A Research on Increasing Trend of Watching Web Series Streaming Online on Internet amongst Teens of Khandesh Region and its Consequence.

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Abstract

Internet is the evolution which changes the overall life of humans in last 25 year. It is possible to get any information about everything on one click it changes the human life pattern. The thought process of human as a human also influenced due to internet. These are number of outcomes of internet but the most widely used is to watch videos and later it converts in to watch streaming web series and even in 2013 the streaming video website Netflix earned the first 'Primetime Emmy Award'

The trend of web series is gradually develops amongst viewer but as the 'teen age' is dreamy in nature and the curiosity level is very high hence the viewer of teen age are increasing day by day. As the web series is easily seen on mobile or laptop also, hence controlling on how to watch is also one of the critical issues for parents.

In the present research work researcher intended to map the increasing trend of watching web series streaming online on internet and to access the impact of it on teens of khandesh region.

Keywords: web series, Teens Consequences

Paper type: Research

1.0 INTRODUCTION

Define Web series

web series is a series of scripted or non-scripted videos, which generally in the form of episode released on the Internet and part of the web television medium, which first emerged in the late 1990s and became more prominent in the early 2000s. A single instance of a web series program can be called an episode or "webisode", however the latter term is not often used. In general, web series can be watched on a range of platforms, including desktop, laptop, tablets and smart phones. They can also be watched on television as per availability. (wiki)

History, Development and present status

Web series is also entertainment show of different genre broadcast on internet or on YouTube or YouTube like website. Since it comes on web that's why it is called web series. Like TV series it also broadcast certain number of episode in one season and comes again in next season with next level of story. Generally, web series are very short. Length of one episode many be from 2 minutes

to 30 minutes including commercial. Some web series are also long like TV series. Length may be 30 minutes to one hour. For example, some web series Vanity, Friends, Small Wander or upcoming web series is Sarabhai Vs Sarabhai, Shaktimaan etc.

With the recent era of web series in the Indian market, there has been a volcanic increase in the viewership as the youth are being targeted with content that is no longer related to the Indian soap operas. Instead, the web series are being made with the content being totally youth oriented to which the young audiences can relate to and like it also. These web series revolve around the lives of youth and how they deal with their day to day activities to manage it. There are currently more than 350 million people in India who are online and these numbers will only increase over time as more and more people are accepting the Internet as a medium for entertainment. With smart phones and Internet services becoming a necessity, everyone tunes into channels like YouTube to check what's trending and among these a large number get attracted towards the web series which are simple in approach and relatable to every individual in some sort or another. With the age of digital media transforming at such a high rate, many online reputation management companies in India have come up to cater to the needs of people. Most of the times, these online reputation management services and other SEO services are offered by the digital agency that is hired. Web series attract a large audience to tune in and watch them on a regular basis. And with most people using the medium of smart phones there is an increased level of interest in the web series as anyone can tune in and watch it at any time and any place hence giving individuals their privacy to watch what they like without being judged.(Slideshare.net)

This can be a most sensitive and pondering fact that nobody is aware that what their teens are watching. The curiosity, interest and attraction component caught the teens in the matrix of web series streaming online. As there are 350 million viewers using internet in India, it clearly means at least one Smartphone per home. In such environment how teens are away or not related to it.

2.0 Profile of study area

The research work carried on the topic "A research on increasing trend of watching web series streaming online on internet amongst teens of khandesh region and its consequence." is exclusively for Khandesh region in the northern part of Maharashtra state. The educations, illiteracy, economical and social conditions of the region are average. The Khandesh is well-known for its advance in agriculture. Out of 04 districts namely Jalgaon, Dhule, Nandurbar and Nasik, the nandurbar is trible district whereas nasik is fast growing would be metro city and rest Jalgaon and dhule are developing cities. Therefore the respondents of these 04 cities represent the proper blend of attitude and psychology of teens of India.

3.0 Research methodology

The methodology adopted for research is the backbone of the research. Every research is unique because it always incubes subject matter. The present research focuses on the increasing trend of

watching web series streaming online on internet amongst teens and for the present research geographical area of khandesh region is considered. It includes 04 districts of Maharashtra State. The research methodology adopted for research is as follows

3.1 Objectives of study

1. To know the reasons behind increasing trends of watching streaming web series streaming online on internet.
2. To find the ground reality about attraction of teens towards web series.
3. To understand the percolation made by web series in teens of khandesh region.
4. To access the consequences occurs in the life of teen due to web series.
5. To suggest an optimum way to teens for overcoming on unwanted consequences.

3.2 Hypothesis

➢ The teens of khandesh region are habitual to watch and promote the web series streaming online on internet.

3.3 Selection of Sample and Sampling

The present population for research is teens of khandesh region who watches web series i. e. teens of 04 districts of Maharashtra. As the population is very large and by applying simple random sampling sample were drawn.

The estimated sample size for prepared research is 200. Therefore 210 questionnaires were circulated and collected back and after screening them 168 full fledge questionnaire have been considered for study.

3.4 Methods of Data Collection

The major way to collect the primary data is through questionnaire as well as sometimes observation technique also. However, the secondary data were collected through books and websites of relevant authorities.

4.0 Analysis and Interpretation of Data

Table 01: Gender

Factor	Response	Frequency	Percentage
Gender	Boys	107	64
	Girls	61	36
	Total	168	100

Out of all respondents teen 64 % are boys and 36 % are girls.

Table 02: Age wise Classification

Factor	Response		Frequency	Percentage
Age wise Classification	Boys	13-15	18	11
		16-17	42	25
		18-19	47	28
	Girls	13-15	14	08
		16-17	20	12
		18-19	27	16
	Total		168	100

The age wise classification of respondents are as shown above in which teen class is further subdivided in three divisions so as to know the more detailing about sample size. Only 19 % of teens are below age of 15 years.

Table 03: Daily time spend on web series

Factor	Response	Frequency	Percentage
Daily time spend	Upto 2 hrs	78	47
	2-4 hrs	47	28
	4-6 hrs	26	15
	More than 6 hrs	17	10
	Total	168	100

In response to the question about daily time spend on web series, 47 % spends less than or hours whereas 28 % spends 2 to 4 hours of time on web series.

Table 04: Feeling it is addiction to watching web series

Factor	Response	Frequency	Percentage
Feeling that it is addiction	Yes	45	27
	No	24	14
	Don't know	99	59
	Total	168	100

Out of 168 respondents 27 % have accept that watching a web series is an addiction where as 59 % don't know whether it is addiction or not.

Table 05: Most liking type of web series

Factor	Response	Frequency	Percentage
Most liking type	Action and thriller	47	28
	Romance and love	67	40
	Hoarer and suspense	25	15
	Family	17	10
	Others	12	07
	Total	168	100

In response to the question about most liking watching type 40 % were select romance and love where as 28 % were choosen Action and thriller type of web series.

Table 06: Web series increases violence and aggression

Factor	Response	Frequency	Percentage
Web series increases violence and aggression	Strongly disagree	07	04
	Disagree	30	18
	Neutral	27	16
	Agree	42	25
	Strongly Agree	62	37
	Total	168	100

There are 37 % of respondents who strongly agreed and 25 % were agreed that web series increases violence and aggression amongst viewers. Total 22 % are disagree and strongly disagree to the statement.

Table 07: source of developing bad habits and addiction

Factor	Response	Frequency	Percentage
source of developing bad habits and addiction	Strongly disagree	12	07
	Disagree	27	16
	Neutral	18	11
	Agree	47	28
	Strongly Agree	64	38
	Total	168	100

In response to the question whether web series are source of developing bad habits and addiction 66 % of respondents agreed it and only 23 % denied it.

Table 08: Badly affects on studies, sports and outdoor activities

Factor	Response	Frequency	Percentage
Badly affects on studies, sports and outdoor actions	Strongly disagree	03	02
	Disagree	26	15
	Neutral	38	23
	Agree	23	14
	Strongly Agree	78	46
	Total	168	100

When ask to teens whether web series badly affects on studies, sports and outdoor activities 60 % of them either agree or strongly agreed, whereas 23 % are neutral about it.

Table 09: Culture shown is not suitable for teens

Factor	Response	Frequency	Percentage
Do you feel culture is not suitable for you	Yes	55	33
	No	37	22
	Can't say	76	45
	Total	168	100

Almost 45 % of respondent would not been able to express their opinion on whether the culture shown in web series is suitable for them or not. Moreover 33 % also stated that culture is not suitable for them.

Table 10: Watching Adult Web series

Factor	Response	Frequency	Percentage
Watching Adult Web series	Regularly	20	12
	Sometimes	71	42
	Never	77	46
	Total	168	100

Almost 46 % teens stated that they have never seen adult web series where as 42 % the sometimes seen it and 12 % are regular viewers.

Table 11: Word of mouth publicity

Factor	Response	Frequency	Percentage
Have you tell your friends about the web series you seen	Yes	145	86
	No	23	14
	Total	168	100

Almost 86 % teens has stated that they told their friends about web series episodes they watched.

Table 12: Feeling about spending time on web series

Factor	Response	Frequency	Percentage
Is it good to spend time on web series	Yes	57	34
	No	71	42
	Can't say	40	24
	Total	168	100

42 % of respondent believes that spending time on web series is not good and 24 % are in twisted condition where as 34 % feels that it is good.

Table 13: probable outcome if not allow to watch web series

Factor	Response	Frequency	Percentage
Probable outcome if not permit to watch web series	Anger	88	52
	Depression	28	17
	Stress	42	25
	Tensions	28	17
	Aloneness	58	35
	Other	13	08
	None of above	29	17
	Total	286	-

In response to the question that what happens if you are not allowed to watch web series from today onwards, 52 % of them replied that they feel anger, 25 % replied they feel aloneness, 25 % feel stress and 17 % each feels depression and tension. Interestingly another17 % feels none of above.

Table 14: Most preferred action

Factor	Response	Frequency	Percentage
Most preferred action by teen	Chitchat with friends and family	82	49
	Watching web series	30	18
	Playing on ground/ Indoor	42	25
	Reading books/ Novels	14	08
	Total	168	100

When researcher asked question to teens about their most preferred action amongst given options, almost half of them preferred chitchat with friends and family, 25 % prefer indoor or outdoor games and only 18 % prefer watching web series.

Table 15: Family awareness about your timing on web series

Factor	Response	Frequency	Percentage
Do your family aware about your time spend on web series	Yes	45	27
	No	31	18
	Don't know	92	55
	Total	168	100

In response to the question whether the family is aware about respondents daily time spends on web series 55 % replied that they do not know about it whereas 18 % replied that the parents are not aware.

Table 16: Parental control on watching web series

Factor	Response	Frequency	Percentage
Parents resist to watch web series	Always	88	52
	As per their convenience	69	41
	Never	11	07
	Total	168	100

Now here it is intresting to note that 52 % teens parent always resist them to watch web series where as parents of 41 % teens decide it as per their own convenience.

5.0 Findings:-

The respondents for the study are teens of Khandesh region and also the topic is of their keen interest, therefore researcher gets satisfactory response from them. In additions with response to schedule sometimes their body languages also interpret the answers. Few of them were feels shy while responding some questions but by using direct observation technique researcher have make it up. In the light of above the findings drawn from the analysis are as follows:

1. 64 % of boys and 36 % girls are the respondents of study. The ratio is of boy to girl is 2:1.

2. It has found that even though the research is for teen of the age 13 to 19, the 81 % respondent teens are of the age 16 to 19.

3. It has pointed out during analysis that nearly half of the respondents (47 %) spends daily two hours on watching web series and rest 53 % were watching it more than two to six hours per day and above.

4. It has revealed during analysis that 59 % teens do not know whether to watch web series is addiction or not.

5. Romance and love (40%) is the most liking type of web series teens have watched followed by action and thriller (28%).

6. It has revealed during analysis that 37 % of respondents were agreed that web series increases violence and aggressions. It is worth to mention here that 40 % respondent likes love and romance videos but simultaneously 62 % are agreed that web series increases violence and aggression. The impact on teens seems huge like ameba shape.

7. It is interesting to know that 66 % of teens have confessed that web series is a source of developing bad habits and addictions. Only 23 % were denied it..

8. Moreover 60 % of teens have agreed that watching web series streaming online on internet badly affects on their respective studies and sports as well as outdoor activities are reduces.

9. It has emerged out from analysis that 45 % of teens are not able to express their opinion about whether the culture shown in web series is suitable for us or not.

10. It is much difficult to get the acute answer of troublesome question. Still in reply to whether the teens have working adult web series or not. 46 % of teens were denied and 42 % confer that they have seen it sometimes.

11. It has crystal clear from the analysis that word of mouth publicity plays a vital role in the increasing trends of watching web series streaming online on internet. Total 86 % of respondents stated that they told their friends about web series they have watched.

12. It has pointed out that 42% of respondent feels that spending time on web series watching is not good thing where as 24% are unable to express their opinion.

13. It has found during analysis that 52% teens admits that they feel anger if they were not allowed to watch web series. Also 35% of them feel aloneness if they prevent to watch, even every fourth of them feel stress also.

14. A ray of hope is seen in the research by virtue of the question about the most preferred action by teen, almost half (49%) of them were preferred that they like to chitchat with family and friends. 25% prefers to play on ground and only 18% have been preferred to watching web series. It clearly states that altitude of teen about web series as compare to others.

15. It has seen that almost half of teens (55%) are don't know whether their parents aware about his teens time spend on web series or not.

16. The one of the most faithful finding from the research is 52 % of teens has admitted that their parents always resist them to watch web series. But interestingly 41% has stated that parental control is as per their own convenience. Parents should have serious pondering on such behavior.
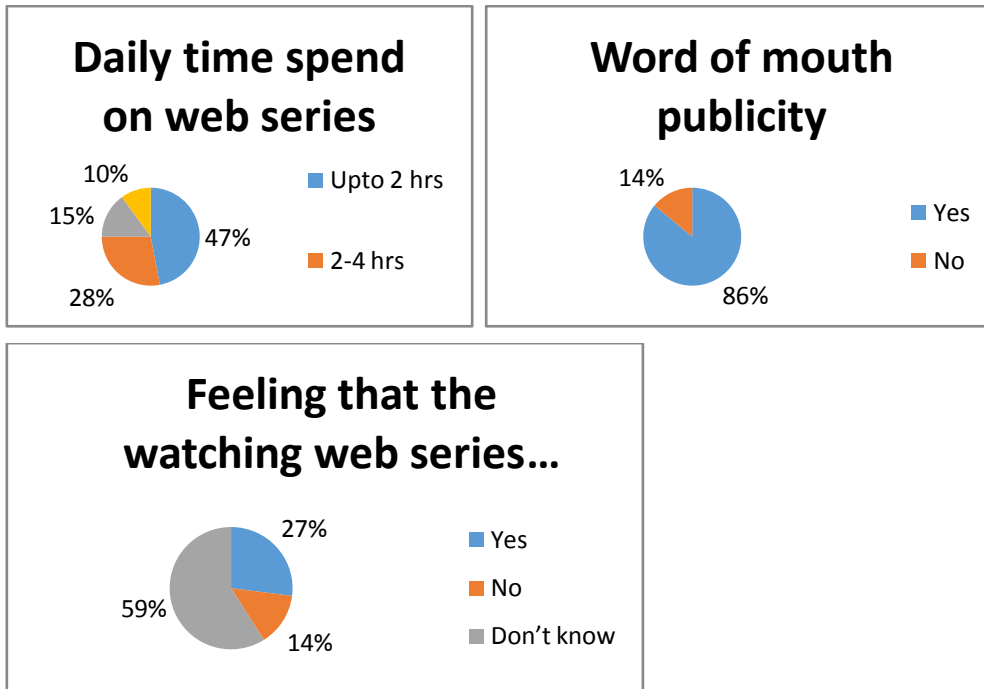
6.0 Hypothesis testing

Null Hypothesis $\mu=0$: The teens of khandesh region are habitual to watch and promote the web series streaming online on internet

Alternative Hypothesis $\mu\neq0$: The teens of khandesh region are not habitual to watch and promote the web series streaming online on internet

Discussion

To test whether teens of khandesh region are habitual to watch and promote web series streaming online on internet or not, we have to consider response to the following factors:

1) Daily time spend on web series
2) Word of mouth publicity
3) Feeling that watching web series is addiction

Daily time spend on web series

10%
15%
47%
28%

- Upto 2 hrs
- 2-4 hrs

Word of mouth publicity

14%
86%

- Yes
- No

Feeling that the watching web series…

27%
59%
14%

- Yes
- No
- Don't know

From the above charts it is seen that 47 % teen watching web series up to two hours as well as 28 % are watching 2 to 4 hours. Also 86 % of teens told their friends about the web series they have seen. The one of the major interesting factor is 59 % teens do not know that to watch a web series is addiction and 27 % knows that its addiction moreover only 14 feels that it's not addiction.

Here it has found from above analysis that as the teens spend much more time on web series, they always did publicity of watched episode and maximum of them are even unknown that it is addiction. Therefore we confer and accept null hypothesis that "The teens of khandesh region are habitual to watch and promote the web series streaming online on internet"

7.0 Conclusion

The research undertakes on increasing trends of watching web series streaming online on internet in khandesh region which is a character presentation of status of teens in digital India. The following conclusions were drawn from the analysis and findings:-

1. The research carried out is major depends on above age segment of teens dominated by male respondent.
2. The teens are habitual to watching web series and spend more than two hours daily on it.
3. Teens prefer watching of romance and love series followed by action and thriller.
4. Teens know that the watching web series badly affects on their studies and co-curricular activities.
5. Teens feel that web series are the sources of developing bad habits and addiction.
6. Almost half of respondent feels violence if they are not allowed to watch web series as well as they feel aloneness and stress.
7. Teens are self motivated for promotion of web series through word of mouth technique.

8. The maximum parents are not aware about their teens watching history and daily viewing hours.

9. Almost all parents resist their children to watch web series and ask to concentrate on studies.

8.0 Recommendation & Suggestions

Internet is the evaluation which changes the human life completely. There are countless benefits human can enjoy because of internet but, as it was said every coin has two sides, there are several unwanted outcomes also arrives with it. In the present research work carried out on increasing trend of watching web series streaming online on internet among teens of khandesh region and its consequences, number of facts were reveled which have discussed and concluded before. However in the light of research done few recommendations are made for teens as well as their parents also which are as listed below:

1. Teens should prepare their daily schedule of time management and act accordingly.

2. It is recommended to teens that they should not spend more than 45 minutes on watching web series otherwise it will badly affects on their future career.

3. Even what to see and not to see is decided by teen himself. Self control is the most appropriate way to overcome.

4. It is advised to teens that concentrate on practical facts and not wasting time on chitchat on web series and its fantasy.

5. Teens should strictly keep away from all bad habits shown in web series.

6. Teens should start watching ethical 'webisodes' and not destructing one.

7. Apart from all fantasy character in all kind of web series, teens should remember there are only two major icons in their lives which they should obey, and the icons are not other than their own parents.

Recommendation for Parents:

1. The only major recommendation made for parents is to concentrate on your child's watching history and try to relate his behaviour with the viewing history, it give the solution of finding origin of maximum problems your teen faced.

2. Another recommendation for parents is to offer healthy and communicative environment to your teens so as to he never turn up towards fantasy.

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