

To Study the Impact of Web Sites and its uses for Watching Web Series and Movies on the Hotel Management Students during Lockdown 2020: Pune City

Chhavi Sahai*, Manoj Suryawanshi**

Abstract

The youth of today which comprises of college-going students wants instant gratification. They live in a world where they are always looking for something to pique their interest. The students of today do not possess patience that the students of the past era had. They want everything to be delivered on a click, be it information or entertainment. These days due to the pandemic the students are mostly housebound and most of them spend a lot of time on various streaming sites. The purpose of this research is to find out the opinion of wide section students about these streaming sites. What is the type of content that they prefer?

Keywords: Impact, Lockdown, Management, Websites, Web Series

INTRODUCTION

The heavy use of technology by college students, especially the millennial generation, is not something that is surprising or ground breaking to researchers. Many departments now communicate through a variety of social media sites to entice student participation. There are many studies that explore the effect that Internet and social media usage have on college students. Many of these studies focus on how this usage relates to areas such as student involvement and interpersonal relationships (Jacobsen & Forste, 2011). One new phenomenon in the area of the Internet and technology that has not been heavily explored is that of “binge-watching”. The word

binge is defined as “an unrestrained and often excessive indulgence” (Merriam-Webster’s Online, n.d.). Therefore, ‘binge-watching’ is the phenomenon of watching multiple episodes of a television program in a single sitting. The idea of binge-watching increased in popularity with online streaming capabilities from companies such as Netflix, Hulu, Amazon, and others. Although individuals may partake in binge-watching in a variety of ways, this study will focus on developing a greater understanding of those behaviors that include in the online streaming of content. With these ideas in mind, this study seeks to gather more insight in regards to the following question: what effect does binge-watching have on students’ dedication of time to academics? In the following paper, several aspects of the study will be reiterated and further explicated. Stakeholders of the project are discussed, which includes student affairs practitioners and academic faculty. This is followed by a review of the amount of existing literature. Much of the literature regarding the concept of binge-watching is about the Internet and addictive behavior, not the concept of binge-watching itself. This dearth in the literature is one that will be further explored. Data from this study yielded interesting results and leaves much to be explored.

Definitions

Impact: The action of one object coming forcibly into contact with another.

Lockdown: A state of isolation or restricted access instituted as a security measure.

* Assistant Professor, All India Shri Shivaji Memorial Society’s College of Hotel Management and Catering Technology, Pune, Maharashtra, India.

** Assistant Professor, All India Shri Shivaji Memorial Society’s College of Hotel Management and Catering Technology, Pune, Maharashtra, India. Email: suryawanshi.manoj70@yahoo.com

Management: The process of dealing with or controlling things or people.

Websites: A set of related web pages located under a single domain name.

Web Series: A web series is a series of scripted or non-scripted online videos, generally in episodic form, 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. They can also be watched on television.

THE OBJECTIVE OF THE RESEARCH

- To study the awareness and uses of various streaming sites for entertainment by the students during the lockdown.
- To Investigate the different streaming sites.
- To find out the time spend on these web sites for watching web-series and movies in a day.
- To check the preferences for streaming sites.
- To understand the popularity/ reasons for various streaming sites amongst students.
- To know the effect of various streaming sites on study.
- To understand their opinion about these web sites for watching web series and movies to others.

SIGNIFICANCE OF THE RESEARCH

The Lockdown has forced the youth of today to stay indoors; they are very social and spend a lot of time on social media too. The pandemic has imposed restrictions on the students to be homebound hence they started spending more time on their devices than they were already doing. India is one of the most populous countries in the world and it has been a huge market for all products and services. Various international streaming sites set up their operations in India and the pandemic proved to be a catalyst for increasing their subscribers by the number. This also led to a lot of Indian streaming sites entering the fray. Through this study, we are trying to ascertain their impact, their popularity, and the preference of the students regarding various streaming sites. Nowadays students are glued to their devices for online classes, self-study, and various streaming sites for entertainment so by way of

our study we want to establish the extent of their impact on students' lives.

LITERATURE REVIEW

As Binge-watching has increased in recent past it has transcended into the main form of television entertainment, and this study taps into the show's binge ability and what promotes that and the overall narrative of the content. The factors that most influence someone binge watch a series are the plot, suspense, and social aspect. The study suggests that watching at a stretch can have a negative influence on the likelihood of recommending that show to watch and forming single-sided relationships with television also called parasocial relationship for someone who is penchant on streaming (Arienne Ferchaud, 2018). This study focused on finding a correlation between binge-watching and academic engagement and lacking statistical significance and noticing the corresponding behavioral impact. One of the outcomes of the study was the lack of faculty engagement and increased online content consumption. The study reviewed the increased pattern of students approaching faculty outside of the classroom, using more electronic communication and lack thereof valuable in-person interaction with faculty. The study suggests that students are spent a similar amount of time watching online content as compared to studying and 59.2% of participants agreed that watching online content was significantly distracting. The study also suggests that there is not much literature on the binge-watching ad it is difficult to compare or contrast results from this study with those of others so there is scope for future studies involving the bigger student population. (Cassandra Winland, 2015). This study focused on the impact of the technological shift on television, program production decisions, distribution deals, and promotional strategies on varying age of viewers. The study also suggested that continuous spectatorship was the default mode of watching. However, the binge-watchers seem to be actively engaged and use this customization of content productively. The study highlights that the viewer is aware of different preferences and practices and television trends. Viewers have very strong opinions on the content they prefer and don't accept what's being given by default. This has transcended the expectations for streaming television to the extent that the study even refers to binge-watching as "media citizenship,". The study compares the flat-fee model to the "all you can

listen” music model or “all you can read” online library models and the power it gives its viewers to control the content consumption. Once the viewers watch a genre of programs the recommendations are curated and presented based on past choices. This highly personalized experience influence viewers’ behaviors, attitudes, knowledge, and skills (Sindneyeve Matrix, 2014). The rise of online streaming services such as Netflix, Amazon, HBOGo has dramatically altered the media habits of society, especially students. There is still a fair amount of educational programs that are designed to enhance basic literacy skills, linguistic skills, general knowledge, knowledge about current affairs, and social skills. Internet and streaming apps however have shifted student’s access pathways to media and types of content in recent years. Online streaming has substantially outpaced regular cable TV for entertainment especially for younger adults. Regardless, there are many advantages and disadvantages associated with acquiring a streaming media collection. With a plethora of content available the students today differently process, assimilate, and absorb information. Streaming/Video can have a significant positive impact on student’s engagement although it doesn’t eliminate the need for in-person coaching from faculty. The study talks about learner-generated videos as one of the strong tools for education and overcome the barriers of geographies and time zones and being remote. The study highlights that world will be a classroom operating in multiple modes becoming a powerful tool and providing content across the world (Reenberg & Zanetis, 2012). This study has investigated the various aspects of television viewing behavior in various time frames Colloquially it is known as “binge-watching, which means” viewing several episodes of a television show, back-to-back, is becoming more popular by the day as it is available on the online platform and all the series of episodes are available in one in this study, with most knowledge is focused on the influence of total viewing time spent by viewers and exposure to various genres of entertainment. This study covers both the amount of viewing time and the time frame in which the viewing occurred, specifically examining the horror genre in television shows. This study aimed to understand if the strength of cultivation of a habit or association with the show occurs when television viewing was done in different time compression formats. The findings from this project contribute to research on binge-watching and its effects with a focus on the horror genre

specifically. Although there were not a lot of significant findings in the research, the results still suggest that there may be a difference between heavier and lighter viewing behaviours. Future research should continue to analyze the relationship between viewing time compression formats and their effects on people’s perceptions of the real world (Humphries, 2004).

DATA ANALYSIS METHOD

Age of the Respondents

Table 1

Age	Responses
17-20 Years	75
21-25 Years	17
26-30 Years	2
30-40 Years	0

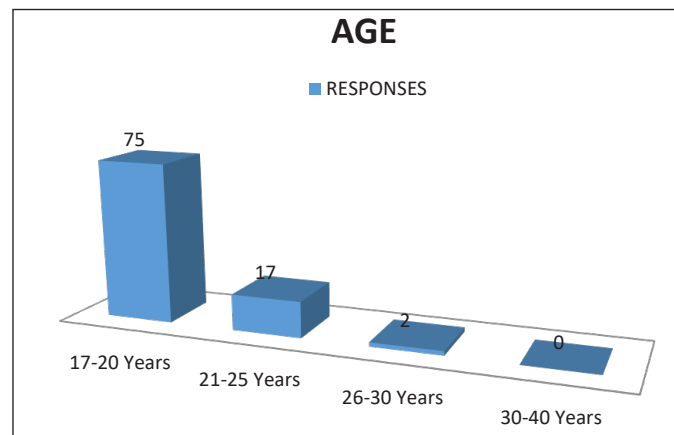


Fig. 1: Age

Interpretation

As the respondents for this research were exclusively the students so as per the data collected by the researchers the age group that the maximum number of respondents belong to is 17 to 20 years followed by a some from age group of 21 to 25 years and very few from 26 to 30 years. Also it is clearly evident that students of age group 17 to 20 are more involved in watching web series and movies on various websites.

Gender of the Respondents

Table 2

Gender	Responses
Male	67
Female	27
Prefer not to Say	0

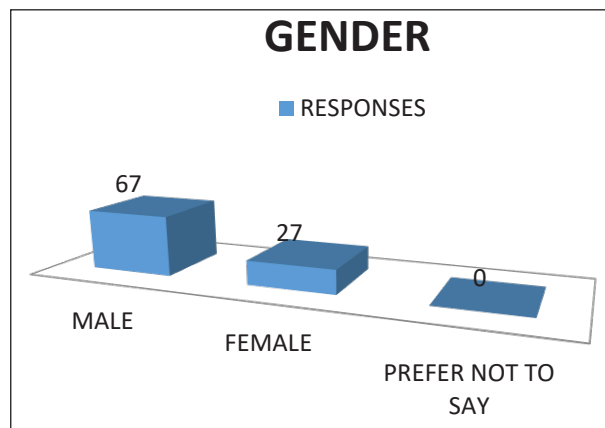


Fig. 2

Interpretation

According to the data collected by the researchers, respondents who responded for this survey are from three genders. The genders are male, female and prefer not to say. The number of students who responded mostly are male and less female respondents. There are 67 male students who responded and compared to that only 27 female students have responded.

Studying Year of the Respondents

Table 3

Studying Year	Responses
First Year	21
Second Year	49
Third Year	12
Final Year	14

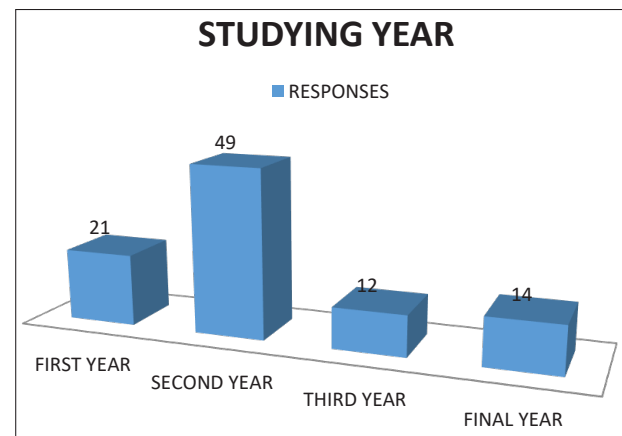


Fig. 3

Interpretation

As per the data collected by the researchers, respondents who responded to this survey are college students studying in various academic years. The students who watch movies and web-series belong to first-year to last year. According to this survey we can infer that the students who subscribe to various websites for watching movies and web series belong mostly to second year.

Q.1) Are you aware about the following web sites for watching web series and movies?

Table 4

Sr. No.	Name of the Web Sites	Yes	No
1	AFILMYWAP	16	79
2	ALTBALAJI	50	46
3	AMAZON PRIME VIDEO	88	7
4	BOLLYFLIX	15	80
5	BOLLY4U	14	82
6	DISNEY+HOTSTAR	85	11
7	DOWNLOAD HUB	18	77
8	EXTRAMOVIES	14	81
9	HD MOVIEAREA	11	86
10	HULU	29	66
11	HD MOVIEAREA	11	84
12	HBO	55	40
13	JIO TV	79	17

Sr. No.	Name of the Web Sites	Yes	No
14	LIV	46	49
15	MX PLAYER	76	23
16	MOVIESFLIX	23	72
17	MOVIE MINIONS	11	84
18	MKV CINEMAS	11	84
19	MP4 MOVIES	31	64
20	MXPLAYER	66	29
21	MOVIESBABA	9	86

Sr. No.	Name of the Web Sites	Yes	No
22	MKVCAGE	7	88
23	9XMOVIES	37	58
24	NETFLIX/	87	8
25	SONY	72	23
26	TVF	40	55
27	TVF PLAY	35	60
28	VOOT	76	19
29	WORLDFREE4U	14	82
30	ZEE5	79	17

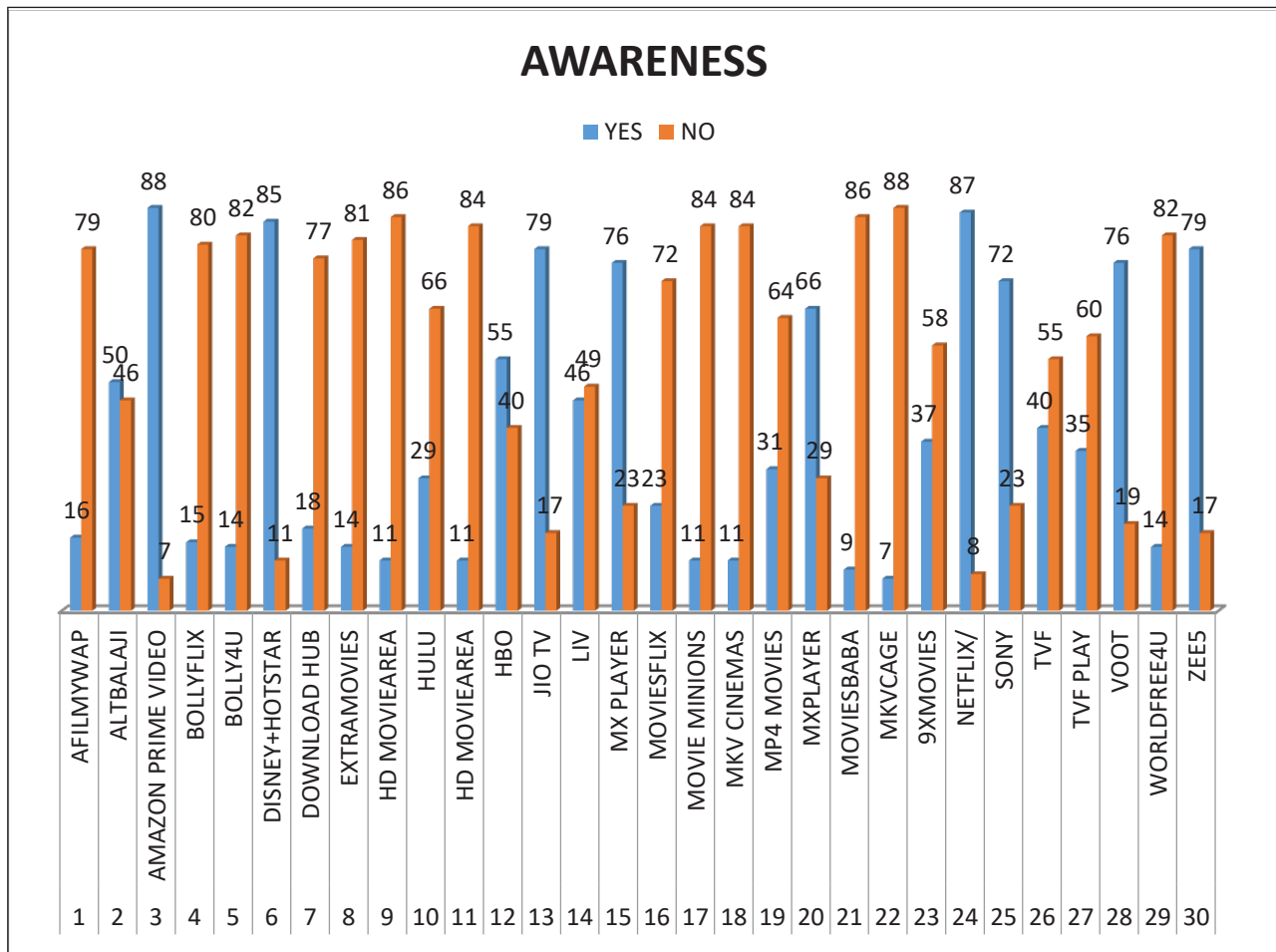


Fig. 4

Interpretation

As per the data collected by the researchers, respondents who responded for this survey are aware about the various streaming sites to watch movies and web-series on the various websites. Hence we can comfortably say that this mode of entertainment is quite popular with the students but the same kind of popularity is not enjoyed by all the

site. Amazon Prime Video, Netflix, Disney Hotstar Jio Tv and ZEE5 these websites are mostly preferred by the respondents, followed by Voot, MX Player, Alt Balaji and LIV and other websites are not subscribed to by most of the students.

Q.2) Have you ever used the following web sites for watching web series and movies before?

Ans:

Table 5

Sr. No.	Name of the Web Sites	Yes	No
1	AFILMYWAP	5	90
2	ALTBALAJI	30	65
3	AMAZON PRIME VIDEO	72	26
4	BOLLYFLIX	7	88
5	BOLLY4U	8	88
6	DISNEY+HOTSTAR	76	19
7	DOWNLOAD HUB	8	87
8	EXTRAMOVIES	6	89
9	HD MOVIEAREA	3	92
10	HULU	12	83
11	HD MOVIEAREA	4	91
12	HBO	32	63
13	JIO TV	57	39
14	LIV	36	59

Sr. No.	Name of the Web Sites	Yes	No
15	MX PLAYER	66	29
16	MOVIESFLIX	9	86
17	MOVIE MINIONS	5	90
18	MKV CINEMAS	8	87
19	MP4 MOVIES	14	81
20	MXPLAYER	57	38
21	MOVIESBABA	5	90
22	MKVCAGE	4	91
23	9XMOVIES	16	79
24	NETFLIX/	76	21
25	SONY	58	37
26	TVF	30	66
27	TVF PLAY	23	72
28	VOOT	59	36
29	WORLDFREE4U	8	87
30	ZEE5	62	37

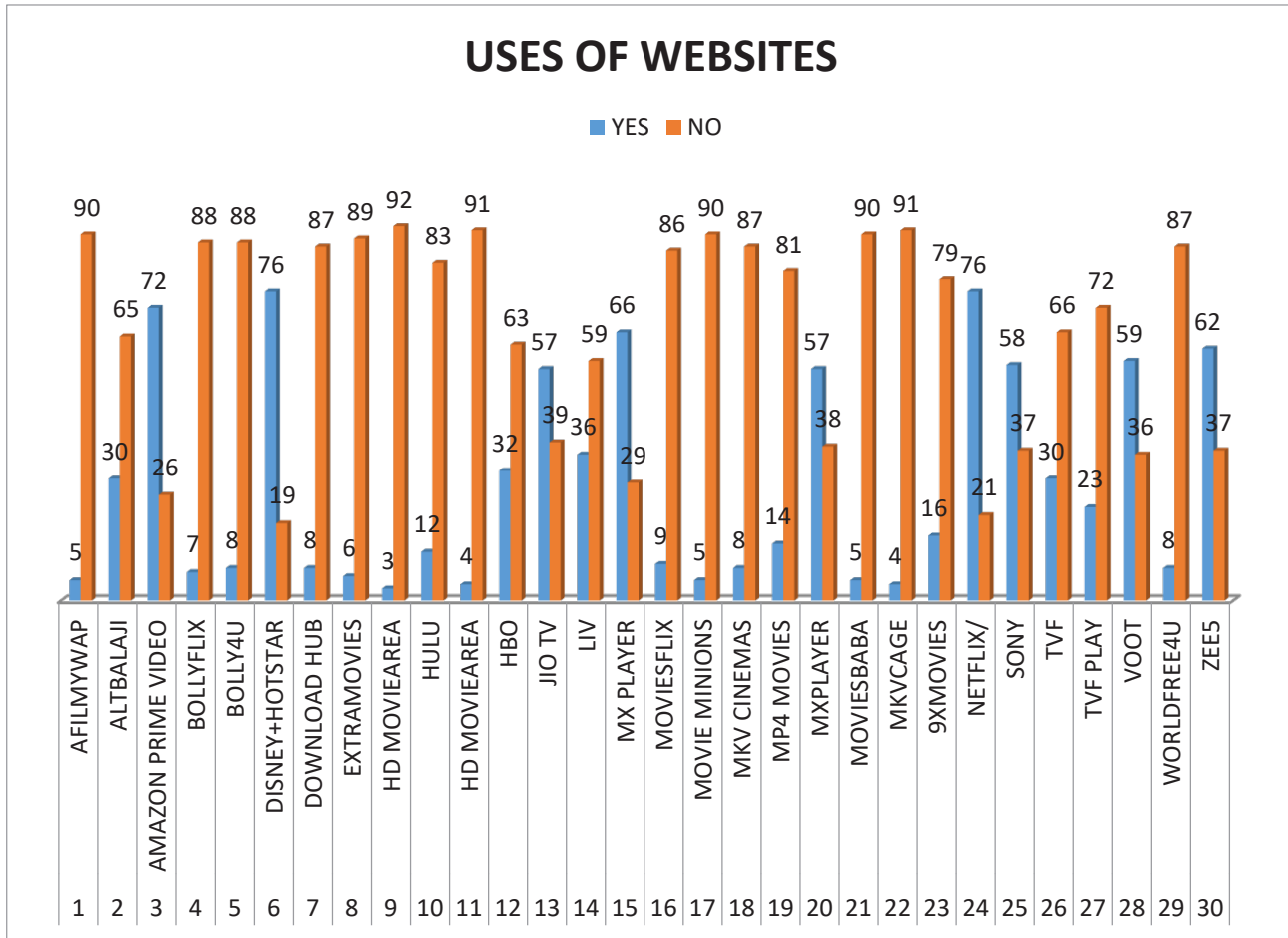


Fig. 5

Interpretation

As per the data collected by the researchers, respondents who responded for this survey are preferred these website to watch movies and web-series. The most preferred websites are Disney Hotstar, Netflix, Amazon MX Player and Zee Five. Respondent like to watch web-series and

movies most on these sites. As compared to other sites like Afilmywap, Extra movies, HD movie area, Hulu, Moviesflix, Movie Minions, MKV Cinemas, Moviesbaba, Mkv cage, 9xmovies, TVF Play, Worldfree4u.

Q.3) Which web sites you use from the following? Please tick as per likert rating scale.

Table 6

Sr. No.	Name of the Web Sites	Least (1)	Average (2)	Much (3)	More (4)	Most (5)
1	AFILMYWAP	83	11	2	1	
2	ALTBALAJI	68	19	5	5	
3	AMAZON PRIME VIDEO	28	20	11	7	32
4	BOLLYFLIX	81	9	5		
5	BOLLY4U	85	6	4		
6	DISNEY+HOTSTAR	23	23	14	13	21
7	DOWNLOAD HUB	82	6	5	1	
8	EXTRAMOVIES	80	7	5	2	
9	HD MOVIEAREA	83	5	5	1	
10	HULU	75	8	6	4	2
11	HD MOVIEAREA	83	4	4	3	
12	HBO	67	9	9	5	4
13	JIO TV	45	26	13	2	9
14	LIV	66	11	14	2	1
15	MX PLAYER	40	18	19	11	8
16	MOVIESFLIX	77	6	6	3	2
17	MOVIE MINIONS	82	7	3	2	
18	MKV CINEMAS	79	7	3	5	
19	MP4 MOVIES	81	7	4	2	
20	MXPLAYER	52	13	15	4	11
21	MOVIESBABA	81	6	6	1	
22	MKVCAGE	82	5	4	1	2
23	9XMOVIES	78	7	3	4	2
24	NETFLIX/	24	10	13	8	43
25	SONY	52	14	13	6	10
26	TVF	64	13	11	3	4
27	TVF PLAY	69	11	9	1	4
28	VOOT	47	23	9	6	11
29	WORLDFREE4U	81	6	6	2	
30	ZEE5	39	22	11	10	12

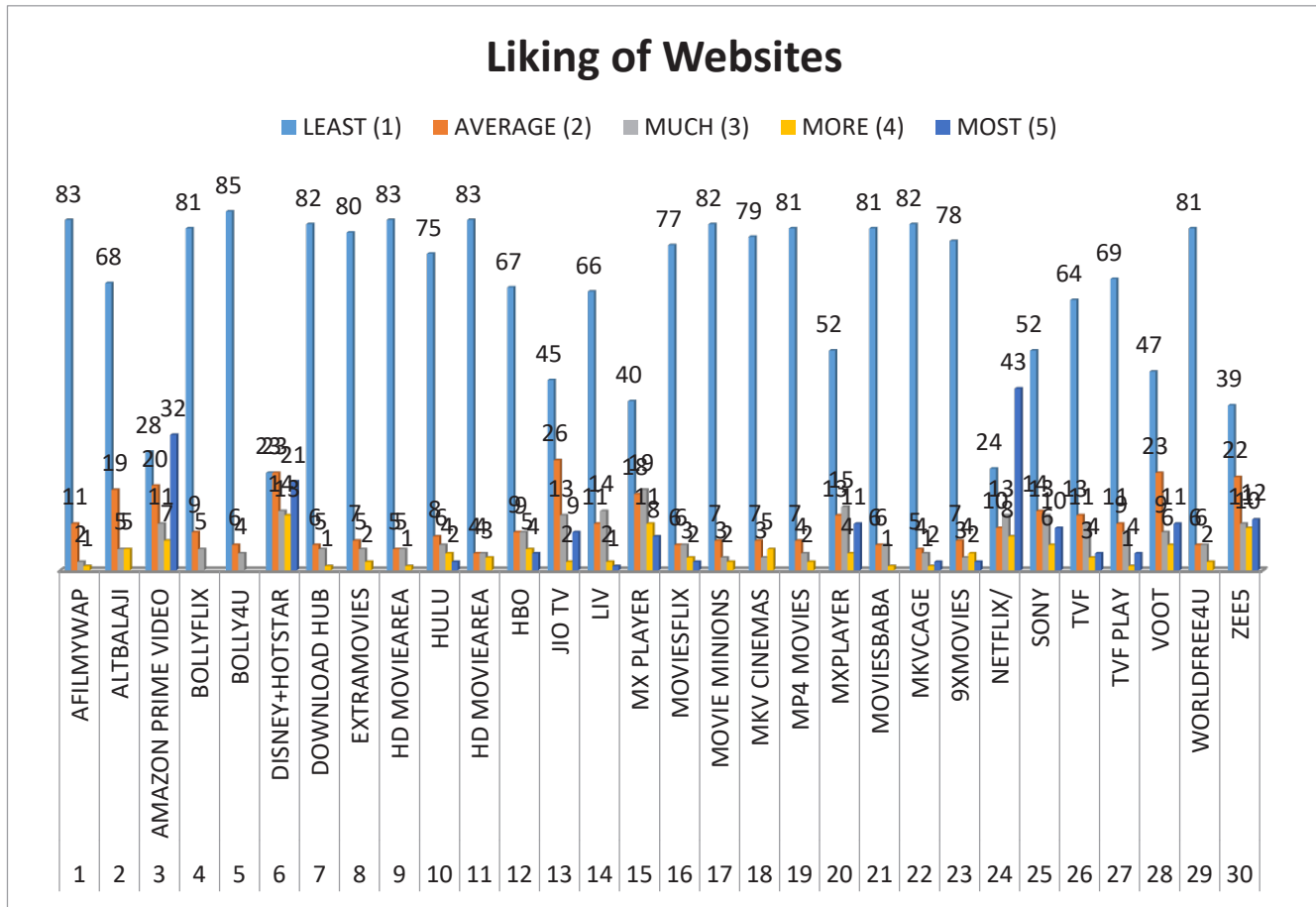


Fig. 6

Interpretation

As per the data collected by the researchers, respondents who responded for this survey preferred these website to watch movies and web-series Bolly For You, HD

Moviearea, Movie Minion, Mp4 Movies Moviesbaba, MKV Cinema.

Q.4) How much time you spend on these web sites for watching Web series and Movies in a day?

Table 7

Sr. No.	Name of the Web Sites	00 Hrs	1-3 Hrs	4-5 Hrs	6-8 Hrs	9-10 Hrs	Full Day	Full Night
1	AFILMYWAP	88	4	2				
2	ALTBALAJI	74	17	3				
3	AMAZON PRIME VIDEO	31	43	15	2	2		1
4	BOLLYFLIX	86	5	2			1	
5	BOLLY4U	89	4	2				
6	DISNEY+HOTSTAR	29	52	9	2	1	1	1
7	DOWNLOAD HUB	87	5	2				
8	EXTRAMOVIES	88	5	2				
9	HD MOVIEAREA	91	3	2				
10	HULU	82	11	3				
11	HD MOVIEAREA	88	4	2				

Sr. No.	Name of the Web Sites	00 Hrs	1-3 Hrs	4-5 Hrs	6-8 Hrs	9-10 Hrs	Full Day	Full Night
12	HBO	73	20	2				
13	JIO TV	60	29	5				
14	LIV	77	11	6				
15	MX PLAYER	48	37	9	1			1
16	MOVIESFLIX	86	5	3				
17	MOVIE MINIONS	89	3	2				
18	MKV CINEMAS	87	5	2				
19	MP4 MOVIES	85	5	4				
20	MXPLAYER	63	25	6			1	
21	MOVIESBABA	89	3	2				
22	MKVCAGE	88	4	2				
23	9XMOVIES	79	13	2				
24	NETFLIX/	27	43	12	4	1	1	6
25	SONY	63	22	3	4			3
26	TVF	72	19	2				2
27	TVF PLAY	77	15	1				2
28	VOOT	55	31	4	2			2
29	WORLDFREE4U	85	6	1				2
30	ZEE5	46	39	5	1			3

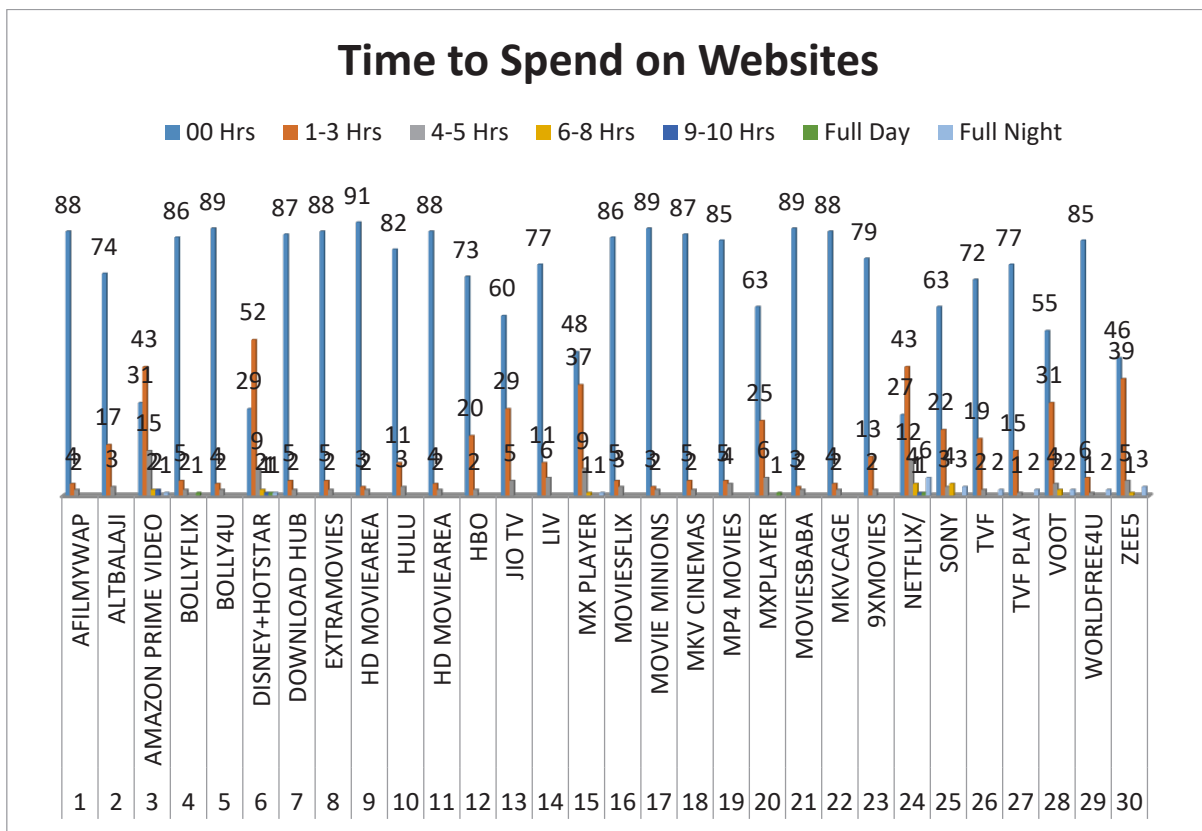


Fig. 7

Interpretation

The study indicated that Amazon Prime Video, Disney+Hotstar and Netflix remained the most watched

and time consuming avenues for watching streaming programs amongst the study group.

Q.5) According to you what are the advantages of these web sites for watching web series and Movies?

Table 8

Sr. No.	Name of the Web Sites	Least (1)	Average (2)	Much (3)	More (4)	Most (5)
1	Feel relax when you use	18	30	26	13	9
2	It takes away all whole day tensions	24	15	17	10	17
3	Good Entertainment	9	17	26	24	20
4	It makes you happy	12	23	25	18	16
5	Very Useful	21	32	25	9	7
6	To do Time-pass	14	28	21	12	20
7	It increases your knowledge	19	26	26	16	10
8	It helps for your carrier	33	32	20	10	5
9	It makes you self confident	23	26	23	18	10
10	You become lazy	40	19	20	9	13
11	It's a wastage of time	46	23	18	4	4
12	You avoid work	57	10	20	6	4
13	It's a kind of addiction	45	21	10	11	11
14	You could not sleep properly	49	16	17	7	7
15	It affects on your brain	48	25	12	7	6
16	It affects on your health	55	15	13	9	4

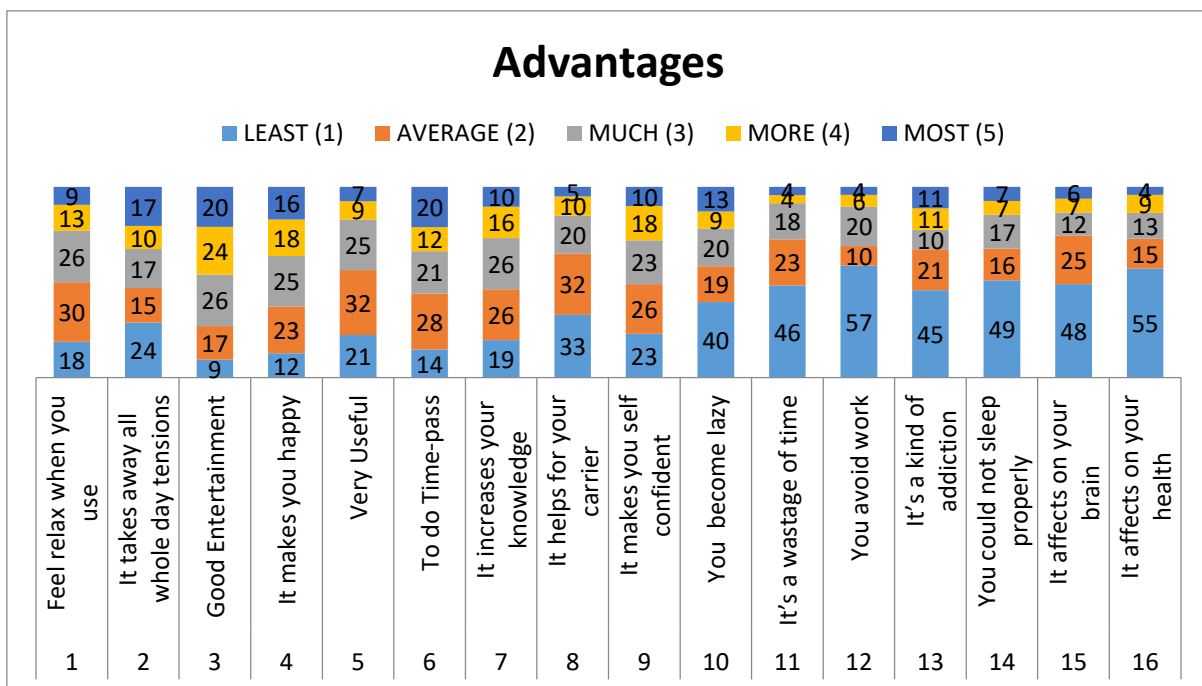


Fig. 8

Interpretation

According to maximum number of the respondents the advantage or the usefulness of the websites are that they are also useful helps with the career, provides relaxation,

helps to pass time, it makes them more confident and also increases the knowledge.

Q.6) According to you what are the disadvantages of these web sites for watching web series and Movies?

Table 9

Sr. No.	Name of the Web Sites	Least (1)	Average (2)	Much (3)	More (4)	Most (5)
1	Feel relax when you use	36	22	20	10	10
2	It takes away all whole day tensions	33	27	18	6	10
3	Good Entertainment	28	24	20	13	13
4	It makes you happy	30	25	23	9	9
5	Very Useful	31	36	12	10	7
6	To do Time-pass	30	26	18	11	11
7	It increases your knowledge	33	30	14	10	7
8	It helps for your carrier	48	27	12	8	4
9	It makes you self confident	38	29	14	8	7
10	You become lazy	45	25	18	7	7
11	It's a wastage of time	38	28	17	4	9
12	You avoid work	47	23	15	6	6
13	It's a kind of addiction	41	30	14	6	8
14	You could not sleep properly	47	25	12	7	8
15	It affects on your brain	44	34	7	4	9
16	It affects on your health	42	32	11	6	8

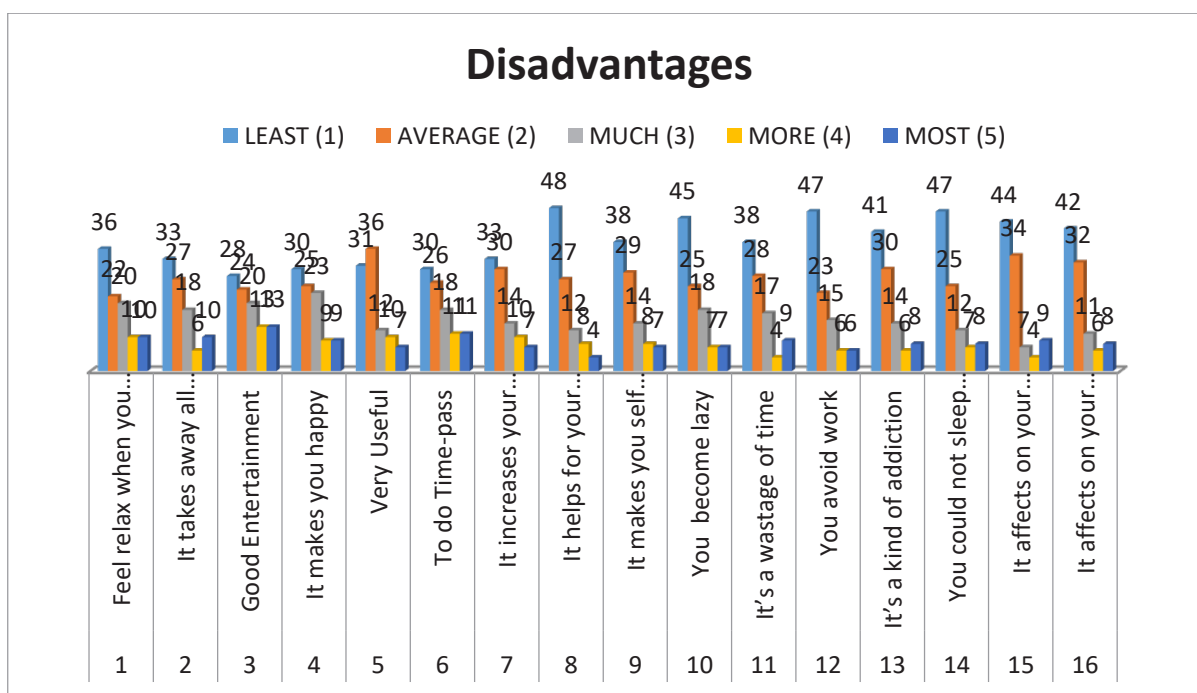


Fig. 9

Interpretation

According to the respondents some of the disadvantages of using these websites are that it makes them feel lazy, makes them avoid work, and disturbs their sleep, it affects their health and brain negatively.

Q.7) Are you happy by using these web sites for watching web series and movies?

Table 10

	Responses
Yes	84
No	11

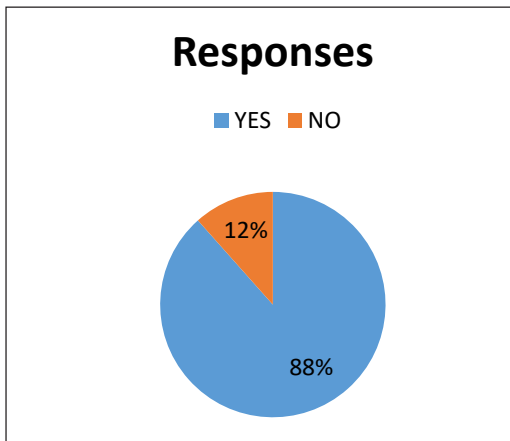


Fig. 10

Interpretation

According to maximum number of respondents, they are generally happy with the streaming services and websites. Very few of the respondents feel that they're not happy with the streaming services. 88% feel happy with the use of websites for entertainment and only 12% are not happy with these sites.

Q.8) Do you think that these web sites for watching web series and movies are affecting your study ?

Table 11

	Responses
Yes	31
No	65

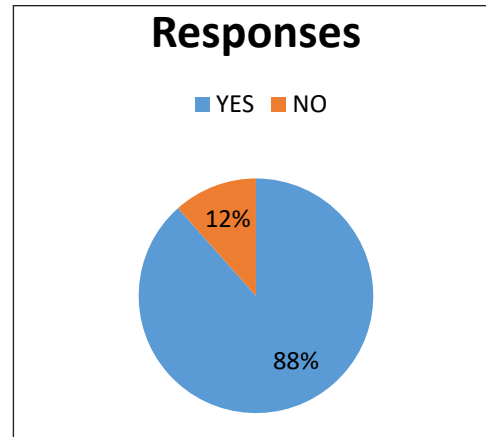


Fig. 11

Interpretation

The respondents of this study were exclusively students, and most of them feel that the use of these websites does not affect their studies but a considerable number of them feel that the use of websites affects their studies in a negative way. 68% feel no effect on studies and 32% feel it has an effect on studies.

Q.9) According to you everyone should use these web sites for watching web series and movies?

Table 12

	Responses
Yes	70
No	24

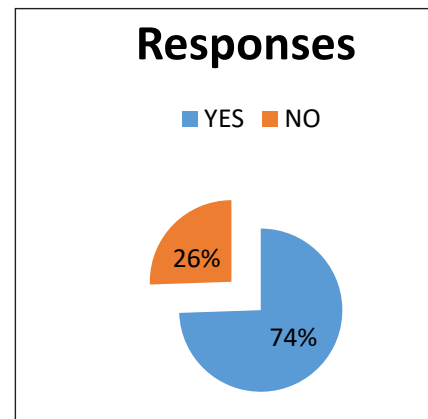


Fig. 12

Interpretation

According to the students who were the respondents of this study, everyone should use various websites and streaming services for their entertainment. A very few of them feel that it should not be used by everyone. 74% feel positively about that and 26% feel negatively.

VALIDITY

Research Findings

Based on the study majority students who watch movies and web-series and subscribe to various websites mostly belonged to second year. The study also indicated that Amazon Prime Video, Netflix, Disney Hotstar Jio TV and ZEE5 were amongst the most popular streaming apps while the websites Bolly for You, HD Moviearea, Movie Minion, MP4 Movies Moviesbaba, MKV CINEMA were amongst the websites to watch movies and web-series. The study indicated that Amazon Prime Video, Disney+Hotstar and Netflix remained the most watched and time consuming avenues for watching streaming programs amongst the study group. Majority of the respondents acknowledged the advantages of the websites usefulness with the career, providing relaxation, helps to pass time, it makes them more confident and also increases the knowledge. On the other hand most participants reported the disadvantages of using these websites being making them feel lazy, avoid work, disturbing sleep and affecting their health and brain negatively. Overall satisfaction level reported was 88% feeling happy while only 12% were not happy with use of these sites for entertainment. The measurement of impact on the studies amongst participants was reported as 68% feeling no negative impact on studies while 32% feeling it has an effect on studies. Lastly for the use of the websites and streaming media 74% felt positive and encouraged the use for entertainment and 26% reported the use should be discontinued.

Demographic Profile of Respondents

The study used a mixed group of 94 participants with 75 ranging from 17-20 years of age, 17 ranging from 21 to 25 years of age and 2 between 26-30 years of age. This participant data set was divided by gender as 67 males and 27 females.

DISCUSSION & CONCLUSION

The results of this systematic review (including 12 studies and 94 participants) show that streaming remains a popular phenomenon and studies should be conducted on its operationalization and measurement. Online TV or serial viewing of a streaming programs over an extended period of time, is a relatively new norm in television viewing that is becoming more popular than traditional appointment viewing. The binge watching experience is an enjoyable one, as individuals are enjoying the content they are watching, which is why they are watching for longer periods of time. This study focused on the online television capabilities as shows the power of using digital educational content and its positive impact. It empowers the viewer by providing the necessary knowledge, skills, information, trends, experiences, competencies and values in a way that teachers and students both can understand and benefit from. It presents a gateway to a new world of educational possibilities. The results suggest that future research should continue to conceptualize online streaming as a tool this study was a predictor of same.

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