of respondents agree that Netflix is a great source of entertainment. The findings of (Gangadharbatla, et al., 2019) also unveil those five distinct backgrounds for binge-watching behaviors; content and entertainment, friends and family, procrastination, addiction, and social capital. The majority of the respondents i.e., 82% agree that Netflix is a great source of entertainment. While 16% of respondents showed a neutral reaction and only 2% disagreed with this statement.

Table 1.7 Negative impact of Netflix on mental and physical health

	N	%
Strongly Disagree	3	6.0%
Disagree	7	14.0%
Neutral	16	32.0%
Agree	20	40.0%
Strongly Agree	4	8.0%



The majority of the respondents i.e., 48% agreed that Netflix has a negative impact on mental and physical health as per table 1.7. According to the findings of (Davis, 2016), elevated levels of Tv watching and any online streaming web service can lead to a higher risk of cardiovascular disease and all-cause death, lesser middle age cognitive performance, lowered leukocyte telomere duration, and modified circadian trends, regardless of the physical behavior or family medical history. Though it can be said that spending more time on Netflix can affect health. Other than this, 32% showed a neutral reaction towards it, while 20% of respondents disagreed with this statement.

Table 1.8 Netflix is changing perceptions towards society

	N	%
Strongly Disagree	1	2.0%
Disagree	8	16.0%
Neutral	14	28.0%
Agree	19	38.0%
Strongly Agree	8	16.0%

According to table 1.8, 54% of respondents agreed that Netflix is changing their perception towards society. According to the cultivation theory, for People who watch streaming media services on a daily basis, the chances are higher to get influenced by the content streamed online. As a result of the influence, their viewpoint and opinions mirror what they're seeing and experiencing on a regular schedule. Therefore, it is believed that the media influences how individuals see social hierarchy from the media's perspective. The theory is divided into two parts; first-order and second-order, which states that impacts of cultivation are divided into two categories as per theorists: first-order – general views about our world, and second-order – specific attitudes, such as hatred or admiration for law and order, paedophilia, and so on (Admin, 2020). Now, according to the findings of (Humphries, 2018), there is a link between time spent watching and the first-order effect, but no link between the second-order effect and Netflix.

Out of the remaining respondents, 28% preferred to stay neutral, while 18% of respondents disagreed with it. Hence, it can be said that Netflix changes its perception towards society, and a majority of people have also agreed with it.

Table 1.9 Addicted to Netflix

	N	%
Strongly Disagree	6	12.0%
Disagree	15	30.0%
Neutral	8	16.0%
Agree	15	30.0%
Strongly Agree	6	12.0%

The stats of the above table are surprising. 42% of respondents believe that they're addicted to it. So, on another side, the same number of respondents believe that they're not



addicted to it. While remaining 16% of respondents chose to stay neutral on this statement. Here, interestingly, those who are addicted to it can be supported by Media Dependency Theory. It suggests that the public's capacity to learn from everyday life is constrained, so the audience can seek the media for further knowledge to fulfill their demands. As a result, viewers establish a dependent relationship of their frequent use of media. To achieve a specified goal, the media employs its media power to create a dependent relationship with the target consumers (Admin, 2012). Hence, it can be said that the more hours and more time will be spent on Netflix, the more chances of audiences are likely to be dependent.

Table 1.10 watching episodes over episodes on Netflix

	N	%
Strongly Disagree	1	2.0%
Disagree	10	20.0%
Neutral	7	14.0%
Agree	25	50.0%
Strongly Agree	7	14.0%

Table 1.10 suggests that the majority of the respondents i.e., 64% prefer watching series in one sitting. The particular term is also used for episodes over episodes, namely “binge watching”. According to (Admin, 2019), viewing video streaming, OTT, or TV for an extended amount of time, such as several episodes of a series is known as Binge Watching.

According to the findings of (Susanno, et al., 2019), escapism, social connection, and affordable price are three factors that encourage youngsters to binge-watch. Similarly, the results of another study (Gangadharbatla, et al., 2019) suggest that there are five distinct experiences for binge-watching behaviors; content and entertainment, friends and family, procrastination, addiction, and social capital.

Keeping these in mind, it can be said that entertainment and content are the biggest motivation behind binge-watching, along with other factors as well. Coming back to table 1.10, the 22% remaining respondents disagreed with it, while 14% preferred to choose neutral. Hence, it wouldn't be wrong to say that the content on Netflix is highly addictive and entertaining, which leads viewers to complete a series in one go.

Table 1.11 Netflix affects personality and studies

	N	%
Strongly Disagree	4	8.0%
Disagree	20	40.0%
Neutral	5	10.0%
Agree	15	30.0%
Strongly Agree	6	12.0%

48% of respondents believe that Netflix doesn't affect their personality or studies as per table 1.11. But from the remaining participants, 42% think that it does, while 10% remained neutral. The results from this statement are totally opposite to the findings of (Shabbir, et al.,



2021), which states that young people who spend an enormous amount of time on social media have an impact on their academic development.

Table 1.12 Get influenced by the trending chart on Netflix

	N	%
Strongly Disagree	3	6.0%
Disagree	9	18.0%
Neutral	16	32.0%
Agree	17	34.0%
Strongly Agree	5	10.0%

According to table 1.12, 44% of respondents agree to get influenced by the trending chart on Netflix. Talking about the influence of the trending charts. The Magic Bullet theory can be applied here. According to (Admin, 2011), the media (magical gun) hits the direct message into the minds of individuals without the viewer's awareness. The "Magic Bullet Theory" refers to a message that triggers an immediate mental response from the viewer. The medium (gun) fires the information into the user's brain, triggering psychological and cognitive effects as a result of the message. It further claims that the audience acts passively and is incapable of competing against the message sent by the medium.

It can be discussed as viewers don't watch the trailer or read reviews, before starting watching another season or film suggested by Netflix or influenced by the trending chart. Netflix shoots the message in the form of a suggestion or showing on charts, which hits the brains of the audience, and they start passively watching that particular season or a film. Out of the remaining respondents, 32% showed a neutral response, while 24% respondents disagreed with the statement. Hence, it can be said that Netflix has the power to brainwash minds by expecting the audience to act passively.

Table 1.13 Netflix affects physical interaction and cognitive skills

	N	%
Strongly Disagree	2	4.0%
Disagree	14	28.0%
Neutral	14	28.0%
Agree	16	32.0%
Strongly Agree	4	8.0%

Table 1.13 reveals that 40% of respondents agree that Netflix affects their physical interaction and cognitive skills. It is natural because in this digital era individuals have become couch potatoes, which is affecting physical health. They've been so dependent on suggestions while typing anything on the keyboard, reading culture is decreasing, and the purpose of seeking entertainment is becoming the only priority. As a result, it is creating a negative impact on cognitive skills as well as physical interaction. Out of the remaining participants, 32% disagreed and 28% became neutral on the above statement.

Table 1.14 use of slang words has increased due to Netflix

	N	%
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Strongly Disagree	3	6.0%
Disagree	9	18.0%
Neutral	7	14.0%
Agree	21	42.0%
Strongly Agree	10	20.0%

62% of the total respondents agree that the use of slang words has been increased due to Netflix. People have been more comfortable than ever using slang words everywhere without caring about the norms and ethics. Out of the remaining participants, 24% disagreed while 14% remained neutral on this statement.

Table 1.15 Netflix is promoting a certain agenda

	N	%
Strongly Disagree	5	10.0%
Disagree	13	26.0%
Neutral	9	18.0%
Agree	15	30.0%
Strongly Agree	8	16.0%

Table 1.15 shows that 46% of respondents agree that Netflix is promoting a certain agenda from their platform. This can also be supported by Agenda Setting Theory. According to (Admin, 2012), two basic assumptions define agenda-setting theory. The first claims that instead of simply reporting facts, the media filters and changes them. The second hypothesis is that the more media exposure is given to certain topics, the more likely the audience sees those problems to be relevant. To look at it another way, agenda-setting tells the people what issues they should concentrate on rather than how they should consider them.

After analyzing this theory, it makes a clear understanding of how Netflix is promoting a certain agenda. Be it political, religious, racism, LGBT, etc. Out of the remaining participants, 36% disagree with this statement, while 18% preferred to remain neutral on it. Hence, it can be said that Netflix knows well how to cultivate, penetrate, and promote certain agendas depending on the audiences and countries.

Table 1.16 Following friends' suggestions to watch a particular series/film on Netflix

	N	%
Strongly Disagree	2	4.0%
Disagree	3	6.0%
Neutral	8	16.0%
Agree	26	52.0%
Strongly Agree	11	22.0%

A large majority i.e., 74% agreed that they follow friends' suggestions to watch a particular series or a film on Netflix. It shows that people get influenced by their friends, as they follow their suggestions to watch a particular series or a film on Netflix. Out of the



remaining participants, 16% showed a neutral reaction, while 10% disagreed to follow a friend's suggestions.

Table 1.17 Netflix promotes violence, sex, nudity, and LGBTQ

	N	%
Strongly Disagree	4	8.0%
Disagree	8	16.0%
Neutral	6	12.0%
Agree	20	40.0%
Strongly Agree	12	24.0%

64% of respondents agreed that Netflix promotes violence, sex, and LGBTQ. Here, Agenda Setting Theory can be applied, which states that there are two fundamental assumptions in Agenda Setting Theory. The first argues that the media, rather than just presenting facts, filters and modifies them. The second model holds that the more media attention being paid to certain topics, the more likely the public sees they are significant. To continue, it's easy to see how Netflix is promoting this on the basis of particular or concealed agendas in order to not only play with the audience's brains but also to make things common in culture. Out of the remaining participants, 24% disagreed and 8% preferred to stay neutral.

## Conclusion

According to the findings and results, the hypothesis which states “the rise of Netflix has had a negative impact on the youth” has been successfully proved. Binge-watching on Netflix is affecting cognitive skills, social interaction, mental and physical health. It can also be proved by previously conducted study, which suggests that there are adverse consequences for one's self and others (e.g., stress, anxiety, isolation, depression, and toxic connections), undesirable effects on education and career, and physical and mental fatigue as a result of binge-watching practices have been observed (Gangadharbatla, et al., 2019).

Similarly, promoting certain agendas, violence, sex, LGBTQ, etc., and change of perception towards society have also been witnessed due to Netflix. It can completely be verified by Agenda Setting Theory. The theory states that the media don't show the facts as it is, rather than showing them in a fabricated, and molded manner. It also means that the more media coverage given to particular issues, the more chance that the majority of the population considers those issues to matter. (Admin, 2012). Whether it's sex, LGBTQ, or murder, Netflix has a unique method of broadcasting content. It depicts that there is a certain agenda behind it, which is disturbing one's self and personal relationship, way of perceiving things, change in behavior and attitude towards friends and family, etc., which is ultimately affecting the society negatively.

Henceforth, it can be concluded that Netflix has a negative impact on society. The more time spent on Netflix, the more change in personality, behavior, attitude and perception towards people and society will be observed, which will eventually show a negative change amongst the youth.





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