

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

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Abstract

There has been an exponential rise in the number of people who have subscribed to various streaming sites; the ongoing pandemic has been a catalyst for the same. People now spend a lot of time on various streaming sites for entertainment and gaining knowledge as well. In this paper we have collected the data from various faculty members of hotel management colleges of Pune city. We have adopted random sampling method to collect the data. The purpose of this research is to find out the opinion of various faculty members on these streaming sites.

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 groundbreaking 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.

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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 faculty 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 of various streaming sites amongst faculties .
- To know the effect of various streaming sites on the academic.
- To understand their opinion about these web sites for watching web series and movies to others.

SIGNIFICANCE OF THE RESEARCH

The Lockdown was an unprecedented event in our lives and we all were confined to our homes and life as we knew ceased to exist, during the lockdown all of us had the internet to keep us entertained and engaged for the better part of our day. The various streaming sites became very popular for most of us for the very same purpose. The content of our choice is available 24 X 7 on our demand. The streaming sites have changed the perspective of entertainment in India and the world. Many new and creative ideas are being portrayed on the screen for all age groups. India is a huge market for all products and services and we make the largest number of movies in the world. Which clearly shows our great appetite for entertainment? So, it is no surprise that many national and international streaming sites are operating in India. We are trying to ascertain their impact, their popularity, and the

preference of the audience regarding various streaming sites. Whether we like it or not everyone young and old relies on the internet and various streaming sites for entertainment so by way our study we want to establish the extent of their importance in our 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 and 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. (Alan D. Reenberg & Jan 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	Respondents
25-30 Years	2
30-35 Years	5
36-40 Years	5
41-45 Years	8
46-50 Years	3
51-55 Years	0
56-60 Years	0

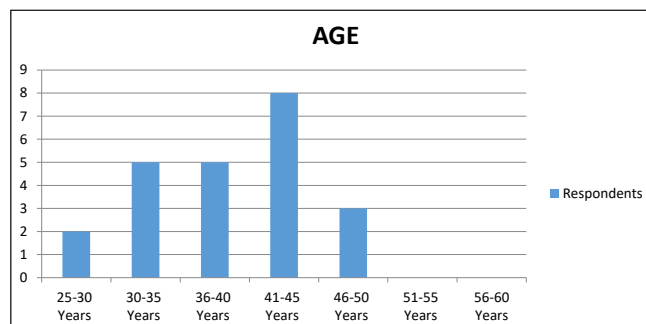


Fig. 1

Interpretation

As per the data collected by the researchers maximum respondents who responded are from the age range of 41-45, followed by 36-40, 30-35, years old. There are no respondents from the age of 56-60. It shows that from the age of 41-45 people are more involved in watching movies and web-series from the various websites.

Gender of the Respondents

Table 2

Gender	Responses
Male	12
Female	11
Prefer to say	0

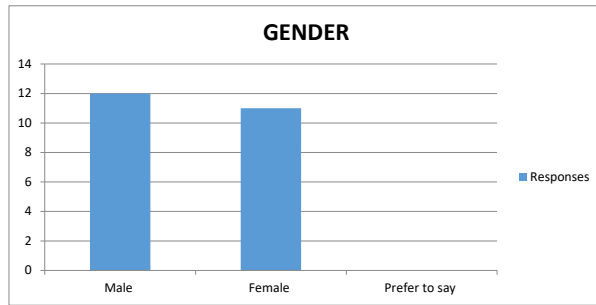


Fig. 2

Interpretation

As per 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 responses are as same from male and female only one response is extra by male. It seems that both the genders are equally involved for watching web-series and movies on various websites.

Teaching Year Students

Table 3

Teaching Year Students	Responses
First Year	9
Second Year	12
Third Year	9
Fourth Year	10

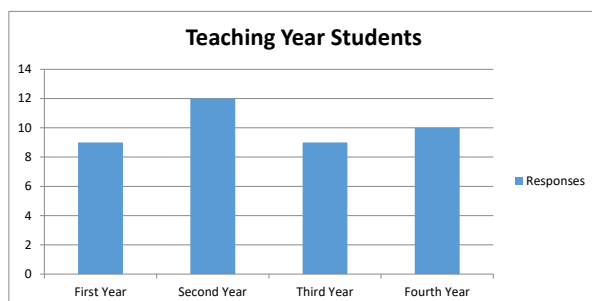


Fig. 3

Interpretation

As per the data collected by the researchers, respondents who responded to this survey are from the faculty members. The faculty members who watch movies and web-series teach the students from first-years to last years. In this survey it is observed that maximum faculty who teach second year are involved in watching movies and web-series on the various websites.

Responses from Colleges

Table 4

College Name	Responses
AISSMS College of HMCT, Pune	9
AJEENKYA D.Y. Patil University, Pune	1
BVDUIHMCT, Pune	2
CES's Arvind B. Telang, IHM, Pune	4
Dr. D.Y. Patil IHMCT, Pune	3
Govt. Polytechnic	1
MSIHMCT	1
SCMIRT	1
Sinhgad College of Hotel Management	1

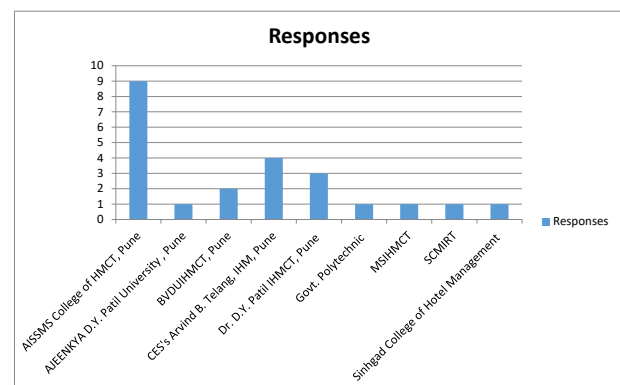


Fig. 4

Interpretation

As per the data collected by the researchers, respondents who responded for this survey are from the hotel management college faculty. Total 9 hotel management college faculty replied for this survey. Maximum response have got from the CES's Arvind B. Telang, IHM, Pune and Dr. D. Y. Patil, Pune.

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

Table 5

Sr. No.	Name of the Websites	Yes	No
1	AFILMYWAP	3	20
2	ALTBALAJI	7	16
3	AMAZON PRIME VIDEO	21	2
4	BOLLYFLIX	2	21
5	BOLLY4U	3	20
6	DISNEY+HOTSTAR	21	2
7	DOWNLOAD HUB	2	21
8	EXTRAMOVIES	1	22
9	HD MOVIEAREA	3	20
10	HULU	2	21
11	HD MOVIEAREA	1	22
12	HBO	17	6
13	JIO TV	17	6
14	LIV	6	17

Sr. No.	Name of the Websites	Yes	No
15	MX PLAYER	15	8
16	MOVIESFLIX	4	19
17	MOVIE MINIONS	1	22
18	MKV CINEMAS	1	22
19	MP4 MOVIES	6	17
20	MXPLAYER	15	8
21	MOVIESBABA	1	22
22	MKVCAGE	2	21
23	9XMOVIES	10	13
24	NETFLIX/	19	4
25	SONY	15	8
26	TVF	2	21
27	TVF PLAY	1	22
28	VOOT	15	8
29	WORLDFREE4U	2	21
30	ZEE5	20	3

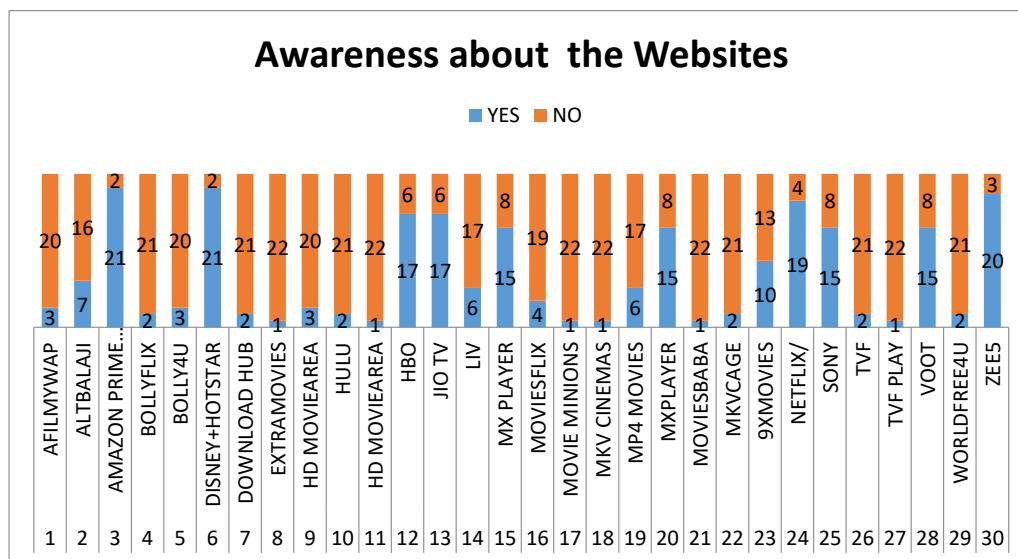


Fig. 5

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. Amazon Prime, Disney+Hotstar, HBO, MXplayer, Netflix, Sony, Voot, Zee5 these websites are known by

most of the respondents as compared with other websites. They are more confident about these websites. i.e. A Filmy Wap, Bollyflix, Bolly4u, Download Hub, Extramovies, HD Moviearea, Hulu, Movie Minions, MKV Cinemas, Moviesbaba, MKVcage, TVF, TCFplay, Worldfree and Zee5

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

Sr. No.	Name of the Websites	Yes	No	Don't Know	May Be	May Be Not
1	AFILMYWAP	2	19	2		
2	ALTBALAJI	5	18			
3	AMAZON PRIME VIDEO	18	4		1	
4	BOLLYFLIX	2	19	2		
5	BOLLY4U	2	19	2		
6	DISNEY+HOTSTAR	14	8	1	1	
7	DOWNLOAD HUB	2	19	2		
8	EXTRAMOVIES	1	20	2		
9	HD MOVIEAREA	1	20	2		
10	HULU		21	2		
11	HD MOVIEAREA		21	2		
12	HBO	8	13	2		
13	JIO TV	11	12	1		
14	LIV	3	17	3		
15	MX PLAYER	9	12	2		
16	MOVIESFLIX	2	19	2		
17	MOVIE MINIONS	1	20	2		
18	MKV CINEMAS	1	20	2		
19	MP4 MOVIES	3	18	2		
20	MXPLAYER	10	11	2		
21	MOVIESBABA	1	20	2		
22	MKVCAGE		21	2		
23	9XMOVIES	2	19	2		
24	NETFLIX/	15	6	1	1	
25	SONY	10	13	1		
26	TVF		21	2		
27	TVF PLAY		21	2		
28	VOOT	9	14	1		
29	WORLDFREE4U	1	20	2		
30	ZEE5	13	9	1		

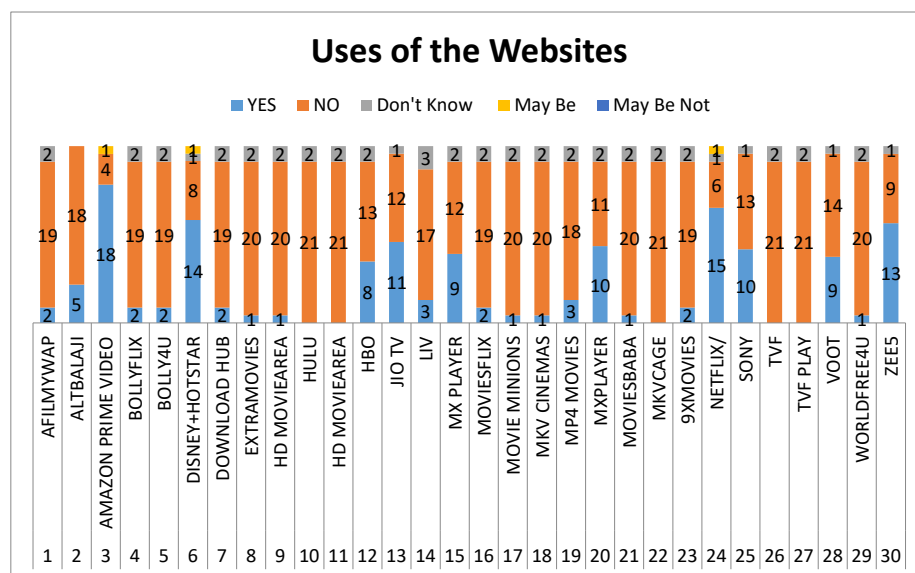


Fig. 6

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. Amazon Prime Video, Disney Star, Hbo, Jio Tv, MX Player, Netflix, Sony, Voot, Zee5 these

websites are mostly used by the respondents, followed by A Filmy Wap, Altbalaji, Bollyflix, Bolly4u, Download Hub, Extramovies, Movie Minions, Moviesbaba, 9Xmovies, Worldfree4u. Rest all the websites respondents are not aware about it.

Q.3) Which websites you use from the following? Please tick as per Likert rating scale?

Table 7

Sr. No.	Name of the Websites	Least (1)	Average (2)	Much (3)	More (4)	Most (5)
1	AFILMYWAP	20	4			1
2	ALTBALAJI	18	5		1	1
3	AMAZON PRIME VIDEO	4	6	4	3	8
4	BOLLYFLIX	19	2			3
5	BOLLY4U	19	3			2
6	DISNEY+HOTSTAR	7	5	3	1	8
7	DOWNLOAD HUB	19	2	1		2
8	EXTRAMOVIES	20	1	1	1	1
9	HD MOVIEAREA	20	1	1	1	1
10	HULU	20	1	1	1	1
11	HD MOVIEAREA	20	1	1	1	1
12	HBO	17	3			4
13	JIO TV	16	3	1		5
14	LIV	17	2	2	2	
15	MX PLAYER	12	3	4	3	2
16	MOVIESFLIX	20	1		1	1
17	MOVIE MINIONS	20	1	1	1	
18	MKV CINEMAS	20	1	1	1	
19	MP4 MOVIES	21	2	1		1
20	MXPLAYER	12	4	3	2	3
21	MOVIESBABA	20	1	1	1	
22	MKVCAGE	20	1	1	1	
23	9XMOVIES	20	1	1		1
24	NETFLIX/	8	2	3	2	9
25	SONY	13	2	3	4	1
26	TVF	19	2		1	1
27	TVF PLAY	20	1		1	1
28	VOOT	14	4	3	1	3
29	WORLDFREE4U	20	1	1	1	
30	ZEE5	8	4	6		7

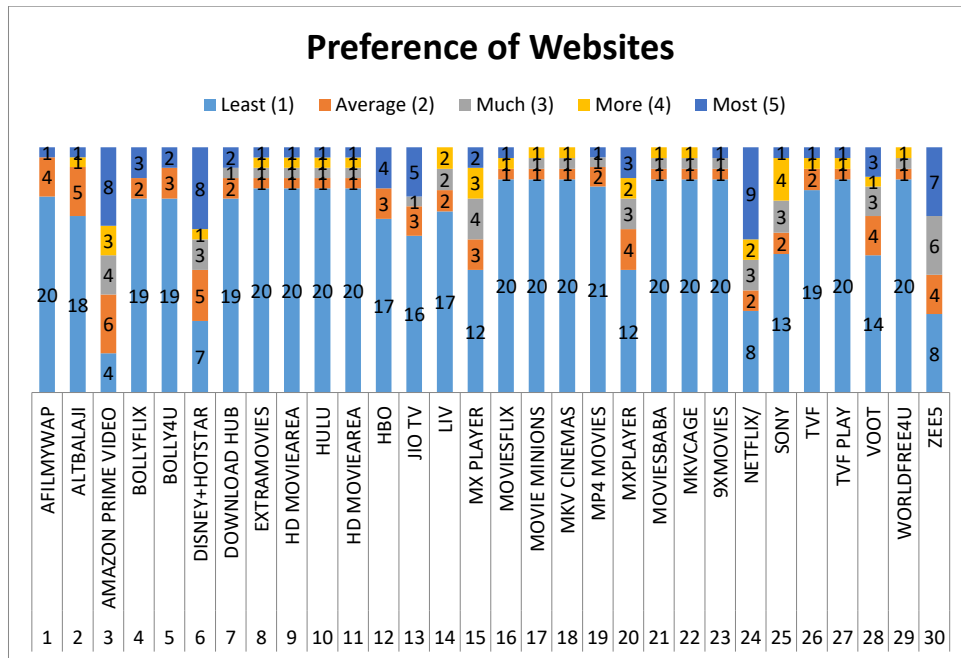


Fig. 7

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 Amazon, Disney + Hotstar, Jio Tv, Hbo, Mxplayer, Netflix, Voot, Zee5. Respondent like to watch

web-series and movies most on these sites. As compared with these Afilmywap, Extramovies, Hdmoviearea, Hulu, Moviesflix, Movie Minions, MKV Cinemas, Moviesbaba, Mkv cage, 9Xmovies, TVF Play, Worldfree4u.

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

Table 8

Sr. No.	Name of the Websites	00 Hrs	1-3 Hrs	4-5 Hrs	6-8 Hrs	9-10 Hrs	Full Day	Full Night
1	AFILMYWAP	21	2			1		
2	ALTBALAJI	19	4			1		
3	AMAZON PRIME VIDEO	9	12	2		1		
4	BOLLYFLIX	20	21			1		
5	BOLLY4U	20	2	1		1		
6	DISNEY+HOTSTAR	10	12	2		1		
7	DOWNLOAD HUB	19	4			1		
8	EXTRAMOVIES	21	2			1		
9	HD MOVIEAREA	21	2			1		
10	HULU	21	2			1		
11	HD MOVIEAREA	21	2		1	1		
12	HBO	18	5			1		
13	JIO TV	17	5	1		1		
14	LIV	18	3	1	1			
15	MX PLAYER	15	7		1			

Sr. No.	Name of the Websites	00 Hrs	1-3 Hrs	4-5 Hrs	6-8 Hrs	9-10 Hrs	Full Day	Full Night
16	MOVIESFLIX	20	1	1	1			
17	MOVIE MINIONS	21		1	1			
18	MKV CINEMAS	21		1	1			
19	MP4 MOVIES	20	1	1	1			
20	MXPLAYER	17	4	1	1			
21	MOVIESBABA	21	1		1			
22	MKVCAGE	21		1	1			
23	9XMOVIES	20	1	1	1			
24	NETFLIX/	10	7	4	2			
25	SONY	13	8	1	1			
26	TVF	20	1	1	1			
27	TVF PLAY	20	1	1	1			
28	VOOT	17	3	2	1			
29	WORLDFREE4U	20	2		1			
30	ZEE5	13	7	2		1		

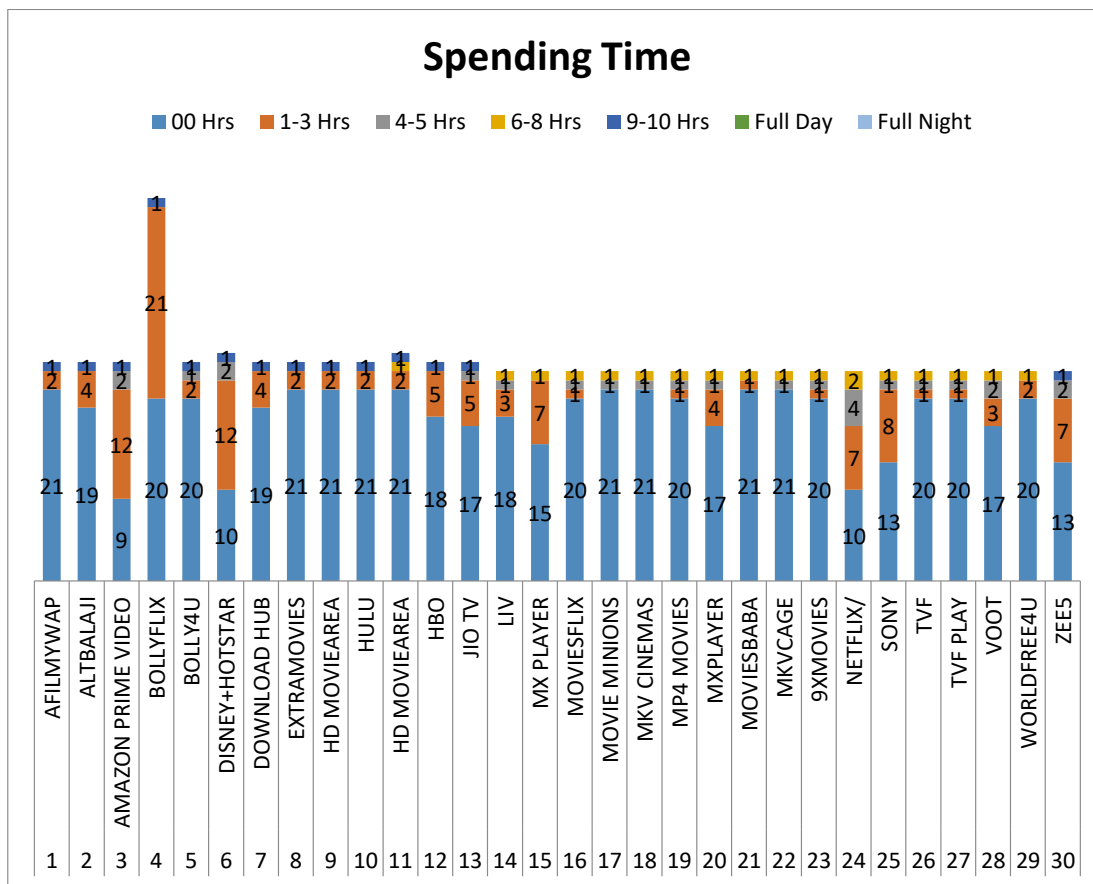


Fig. 8

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 websites which are used for 1-3 hrs most as compared with other

websites. Afilmywap, Altbalaji, Amazon Video, Disney+Hotstar, Hbo, Jio Tv, MX Player, Netflix, Sony, Zee5 these websites used most for 1-3 hrs. As compared with other websites.

Q.5) According to you what are the advantages 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	7	3	7	1	5
2	It takes away all whole day tensions	8	4	5	3	4
3	Good Entertainment	5	3	7	4	5
4	It makes you happy	5	5	6	4	3
5	Very Useful	11	3	8		3
6	To do Time-pass	5	4	8	2	4
7	It increases your knowledge	9	5	8	1	4
8	It helps for your carrier	12	4	5		3
9	It makes you self confident	12	3	5	1	3
10	You become lazy	11	2	7		3
11	It's a wastage of time	9	4	10		1
12	You avoid work	8	3	9	1	2
13	It's a kind of addiction	8	1	5	4	5
14	You could not sleep properly	9	3	9	1	1
15	It affects on your brain	9	2	8	2	3
16	It affects on your health	9	2	7	3	3

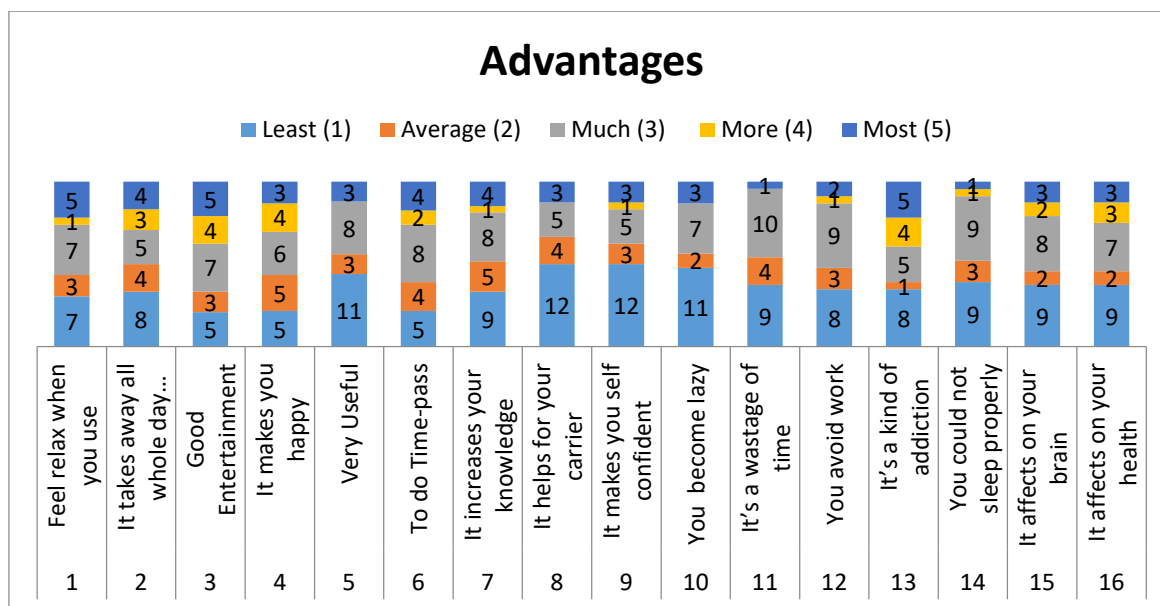


Fig. 9

Interpretation

As per the data collected by the researchers, respondents who responded for this survey are said that the we websites helps for your career; it makes you self-confident, people

feel relax when they use it, it takes away all days tension, it's a good entertainment, it makes people happy, even they said people become lazy by watching these websites. Most respondents also said that it's a wastage of time, people avoid their usual work and spend time on this.

Its a kind of addiction also. People could not sleep well, it affects brain and health. This is the most common responses have received.

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

Table 10

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

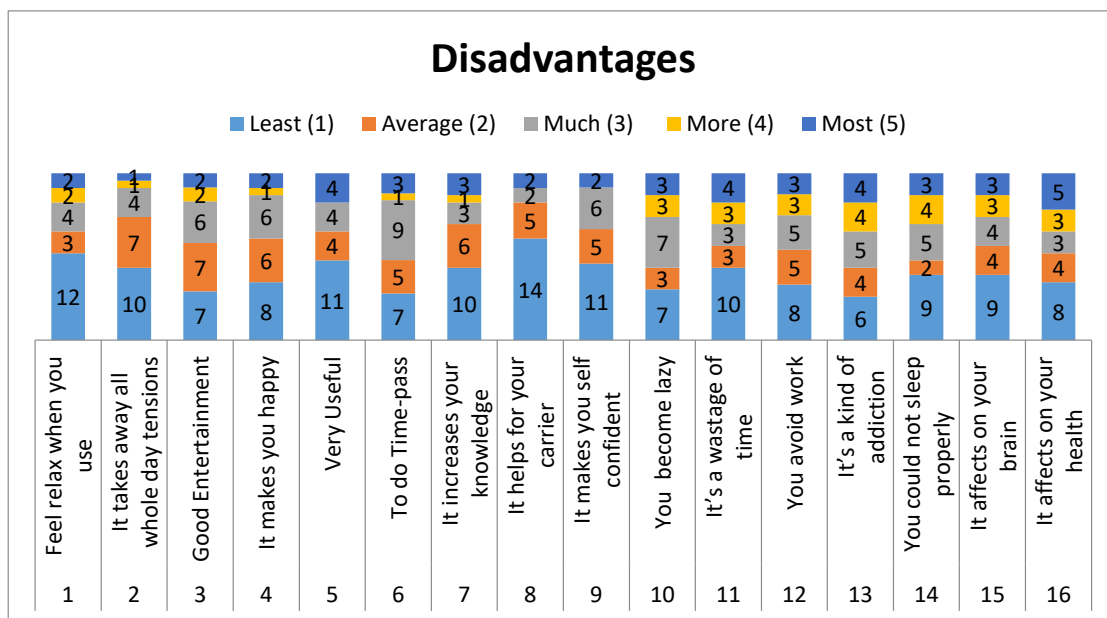


Fig. 10

Interpretation

As per the data collected by the researchers, respondents who responded for this survey are said that these websites are nothing but it's wastage of time, people avoid their

usual work and spend time on this. Its a kind of addiction also. People could not sleep well, it affects brain and health. This is the most common responses have received.

Q.6) Are you happy by using these web sites for watching web series and movies?

Table 11

Yes	14
No	9

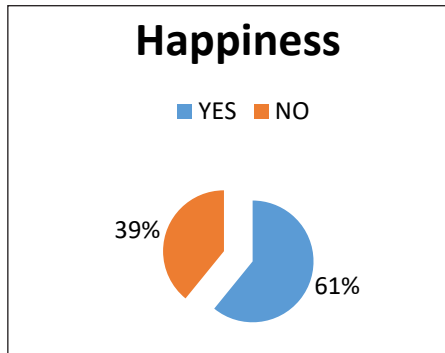


Fig. 11

Interpretation

As per the data collected by the researchers, respondents who responded for this survey are said that these websites makes people more happy 61% respondent said that they are more happy by using these websites.

Q.7) Do you think that these web sites for watching web series and movies are affecting your study ?

Table 12

Yes	8
No	15

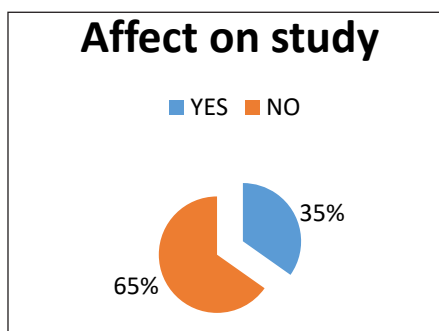


Fig. 12

Interpretation

As per the data collected by the researchers, respondents who responded for this survey are said that these websites

affects on study of the faculty and students as well. 65% respondent said that it affects on study and 35% said no.

Q.8) According to you everyone should use these web sites for watching web series and movies?

Table 13

Yes	13
No	10

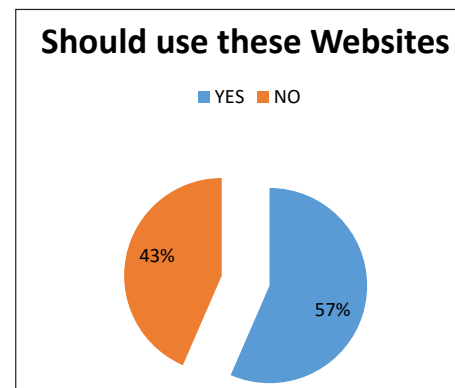


Fig. 13

Interpretation

As per the data collected by the researchers, respondents who responded for this survey are said that these websites should not be used by the people. 57% people said yes and 43% people said no. Yes % is little higher as compared with No %. However, there is not major gap. It is good to see websites but depending on the contents which would help the people.

VALIDITY

Research Findings

The study 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. Afilmywap, Altbalaji, Amazon Video,

Disney+Hotstar, Hbo, Hulu, Extramovies remained the avenues where maximum time was consumed and suggested patterns of binge watching by 9-10 hours. 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 61% feeling happy while only 39% were not happy with use of these sites for entertainment. The measurement of impact on the studies amongst participants was reported as 65% feeling no negative impact on studies while 35% feeling it has an effect on studies. Lastly for the use of the websites and streaming media 57% felt positive and encouraged the use for entertainment and 57% reported the use should be discontinued.

DISCUSSION & CONCLUSION

In these early stages of research, there is a major need for more consistency and harmonization of constructs and their operationalisations to move forward in the understanding of online streaming, binge-watching and its effects on education and educators. Just as important, future research should maintain the distinction between high and problematic involvement in binge-watching to avoid over pathologizing this common behavior. The preliminary findings gathered here mainly point to the heterogeneous nature of online streaming, binge-watching and its impact which covers at least two distinct realities, i.e., high but non-harmful engagement and problematic involvement in TV series watching.

Demographic Profile of Respondents

The study used a mixed group of 23 participants with 2 ranging from 25-30 years of age, 5 ranging from 30 to 35 years of age, 5 ranging from 36 to 40 years of age, 8 ranging from 41 to 45 years of age and 3 ranging from 36 to 50 years of age. This participant data set was divided by gender as 12 male and 11 females.

Based on the study the faculty members who teach second year were most involved in watching movies and web-series on the various websites. The maximum responses Total 9 hotel management college faculty replied for this

survey. Maximum response have got from the CES's Arvind B. Telang, IHM, Pune and Dr. D. Y. Patil, Pune.

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