INFLUENCE OF BINGE WATCHING ON SLEEP QUALITY AND LONELINESS AMONG YOUNG ADULTS AND MIDDLE AGE

Dissertation submitted to Kerala University

In partial fulfilment of the requirements for the award of the Degree of

M. Sc. Counselling Psychology

By

Anandhalekshmi S

(Reg. No:60421115003)

Under the guidance of

Dr Pramod S K

Assistant professor in Counselling Psychology

Department of Counselling Psychology

Loyola College of Social Sciences

Sreekariyam, Thiruvananthapuram

2021- 2023

CERTIFICATE

This is to certify that the Dissertation entitled "**The influence of binge watching on sleep quality and loneliness among young adults and middle age"** is an authentic work carried out by Anandhalekshmi S, Reg. No. 60421115003 under the guidance of Dr. Pramod S K during the fourth semester of M.Sc. Counselling Psychology programme in the academic year 2021- 2023.

Ms. Jesline Maria Mamen   **Dr. Pramod S.K**

Head of the Department   Assistant Professor

Department of Counselling Psychology   Department of Counselling

 Psychology   Psychology

Loyola College of Social Sciences.   Loyola College of Social Sciences.

Thiruvananthapuram.   Thiruvananthapuram.

Submitted for the examination held on ……………………

DECLARATION

I, Anandhalekshmi S, do hereby declare that the dissertation titled "**The influence of bingewatching on sleep quality and loneliness among young adults and middle age**", submitted to the Department of Counselling Psychology, Loyola College of Social Sciences, Sreekariyam, under the supervision of Dr Pramod S K, Assistant professor of the Department of Counselling Psychology, for the award of the degree of Master's in Science of Counselling Psychology, is a bonafide work carried out by me and no part thereof has been submitted for the award of any other degree in any University.

Sreekariyam   Name: Anandhalekshmi S

Date: Reg. No. 60421115003

                                                                            M.Sc. Counselling Psychology

ACKNOWLEDGEMENT

First and foremost, praises and thanks to God, the Almighty, for His showers of blessings throughout my research work to complete the research successfully.

I would like to express utmost thanks and gratitude to my research guide Dr Pramod S K, Assistant professor of Counselling Psychology for his incomparable effort, support and valuable guidance throughout this research. His dynamism, vision, sincerity and constructive criticism have deeply inspired me.

Besides my guide, I would like to express my gratitude to Ms Jesline Maria Mamen, Assistant professor and Head of the Department of Counselling Psychology and Dr Ammu Lukose, Assistant professor, Department of Counselling Psychology for providing constant support to complete the research.

I extend my sincere gratitude to all the participants who spared their time to assist me with the research.

I sincerely acknowledge the efforts of my friends, family and all of those who have helped me in completing my research successfully.

With Regards,

Anandhalekshmi S

CONTENTS

LIST OF TABLES

LIST OF FIGURES

LIST OF APPENDICES

ABSTRACT

REFERENCE

APPENDICES

LIST OF TABLES

LIST OF FIGURES

LIST OF APPENDICES

No.	Appendices
1.	Informed consent form
2.	Personal data sheet
3.	Sleep quality Questionnaire
4.	Loneliness Scale
5.	Binge watching questionnaire

Abstract

The study entitled as "Influence of Binge watching on Sleep Quality and Loneliness Among Young Adults and Middle Age" was conducted in kerala. The data was collected from 203 participants (males 89 and females 114) of Young adults between the age group of 18 to 33 and Middle age between the age group of 35 to 69 using personal data sheet, sleep quality scale, loneliness scale and binge watching scale. The results indicated that there is negative correlation between sleep quality and loneliness.

Key words: Binge watching, Sleep quality, Loneliness, Young adults and Middle age

CHAPTER 1
INTRODUCTION

"Binge-watching may temporarily mask the pain of loneliness, but it cannot replace the warmth and connection of real human interaction." - Alter Austin

The way people consume entertainment content has changed dramatically in recent years as a result of changes to television shows and online media platforms. A new habit known as binge-watching has emerged as a result of the introduction of streaming services and the accessibility of complete seasons. The act of watching several episodes or a full season of a television show in one continuous sitting is known as binge-watching (Chen & Lee, 2019). Youth, who are frequently keen consumers of media information, have shown a significant increase in popularity for this behaviour.

Although binge-watching is convenient and provides instant gratification, worries have been expressed regarding its possible effects on people's psychological health, especially among the younger generation. The link between binge-watching and loneliness is one topic of inquiry. According to Hawkley and Cacioppo (2010), loneliness is a feeling of social isolation or a lack of meaningful social relationships that can have a negative impact on a person's mental health, particularly during adolescence and early adulthood.

A variety of video streaming services, including Netflix, Amazon Prime Video, Hotstar, and others, have emerged as a result of the development of digital technology. These well-liked on-demand services give viewers simple access to well-known films, TV shows, and online documentaries. The technique of "Binge-Watching," or watching many episodes, movies, documentaries, or television shows in quick succession for extended periods of time at once, has grown in popularity as a result of the ease with which these services are now accessible. This

"overindulgence" in watching internet content might cause loneliness and have an effect on users' psychological wellbeing.

The thought of binge watching centers on the term "binge," that indicates a liberty and excessive quantity of consumption in succession consistent with the Oxford dictionary. Jenner (2017) concluded that "a binge suggests the consecutive watching of many episodes of 1 series, uninterrupted by the flow of advertising breaks and a range of programs".

On the other hand, Trouleau et al (2016) describe a distinction between completely different binge behaviors and say that there are even various sub-classes of binge watching. Different definitions place the main target on the consecutive nature of watching series and fewer on the quantity of episodes watched (Pierce-Grove, 2017). Pierce-Grove (2017) additionally mentions a tangle with the term binge-watching itself, specifically that 'Bingeing' is typically related to negative behavior like binge-eating or binge-drinking. Therefore, Victimizing the word binge during this context brings some 'moral judgments' to the scene. Pittman and Sheehan (2015) raise the question whether or not users would possibly favor to use 'media marathon' as an alternate to 'binge-watching' by thinking that the term would possibly raise feelings of shame or guilt. Even so most studies that checked out binge-watching have used definitions that are just like Netflix's definition - binge-watching is watching between one to six episodes in one sitting.

Netflix defined the practice of binge-watching as the consecutive watching of a minimum of two episodes of the same television series in one sitting (Feeney, 2014). While another definition by Pena (2015) conceptualizes binge-watching as 'Marathon Viewing', which is referred to as viewing a number of episodes of a single web series in a short span of time. There are three classes or types of binge-watching behaviors based on the number of episodes viewer watched:

1. **Hyper-Binge**: Consumption of a considerably large number of episodes –more than 7 episodes in a single day.

2. **Binge-Watching** 3-7 episodes in a day.

3. **Regular: Watching** only 1-2 episodes in a day.

Online streaming services and also the web have created television viewing unusually simple and accessible (Wijndaele et al., 2010). Flexibility and convenience are the most important reasons that viewers have shifted from television to online streaming services (Logan, 2011). Television may be a more of ancient technique of content viewing, during which individuals set an "Appointment" to look at and also the content and theme are set by television firms (Cattleman & Podrazik, 2003). Viewers watch a selected show that's set by the television network, and that they ought to watch it at that pre-scheduled time; that is, they do not have the provision to look at their favorite shows consistent with their Convenience. While sets the parameters for its audience, online streaming permits the audience to possess most control over the content, pace, and programing (Jenner, 2017). From the time since Eider's quote to the current day, streaming services are innovated on the far side merely providing currently-airing television programming to viewers at any time. Online streaming has additionally dramatically increased television's spatiotemporal commonness (Jones, 2009). Currently, streaming services supply an outsized style of facilities as well as shows not airing on television, previous seasons of presently airing shows, and a large array of original contents. Inside any streaming service platform, there's unlimited content obtainable to view at any given time, and, with the provision of devices, the content is offered to view at nearly anyplace (Dalen, Liew, & Wilson, 2014). Jenner (2017) explained that within binge watching "the viewing of content is autonomously scheduled: management over one's own viewing behavior is feasible because, management over programing is clearly within the hands of the broadcaster. This viewer management is one of the most important options that distinguishes binge watching from television viewing as Jenner (2017) argued that binge watching "is not watching consecutive hours of regular television" (p. 309), however to look at serialized television shows beneath a self-managed schedule and pace (Jenner, 2017).

The multiple streaming platforms like Netflix, Movie maker +, Amazon Prime, YouTube, Hulu and HBO developed completely over the recent years has had a giant result on the development of binge-watching. Commonly, binge-watching is viewing multiple episodes of a television series

in one sitting. However, it's vital to say that researchers differ among each other about how this phenomenon be defined in terms of the quantity of episodes watched in one sitting, the period of the episodes or content—episodes of one television series or multiple series watched in one session. However, Trouleau imply that this development consists of viewing at least two episodes of a television show during a single sitting. The foregoing highlights some difficulties of the in defining binge- watching. The Streaming platforms like Netflix or HBO's development permits the viewers to watch television shows at their own convenience and without industrial breaks.

These factors have altered the patterns of overwhelming media, and binge-watching has become a well-liked and customary approach of paying leisure time, particularly among young adults. It ought to be additionally emphasized that advances in technology have created it doable to binge-watch on multiple devices—individuals ought not to binge-watch solely reception by their computers or televisions; they'll additionally watch their favorite television shows on the commute to work on their smartphones or tablets. It is assumed that the the accessibility of streaming platform apps and TV shows on the Internet has a significant impact on the frequency and the amount of time spent on binge-watching. Another example of the recognition of binge- watching is cited by the amount of subscribers of Netflix that augmented quickly from five million in 2012 to 167 million in 2020. The marketing research conducted over the recent year's shows that binge-watching has become a particularly widespread phenomena among viewers. Consistent with multiple studies, millennials—people born between 1980 and 2000 are the most subscribers of streaming platforms and that the binge watch a lot of often. It is assumed that progress in new technology creates a brand new approach of overwhelming media such as television shows and alters people's viewing behavior. Due to technological advance, Binge watching is gaining wide popularity and it is a fact that it has become the most common way of consuming media.

Arjan Chatterjee, Professor of Neurology proposed that binge-watching is about the person's experience of being completely immersed. According to him: 'Binge watching is a very recent phenomenon, but there has been research done on immersion in literature and other kinds of narrative forms such as movies, and to some extent video games. Binge-watching, and long serial

television shows would be similar to those categories of experiences.' He also explains that: 'When watching a show or movie, or reading a book that you just can't put down, part of that "what happens next?" feeling comes from having put yourself in the role. "You forget about yourself as you're immersed. With good content, you are transported away from where you are. You could be on your couch, but you lose track of the physicality of where you are when you're transported into the story.' This is what happens during Binge watching.

Despite the escalation of binge watching practices, there has yet to be any controlled, empirical studies undertaken exploring the impact of this practice on the perceived comprehension and/or long-term retention of viewed content. Of the relatively small number of empirical studies exploring binge watching to date, the focus has been to characterize the underlying psychological features of this phenomena. The related studies suggest that binge watching is best understood as a socially legitimate expenditure of luxury time that allows for autonomous action leading to an impact on self-identity (Jenner, 2017). Key drivers of this behavior appear to be fear of missing out some parts of an episode which could result in exclusion from cultural conversation, (Przybylski, *et al.*, 2013; Colin, *et al.*, 2016), hedonistic drive (Pittman and Sheehan, 2015), and social connection (Pittman and Tefertiller, 2015), whereas key deterrents of this behavior appear to be anticipated regret and goal conflict (Walton-Pattison, *et al.*, 2016).

Across multiple studies, binge-watching showcases both positive and negative emotions, so it is not too uncommon for people to experience enjoyment, a sense of joy or for people to experience guilt (Granow, Reinbeck, & Ziegler, 2018). Therefore, people who binge-watch may occasionally spend more time watching than they were prepared to, resulting in negative emotional states. Flayelle et al. (2017) found some people feel the negative emotion of regret, and seldom feel guilt after binge-watching. This is because the feeling of regret may be due to procrastination, but the feeling of guilt may be minimal because they'll experience a sense of Gratification or satisfaction. Alternatively, guilt can be experienced with the act of binge watching as well. Guilt is said to be Eminent amongst people who binge-watch less than frequent binge-watchers (Exelmans & Van den Buck, 2017). This is most likely due to the fact that binge watching is now a habit amongst

people who do it often, people who often binge- watch may not feel guilty because they are already used to the gratification that comes from it and it has already become their Habit. Because of this habituation of binge watching, it is possible that frequent binge-watchers may feel more positive emotions because binge- watching provides solutions such as stress relief and escape from reality, this gratification serves as a motivation to continue watching (Panda & Pandey, 2017). However, studies have proposed that a reason people often feel guilty after binge-watching is because they limit their social interactions with others (de Feijter, Khan, et al). In addition, studies have reported that people often chose to stay in front of laptop or televisions screens as opposed to mingling with family or friends because of binge watching (Perks, 2014).

Other Researchers suggest that binge-watching may affect mental health. As of now, it is more related to features such as fatigability, poor quality of sleep, insomnia, and some mood disturbance. Some researchers also assert a possible association with depression, loneliness, and deficient self-regulation. Exelmans and Van den Buck also mention about Pre sleep arousal which follows binge-watching. Seemingly, based on such evidence, some online streaming services have already started alerting viewers when a number of consecutive episodes have been watched. However, none of these studies has confirmed that binge- watching shares characteristics of other defined behavioral addictions (e.g., watching longer than intended; unsuccessful attempts to control, reduce, or cut down watching; displacement of other activities). Positive emotions such as gratification and pleasure are associated with binge-watching as well. Some people experience pleasure because they binge-watch as a reward. These people have usually completed a task and feel the need to reward themselves for their accomplishment, so they use binge-watching as a reward. This act is often referred to as hedonism, when people self-seek pleasure as compensation (Pittman & Sheehan, 2015). Some people also binge-watch in order to immerse themselves. Immersion in reference to binge- watching may come in the form of relaxation, entertainment or by simply avoiding boredom. Flayelle et al. (2017) found that some people engage in binge-watching to immerse themselves in a storyline and as a result they convey emotions such as desire, attachment and interest.

In psychological science, Loneliness refers to distressing occurrences that happens when a person's social relationships are perceived by that person to be less in amount, and particularly in quality, than desired. The episodes of loneliness is extremely subjective; a person may be alone while not feeling lonely and may feel lonely even when with others. Psychologists typically take into account loneliness to be a stable attribute, which means that people have completely different set-points for feeling loneliness, and that they fluctuate around these set- points looking on the circumstances in their lives. Individuals' levels of loneliness generally stay roughly constant throughout adulthood till seventy five to eighty years of age, after they tend to increase.

Prolonged loneliness is related to depression, poor social support, neurosis, and introversion. Studies have shown that loneliness puts individuals in danger for physical malady which contributes to a shortened lifetime.

Loneliness could be a universal human feeling that is distinctive to every individual. As a result of it having multiple causes, the drawbacks and treatment of this doubtless damaging state of mind will vary dramatically.

Sleep quality is outlined as one's satisfaction of the sleep expertise, merging aspects of sleep initiation, sleep maintenance, sleep amount, and refreshment upon wakening. Sleep quality may be an important construct to clinicians and researchers because of the high prevalence of disturbed sleep and sleep disorder, and also the clear connection of sleep quality to best health and functioning. Yet, despite its common usage, "sleep quality" may be a term without a transparent definition (Krystal & Edinger, 2008). In fact, sleep quality is probably going to own completely different meanings from one person to succeeding. For somebody with issues initiating sleep, the sleep onset amount is also the strongest determinant of sleep quality. In distinction, the relative issue of attending to sleep is also of trivial importance to somebody whose sleep is restless and rife with frequent awakenings.

Sleep quality may be an important construct to clinicians and researchers due to the high prevalence of disturbed sleep and sleep disorder, and also the clear relevancy of sleep quality to optimum health and functioning. Yet, despite its common usage, "sleep quality" may be a term

without a transparent definition (Krystal & Edinger, 2008). In fact, sleep quality is probably going to possess totally different meanings from one person to another. For somebody with issues initiating sleep, the sleep onset amount is also the strongest determinant of sleep quality. In distinction, the relative issue of attending to sleep is also of trivial importance to somebody whose sleep is restless and rife with frequent awakenings

NEED AND SIGNIFICANCE OF THE STUDY

The purpose of the study is to determine binge watching based on their gender and their relationship between variables. This study also shows the influence of binge watching among young adults and middle ages. Binge watching is prevalent among all range groups ranging from a toddler to an aged person. Now the world is more mechanized and running after media for anything and everything. Due to the rise of a lockdown followed by a global pandemic everything changed from the food habits to the educational system. Now children are more confined with their gadgets for their online classes. The lack of physical presence can lead to the children relying to other forms of media like online streaming services and it may even become a habit which may have serious physical, behavioural and habitual influence in them. It is becoming a common trend nowadays. Viewers today enjoy unprecedented control over the way they watch content on television or on any other online platforms. With constant advancements in technology the way in which viewers consume content has seen a considerable shift. Binge watching has become a common point of discussion among the audience as well as industry experts.

STATEMENT OF THE PROBLEM

Statement for the present study: "Influence of Binge Watching on Sleep Quality and Lonelinesss among young adults and middle ages."

OBJECTIVES

1. Extent of binge watching among young adults and middle age

2. Extent of sleep quality among young adults and middle age

3. Extent of loneliness among young adults and middle age

4. To compare the influence of binge watching among young adults and middle age

5. To compare the prevalence of Binge Watching among Males and Females

HYPOTHESES

1. There will be no significant relationship between Binge Watching and Loneliness.

2. There will be no significant relationship between Binge Watching and Sleep Quality.

3. There is no significant difference in Binge watching among Males and Females

4. There is no significant difference in Binge watching among young adults and middle age.

OPERATIONAL DEFENITIONS

Binge watching: Watching contents in television and other online web series for a prolonged period of time.

Loneliness: Being alone and feels sad about it.

Sleep Quality: Ones satisfaction about their sleep experience, quantity of their sleep , refreshment after sleep awakening.

Young Adults: Individuals between 18 to 33

Middle Ages: Individuals between 35 to 69

CHAPTER 2

REVIEW OF LITERATURE

Theoretical review

To understand the concepts of Binge watching, Sleep Quality and Loneliness it is necessary to review theoretical perspectives associated with the variables. In this section conceptual framework and various theories propounded by researchers in the line of study of the current research variables, are reviewed.

Binge Watching

Cultivation Theory.

Although research on binge-watching is just beginning, future understanding of binge-watching will be based largely in past media effects theory. In the 1960s, communication scholar George Gerbner developed cultivation theory as a means to understanding the long-term effects of television on society (Morgan & Shanahan, 2010). The theory looks at how media (specifically television) cultivates the reality of the consumer (Gerbner, 1966). Gerbner writes, "our theories of the cultivation process attempt to understand and explain the dynamics of television as the distinctive and dominant cultural force of our age" (1998). Originally, the theory solely suggested that television influences the beliefs and perceptions of audience members. As Gerbner and other scholars continued researching and applying cultivation theory, the theory evolved into what it is known as today.

Eventually the theory would state that the more media a person consumes, the more the individual will view the world through the lens of the medium (Gerbner & Gross, 1976;Gerbner, Gross, Morgan, & Signorielli, 1980; Signorielli, 1990). This concept provides a key framework for researching binge-watching. If people are watching more of a show in one sitting, cultivation theory suggests they would view the world more through the lens of the media. While the current study does not use much cultivation analysis within the analysis of the data, the theory provides the key framework for the need to research binge-watching. According to Gerbner, cultivation

theory is the process of institutions sending messages to publics and assisting in cultivating the publics' worldview (1998). This makes the base of cultivation theory dependent on the relationship between three items — institutions, messages, and publics (Gerbner, 1996, 1998; Morgan & Shanahan, 2010). Institutions are the organizations or groups of people sending the messages to the public such as cable networks. As cultivation theory was explored more in depth, messages and publics became the focus of the research. Messages are measured by content analyses, where displays of messages within a television program are counted (Gerbner, 1998). Gerbner and his colleagues have collected samples of weekly television programming and conducted content analyses for messages since 1967. The most important aspect of the relationships existing within cultivation theory is the final part of the relationship — the user. Cultivation theory suggests there is a difference between the cultivation effects on different types of users based on how much media they consume. The types and frequency of media individuals consume affect their beliefs and opinions. These cultivation effects are not just short-term effects of media consumption. Meta-

analyses of cultivation theory have suggested that cultivation has long-term, gradual effects that influence the viewer of media (Shanahan and Morgan, 1999).Cultivation theory separates viewers of media into different categories. These categories typically include heavy users, medium users, and light users (Gerbner, 1998). Throughout Gerbner's research, common definitions for each type of user indicated heavy users watched 4-24 hours of television a day, medium users watched 3 hours of television a day, and light users watched 0-2 hours of television a day (Gerbner & Gross, 1976; Gerbner, et al, 1977, 1978). Since binge-watching occurs when people are watching two or more episodes of a television show in a single sitting, their daily consumption would at a minimum fall into the medium user category. Researchers found that heavy users of media had higher levels of cultivation than medium users and light users. This difference in the cultivation effects of media between user groups is called the cultivation differential (Gerbner, 1998).Thus, binge-watching theoretically would bring a higher cultivation differential in consumers than viewers of traditional media. Early research on cultivation theory focused on the cultivating

effects of television violence on consumers. A major cultivation differential appeared between heavy and light users in Gerbner and Gross' research. Heavy users of media are more likely to see the world as a meaner, more violent place, which Gerbner described as mean world syndrome (Gerbner & Gross, 1976, Gerbner, et al, 1977, 1978). More recently, cultivation theory has been applied to new forms of media, like music videos, and portrayals of lifestyles, like drugs and homosexuality in the media (Beullens, Roe, & Van den Bulck, 2012; Minnebo & Eggermont, 2007; Calzo & Ward, 2009). Previous research has shown cultivation effects can be a major force for both positive and negative change, once again suggesting a need for understanding binge-watching.

Cultivation theory was the third most used theory in communication research in the latter half of the 20th century (Bryant & Miron, 2004). Despite cultivation theory's popularity, early research using cultivation theory received a large backlash by researchers because of the methodology used within the research (Morgan & Shanahan, 2010). In 1980, two theorists re-examined the work of Gerbner to look for support of his cultivation hypothesis. Hirsch looked at Gerbner's 1978 study and writes, "nonviewers are consistently more fearful, alienated, and favorable to suicide than "light" viewers; extreme viewers are less perturbed than heavy viewers. These findings severely undermine the contention that any relationship between TV viewing and the provision of 'television answers' to attitude items is linear or monotonic" (1980). Similarly, Hughes found that Gerbner did not use control groups in his early studies, and a control group drastically changed results (1980). Once control groups were added to the data set, Hughes'findings supported those of Hirsch and substantiated Gerbner's research (1980). The main complaints in both Hirsch and Hughes critiques are the methodologies employed by Gerbner (& Gross, 1976; et al, 1977, 1978); because of this, future studies have implemented the critiques of Hirsch and Hughes to make improvements to methodologies used in testing cultivation theory. Despite the early critical response to cultivation theory, the theory is now viewed in a more positive light. In their 2010 analysis of the academic industry on cultivation theory, Morgan and Shanahan suggest that a new meta-analysis on cultivation should be written because recent literature indicates a movement

from cultivation being a theory to a paradigm (2010). The movement of cultivation from theory to paradigm suggests an industry-accepted infallibility to the theory and a movement away from the previous critiques of cultivation theory. Because binge- watching is based around the amount of television being consumed, the previous knowledge provided through past research in cultivation theory should be a key basis for research on binge-watching.

Uses and Gratifications Theory.

Although cultivation theory provides a framework to examine the possible effects of binge watching, this study does not aim to study the effects of views on violence, sex, etc. affected through cultivation. The research questions for this study ultimately aim to understand why people are binge-watching, which links to a different type of theoretical research on watching

television — uses and gratifications. Uses and gratifications research explores why people choose to consume media. The research was an offshoot of early empirical communication (Katz & Blumler, 1974). Uses and gratifications research began in the mid 1930s, but Blumler and Katz modernized the concept when they began working on the uses and gratifications of television. (Herzog, 1942; Suchman, 1942; Wolfe & Fiske, 1949; Berelson, 1949; Blumler and Katz, 1974). Blumler and Katz triggered the reemergence of gratifications research by recognizing the power of the television medium and reintegrating the methodologies of earlier research on the uses and gratifications of radio and newspapers (Blumler & Katz, 1974).

Katz, Blumler, & Gurevitch's framework for uses and gratifications research is based in a few key assumptions (1973). First, they suggested that audiences must be active and that media choice lies with the audience. For an audience to be considered active, Blumler writes that mass communication must have uses for people (utility), an audience's media consumption must be directed by prior motivation (intentionality), the selected media behavior reflects prior audience interests and preferences (selectivity), and the audience creates their own meanings from the consumed media (imperviousness to influence) (1979). Active audiences have choices of media because different types of media offer different gratifications (Katz, Blumler, &Gurevitch, 1973). When asked, most active audiences are aware of the reason they are consuming a specific medium.

Finally, Katz, Blumler, & Gurevitch suggest that audience members interpret their own meaning while consuming media. Later research expanded on the concept of gratification by looking at the difference between gratifications sought and gratifications obtained (Palmgreen, Wenner, & Rosengren, 1985). These key terms signify that the gratifications audiences actively seek are not always achieved. The result, or gratification, of consuming media can often be different than the person's original intention for consuming the media; the gratification the consumer sought did not meet the gratification that was obtained. Five meta-categories of uses and gratifications currently exist within the realm of watching television (McQuail, 2010). They are to become educated, to identify with characters, to be entertained, to be social, and to escape from daily life. These meta-categories have a variety of sub-categories branching off from underneath them, but they explain the primary reasons that people watch television. McQuail's five meta-categories will be used as the primary framework for this research. There have been many different uses and gratifications associated with television consumption in previous research. While looking at television quiz show, McQuail, Blumler, and Brown found four uses and gratifications for consumers watching television: self-rating appeals, a basis for social interaction, excitement, and educational appeals (1972). Many of these categories continued into McQuail's later analysis of uses and gratifications (2010). Greenberg looked into the motivations behind television consumption for children and teenagers and found habitually- based, relaxation-based, companion-based, time-based, education-based, arousal-based, and escapist-based motivations (1974). Palmgreen and Rayburn looked at The gratifications obtained by watching public television and found seven findings: relaxation, learning, communication utility, escaping, passing time, companionship, and entertainment (1979). Rubin identified five uses and gratifications for adult television consumers: habit, information, entertainment, companionship, and escape (1983). When looking at the different uses and gratifications for consuming television found in past research, most, if not all, of the categories easily fit into McQuail's five meta-categories of the uses and gratifications of television (2010). While binge watching is an area that has not been explored in uses and gratifications research, the research has expanded into the digital age. In a study done in 2000,

Leung and Wei researched the gratifications of cell phone usage and concluded that people use cell phones for social, entertainment, psychological, fashion, and accessibility purposes. Studies conducted by Stafford, Stafford, and Schkade in 2004 show that people use the Internet for access to information content, the ability to process ideas, and for social connections. The uses and gratifications research on Internet usage and television consumption share crossover categories, and provide an interesting basis for the beginning of research on binge-watching.

Uses and gratifications research has received a lot of scrutiny since its revival in the 1970s. The largest concern many researchers share about uses and gratifications research is that the results of uses and gratifications theory are self reported and subjective (Katz, Blumler, & Gurevitch, 1973). The gratifications pronounced by audience members are also difficult to categorize because the research is based around individual's usage of media instead of a group of people's interpretation, a limitation of the current study. Despite criticism, researchers agree that audience members do use media for specific, personal reasons. Because of this, uses and gratifications theory has remained popular amongst communication researchers despite its issues with methodology.
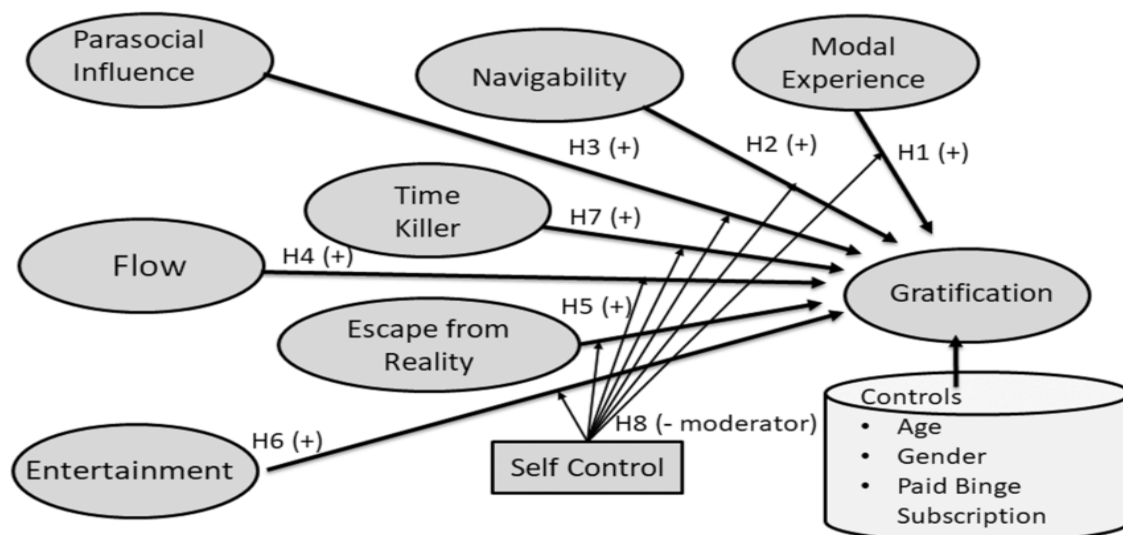

Fig 2.1 Hypothesized model of need of binge watching

Sleep Quality

Several prominent theories have explored the brain and attempt to identify a purpose for why we sleep, which includes the Inactivity theory, Energy conservation theory, Restoration theory, and the Brain plasticity theory.

Inactivity theory is based on the concept of evolutionary pressure where creatures inactive at night were less likely to die from the predation of injury in the dark, thus creating an evolutionary and reproductive benefit to being inactive at night.

Energy conservation theory posits that the main function of sleep is to reduce a person's energy demand during part of the day and night when it is least efficient to hunt for food. This theory is supported by the fact that the body has decreased metabolism by up to 10% during sleep.

The restorative theory states that sleep allows for the body to repair and replete cellular components necessary for biological functions that become depleted throughout an awake day. This is backed by the findings many functions in the body such as muscle repair, tissue growth, protein synthesis, and release of many of the important hormones for growth occur primarily during sleep.

Brain plasticity theory is that sleep is necessary for neural reorganization and growth of the brain's structure and function. It is clear that sleep plays a role in the development of the brain in infants and children and explains why infants must sleep upwards of 14 hours per day.

These theories are not exhaustive or all-inclusive of the prevalent ideas; rather, they serve to frame the concept that we do not fully understand sleep yet. It is more accepted that no single theory explains it all, and a combination of these ideas is more likely to hold the key to sleep.

Sleep functions in a relatively predictable cyclical pattern between 2 major phases: Non-rapid eye movement (NREM) sleep and rapid eye movement (REM) sleep. NREM sleep is subdivided into several stages numbered 1 to 3. Each phase and stage represents the relative depth of sleep and offers unique characteristics in the brain wave, muscle tones, and eye movement patterns. As the name implies, NREM is characterized by an absence of eye movements, and rapid eye movements characterize REM.

Sleep begins with a short NREM stage 1 phase, followed by NREM stage 2, then NREM stage 3, then finally into REM. NREM accounts for approximately 75% to 80% of total sleep, and REM accounts for the remaining 20% to 25% of sleep. This progression through the stages of sleep occurs in this order of events on repeat throughout the night for varying lengths of time. The initial cycle lasts 70 to 100 minutes to complete fully. However, the remaining cycles last 90 to 120 minutes each. The amount of REM in each cycle progresses throughout the night from being minimal on the initiation of sleep but eventually is up to 30% of the cycle later in the night. A total of 4 to 5 cycles through this progression is typical in a night.

NREM stage 1 is the shallow stage of sleep where a person is still easily awoken. It lasts 1 to 7 minutes. Rhythmical alpha waves characterize electroencephalogram (EEG) at a frequency of 8 to 13 cycles per second.

NREM stage 2 lasts approximately 10 to 25 minutes in the initial cycle of sleep but progresses to consume 50% of the total sleep cycle later in the night. Stage 2 is a much deeper sleep state than stage 1, but individuals are still awoken with heavy stimulation. Brainwave activity on EEG is low voltage "sleep spindles and K-complexes." Current theories suggest that memory consolidation occurs primarily during this stage.

NREM stage 3 lasts about 20 to 40 minutes, initially. EEG is characterized by high-voltage, slow-wave frequency.

REM is the phase of sleep responsible for dreaming. It is characterized by total body voluntary muscle paralysis (except for the extraocular muscles). This paralysis is thought to be a mechanism to prevent neural stimuli from dreams to manifest in actual muscular impulses during sleep. EEG in REM is "Sawtooth waveforms," theta waves, and slow, alpha waves in a desynchronized pattern set. Patients with nightmare disorder exhibit increased relative high alpha and frontocentral increases in high delta power during REM sleep.

The mechanism through which sleep is generated and maintained is more of a balance between two systems located within the brain: the homeostatic processes, which are functionally the body's "need for sleep" center, and the circadian rhythm which is an internal clock for the sleep-wake cycle.

Sleep Generation is initiated within the ventrolateral preoptic nucleus (VLPO) of the anterior hypothalamus and acts to inhibit the arousal regions of the brain, including the tuberomammillary nucleus, lateral hypothalamus, locus coeruleus, dorsal raphe, latero dorsal tegmental nucleus, and pedunculopontine tegmental nucleus. Hypocretin (orexin) neurons in the lateral hypothalamus help to facilitate this process in a synergistic effect.

NREM sleep is a functional disconnection between the brain stem and the thalamus and cortex maintained with hyperpolarizing GABA neurons in the reticular activating center of the thalamus and the cortex. Corticothalamic neurons signal the thalamus, which causes hyperpolarization of the thalamic reticular neurons. This process produces delta waves from both thalamic reticular and cortical pyramidal sources. Thus correlating with the varying stages 1 to 3 of NREM.

REM sleep is generated by "REM-on neurons" in the mesencephalic and pontine cholinergic neurons. The pedunculopontine tegmental nucleus and the lateral dorsal tegmental neurons trigger desynchronized cortical waveforms. The tonic component of REM sleep is parasympathetically medicated, and the phasic component is sympathetically mediated.

Circadian rhythm is the body's cyclical nature for the desire for sleep. The hypothalamus controls it via the suprachiasmatic nucleus with sensory input from the retinohypothalamic tract based on light levels detected from the retina. The circadian rhythm is approximately 24.2 hours per cycle. Melatonin, produced in the pineal gland, has also been shown to be a modulator of the circadian rhythm that has concentrations varied based on the light level. Melatonin levels are greatest at night and decrease during the daytime. Finally, body temperature has been associated as part of the circadian rhythm. The exact set point varies among different people, but it is expected to have generally lower temperatures in the morning and higher temperatures in the evening.

Related Testing

The primary testing modality used to study sleep is polysomnography. This is a multifaceted test that includes an electrocardiogram (ECG), electroencephalography (EEG), electrooculography (EOG), electromyography (EMG), and oxygen saturation. Polysomnography should not be routinely used as a screening test. The results of all testing modalities are coordinated to paint a full picture of the sleeping status of a patient.

ECG testing is the measurement of electrical current through the myocardium of the breath and is used to diagnose cardiac aberrations, including rate and rhythm.

EEG includes non-invasively placing electrodes across the scalp to measure voltage fluctuations and current of electrical activity within the brain. The exact number of electrodes used varies. The waveforms of the brain are recorded and used to interpret the stage of sleep a person is in and detect any neurological abnormalities during sleep. EOG is used to measure extraocular muscle

function during sleep. During NREM, there should be no eye movement. Therefore eye movement is indicative of REM.

EMG is used to measure muscle function of respiration and peripheral limbs and can detect excessive movement or increased tension during sleep.Oxygen saturation is used to verify that respiration is being performed as expected during sleep without any halts in breathing.
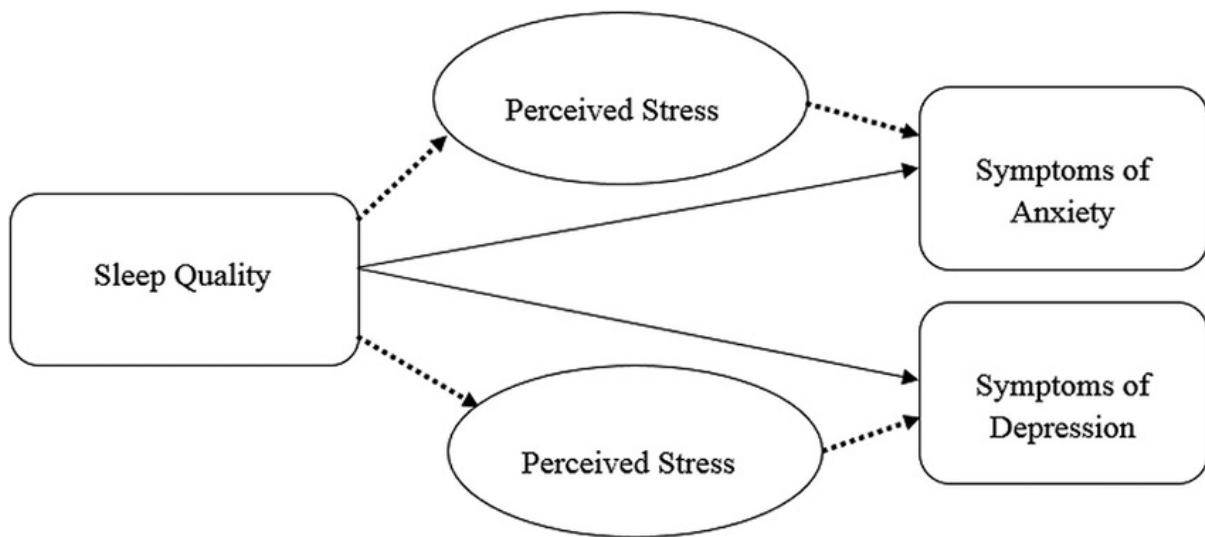

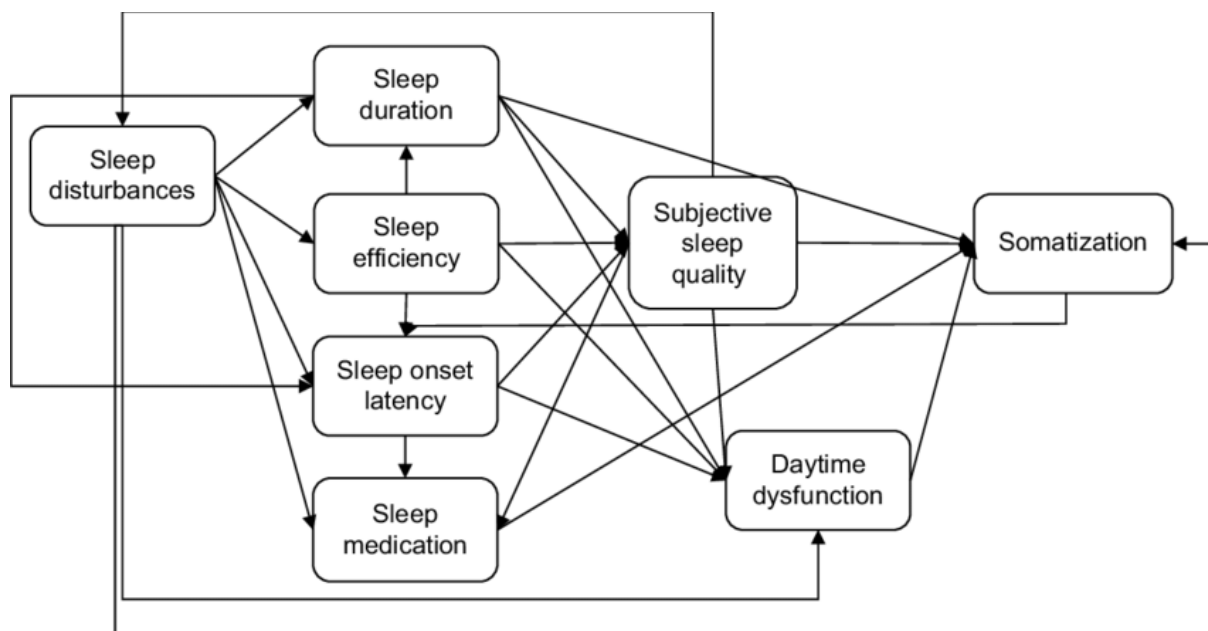**Fig 2.2 A conceptual model for the relationships among sleep quality**

Fig 2.3 Model of sleep and somatization

Loneliness

The theoretical perspectives on loneliness diverge, however, in their specification of the precise form of social deficit(s) experienced by lonely people. In general, the empirical studies of loneliness have focused on three broad classes of variables: (1) deficits in human intimacy needs; (2) the behavioral and/or personality correlates of loneliness; and (3) the cognitive processes associated with loneliness.

The social needs approach

Psychological perspectives emanating from this theoretical approach have given primary emphasis to the unmet social needs that are theorized to underlie the experience of loneliness. The various ways in which these unmet social needs have been conceptualized can be broadly subcategorized as social developmental and social support approaches.

Social developmental perspectives Various neo-Freudian writers have viewed social relationships as essential for the fulfillment of human intimacy needs. Fromm- Reichmann (1959), for example, focused on the role of early social development in the etiology of loneliness. Similarly, the experience of loneliness from the Sullivanian perspective was defined in inter- personal terms. Sullivan's (1953) conceptualization can be con- sidered a theoretical forerunner of the recent social needs approach, insofar as a direct relationship is postulated to exist between subjective feelings of loneliness and objective social defi- cits (currently defined in terms of social network variables such as

the number and frequency of social contacts). It is noteworthy that these neo-Freudians speculated about the possibility that the experience of loneliness may not always be consciously recognized or verbalized as such. Indeed, the intensity and the 'uncommunicable' quality of severe loneliness

has led psychodynamic theorists to describe the experience in terms of the extreme defensive behaviors that individuals will engage in for purposes of avoiding this aversive affective state. This issue has recently resurfaced not only in theoretical conceptualizations of loneliness (cf. Young, 1982), but also with regard to the validity of loneliness measures that contain items requiring the self-label of 'lonely'.

Bowlby's (1969) attachment theory represents another theoretical predecessor of studies exploring the relationship between early attachment processes and adult loneliness. The theoretical analysis of infant/caretaker attachment postulated by Bowlby and others has recently been expanded by Hazan & Shaver (1987). These authors have proposed that adults tend to establish the same types of attachment bonds in their romantic love relationships that they previously established in their earliest relationship with a primary caretaker. Just as infant-caretaker attachment patterns can be characterized as secure, avoidant, or anxious-ambivalent, so too can the attachment patterns of adults in romantic relationships. Hazan & Shaver's (1987) theoretical assumption that adults display relatively stable but qualitatively different attachment patterns has some important implications for the measurement of loneliness. One implication is that avoidant' types may defensively deny experiencing feelings of loneliness, and another is that a subgroup of lonely individuals may exist for whom inadequate social relation- ships as well as feelings of loneliness will persist over time.

Social support perspectives

Of all the contributing streams of thought on the relationship between social needs and loneliness, the theoretical perspective offered by Weiss (1973) was clearly the most influential in stimulat- ing the first wave of empirical research. Weiss proposed a taxonomy encompassing two distinct types of loneliness: 'emotional loneli- ness' is characterized by feelings of anxiety and isolation resulting from the absence of an intimate attachment; 'social isolation'. characterized by feelings of boredom and aimlessness, is presumed to result from the absence of a network of social

relationships in which the individual feels part of an interrelated group sharing similar interests and activities.

An adequate assessment of Weiss' theoretical position mandates (1) a multidimensional approach to the measurement of loneliness, (2) the utilization of appropriate theory-testing statistical analyses and (3) attention to the theoretically different coping responses or remedial behaviors' that are presumed to characterize these differ- ent subtypes of lonely individuals (cf. Hojat & Crandall, 1987; Peplau & Perlman, 1982; Rook, 1987a, 1988).

Social network variables. There is general agreement among researchers about the types of situational variables that increase vulnerability to the experience of loneliness (Peplau & Perlman, 1982). Generally speaking, any event that disrupts the individual's social network is considered a potential precipitating factor for loneliness (i.e. geographical relocation, divorce, retirement, the 'empty nest syndrome', etc.). Recognition of the importance of these situational variables led researchers initially to focus on social network variables that were potentially capable of discriminating lonely from non-lonely individuals.

The behavioral/personality approach

The relationship behaviors of lonely and non-lonely individuals have been found to differ in a number of characteristic ways, and systematic differences in social skills have, in turn, been found to exhibit strong associations with theoretically-relevant individual difference variables. Behavioral problems and social skills deficits The formation of social relationships per se is obviously a necessary prerequisite to considerations of relationship quality. Although many lonely people do indeed manage to establish social relation- ships, they have reported having experienced difficulty both int initiating introductions and in developing meaningful friendships (Horowitz & French, 1979; Wheeler et al., 1983; Wittenberg & Reis, 1986), a behavioral pattern characterized as deficient 'relationship initiation skills' by Shaver et al. (1985).

The cognitive processes approach

Researchers in the cognitive approach to loneliness fit squarely within the phenomenological tradition of psychology, with their focus upon subjective perceptions and evaluations as mediators of the loneliness experience. That this approach encompasses the major thrust of current loneliness research is no doubt partially attributable to the 'cognitive zeitgeist' that pervades the field at the present time. But the focus on cognitive factors is also attributable, in part, to the failure of the social network research to demonstrate a direct, unequivocal link between objective social deficits and the experience of loneliness. As Peplau & Perlman (1982: 3) have stated, 'loneliness is a subjective experience, it is not synonymous with objective social isolation. People can be alone without being lonely, or lonely in a crowd"
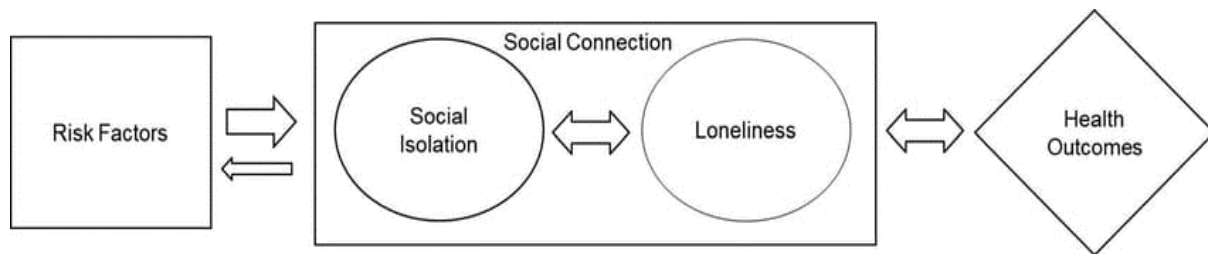
Fig 2.4 Shows models of loneliness

Spokespersons	Theoretical approach	Propositions
Weiss (1973)	Interactionist approach	Emotional and social loneliness. Human deficits of their social needs cause loneliness
Sullivan (1953) and Fromm-Reichmann (1959)	Psychodynamic approach	Human deficits of their attachment relationships cause loneliness
Tillich (1952) and Moustakas (1972)	Existential approach	Anxiety and true loneliness. Separateness is the main cause of loneliness
Peplau and Perlman (1982)	Cognitive approach	Evaluation of human relationships against standards of social relations cause loneliness

Fig 2.5 Theoretical approach and propositions of loneliness

Empirical review

The study conducted by Dimph de Fronter, et al., (2016) found that the amount of time spent binge-watching correlates with the amount of free time. The study focused on the context factors that relates to binge watching and wellbeing. A smartphone monitoring survey was conducted among Dutch binge watchers. It also plays an important role in the effect of binge- watching on emotional well-being. "Confessions of a 'Guilty' couch potato understanding and using context to optimize binge watching behavior".

The study conducted by Charles N Wagner, (2016) found that the social context for viewership and the medium through which television was binged where not associated with guilt. The aim of the study was to understand the various aspects of television binge-watching behaviors and determine how guilt coincides with binge viewership. The study was conducted on 530 adults. "Glued to the sofa': Exploring guilt and Television binge-watching behaviors".

The study conducted by Emily Walton-Pattison, et al., (2016) found that binge watching is common place and associated with both reflective and impulsive factors. The aim of the study was to estimate the frequency of, and identify modifiable factors associated with, television binge watching. The study was conducted through online questionnaire, 86 people completed it. "Just one more episode': Frequency and theoretical correlates of television binge watching".

The study conducted by Ryan G. Stoldt, (2016) found that binge watcher's reported higher levels of entertainment, relationships with character, escapism, and basis for social interaction than traditional watchers. The study examined how television-viewing habits have changed due to the digital media morphosis of television. The research was based on gratifications theory and cultivation theory. The study was conducted on 127 undergraduates enrolled in introductory communication courses at Wichitia State University. "The behavioral effects of the binge watching media- morphosis".

The study conducted by David A. Schweidel, et al., (2016) found that advertising responsiveness differs between bingers and non-bingers and that it changes over the course of online viewing sessions. This study focused on whether the user continued the viewing seddion after each episode viewed, whether the next episode is from the same or a different series, and the time elapsed between sessions. "Binge Watching and Advertising".

The study conducted by Swati Panda, et al., (2017) found that social interaction, escape from reality, easy accessibility to television content and advertising motivate college students to spend

more time binge watching. The purpose of the study was to explore various motivations that influence college students to spend more time binge-watching and subsequent gratifications. They intend to spend more time binge-watching when they negatively gratified after binge watching. "Binge watching and college students: motivations and outcomes".

The study conducted by Catherine Chambliss, et al., (2017) found that Netflix binge watching appears to be disrupting academic success for many. The study was conducted on 62 student volunteers (19 males & 43 females) enrolled in an introductory psychology course at a small, liberal arts college in the Mid-Atlantic region of the US. "Distracted by binge watching: Sources of academic and social disruption in students".

The study conducted by Masiglat, (2017) found that more participants recognize binge- watching as a benefit instead of liability. The aim of the study was to find out the profile of employees who binge-watch, the motivators, their experiences, and how it affects different aspects of their life. A survey was conducted on 12 people. "Profile and experiences of fulltime employees on binge-watching".

The study conducted by Assistant Prof. Dr. Deniz Yengin, (2017) found that television viewers are aware of what binge watching is and use this practice of viewing. This study examines binge watching as a new television watching habit, and examines the concept of binge watching according to the uses and gratification theory. Total 441 people participated in this survey. "Transformation of leisure time in new media: Binge watch"

The study conducted by Hongjin Shim, et al., (2018) found that there was a positive association between Viewers negative attitudes and the extent of their binge watching. This study investigated the relationship between attitudes toward binge-watching and the extent of binge- watching and the role of Viewers personality traits. A survey was conducted administrated on 714 individuals.

"I hate binge-watching but I can't help doing it: The moderating effect of immediate gratification and need for cognition on binge-watching attitude-behavior relation".

The study conducted by Kelly Merrill Jr, (2018) found that age and enjoyment were the only predictors of academic media multitasking and binge-watching Duration. The study was to explore the trait individual differences in enjoyment, regret, reward, binge-watching frequency and binge-watching duration. Survey took place on 651 individuals. "Holding off the fun stuff: Academic media multitasking and binge watching among college students".

The study conducted by Sheana J.K.Y. Humphries, (2018) found that there is a difference between heavier and lighter viewing behaviors. This study investigate various elements of cultivation theory on television viewing behaviors in different time compression formats. The participants in this study included 37, (9 males & 28 females) having at least 18 years of age. "Netflix and chilling: Binge-watching behaviors and the cultivation effects of horror television shows".

The study conducted by Sherri Simmons, et al., (2019) found that higher frequency of binge watching predicted ore impulsive and high-risk health behaviors such as eating fast food, drinking alcohol, and less physical activity. The aim of study was to determine whether self- reported binge-watching behavior is related to self-reported health and health risk behaviors, and to examine the correlation between self-reported binge watching behaviors and social factors of wellness such as loneliness. An online survey was completed by 263 undergraduate participants. Binge-watching is also correlated with lower perceived health and higher loneliness. "Examining the health and wellness costs associated with binge-watching behaviors".

The study conducted by Jade Crimson Rose Da Costa, (2019) found that respondents evaluations of binge watching is conditioned by their past experiences, institutional shifts in media production and consumption, western norms of productivity and the Television viewing practices of their

family and friends. The study examines binge-watchers perceptions of their television viewing practices. The study was administered on 15 participants, nine women and six men, between 22 and 43 years of age. "Binge watching: A life course perspective".

The study conducted by Weipa Wang (2019) found that binge watching to avoid problems is a common employed strategy for individuals to cope with stress. The purpose of the study is to identify whether binge watching is bad for people. The survey was administrated to 157 television binge watchers. It ultimately leaves feeling of guilty and regretful and binge watching could fundamentally shape different gratifications and consequences of binge watching behaviors. "Is binge watching Bad for you? Escapism, stress, self-control and gratifications? ".

The study conducted by Harsha Gangadharbatla, et al., (2019) found that several factors such as family, friends, relaxation, procrastination, entertainment, Addiction, content-related and environmental factors were all cited as the driving factors for binge-watching. The study focused on the antecedents and consequences of binge watching and test the hypothesis that link the various constructs in the model. The study focused on college students. The consequences of binge watching include missing school and work, falling grades, host of physical and emotional effects. "Antecedents and consequences of binge-watching for college students".

The study conducted by Franziska Hanefeld, (2020) found that selfcontrol explains binge watching and professional efficacy. The aim of the study was to find out whether self-control explains binge-watching and professional efficacy in students. An online survey was conducted on 127 students. Binge-watching does not explain professional efficacy and that the relationship between self-control and professional efficacy is not explained by binge watching "Binge Watching good or bad? Is the relationship between self-control and academic achievement explained by binge-watching?".

The study conducted by Alexander Ort, et al., (2021) found that frequency of use, motives to engage in high dosage viewing sessions, as well as the combined effect of these two factors help to explain problematic viewing behaviours. The study investigates the circumstances under which binge watching can become a problematic behaviours. A quantitative online survey was conducted on 415 media users. "Is binge-watching addictive? Effects of Motives for television series use on the relationship between excessive media consumption and Problematic viewing habits".

The study conducted by Sepehr Rasekhi, et al., (2016) found that there is a relationship between sleep disorder and academic performance... "Effects of sleep quality on the academic performance of undergraduate medical students". This study was conducted to examine the prevalence of sleep disturbance among medical students and to investigate the relationship between sleep disorder and academic performance. A total 240 medical students of first, second, and third year participated in this study. "Effects of sleep quality on the academic performance of undergraduate medical students".

The study conducted by Exelmans, et al., (2017) found that modern arriving styles such as binge viewing negatively affect overall sleep quality and identified cognitive pre-sleep arousal as the explanatory mechanism. The main objective of the study is to investigate the prevalence of binge viewing, its associates with sleep and examine arousal as an underlying mechanism of this association. The study was held on 423 emerging adults. "Binge viewing, sleep and the role of Pre sleep arousal".

The study conducted by Yoon Hi Sung, et al., (2016) found that the participants who are more depressed and lonely were more likely to binge watch television to move away from negative feelings. The objective of the study was to find how often they watched television, how often they had feelings of loneliness, depression and self-regulation deficiency and how often they binge

watch television. The researchers conducted a survey on 316; 18 to 29 years olds. They also found that those who lacked the self-control were more likely to binge watch. "Feelings of loneliness and depression linked to binge-watching television".

The study conducted by Jussi Tanskanen, et al., (2016) found that social isolation predicted morality even after controlling loneliness and control variables. The aim of the study was to estimate the simultaneous effects of social isolation and Loneliness on morality. It implies that risk of morality effect not only those who experience extreme social isolation, but also those who suffer from mild to progressively increasing intensity of isolation. "A prospective study of social isolation, Loneliness, and morality in Finland".

CHAPTER 3

METHOD

Research methodology entails the systematic, theoretical analysis of procedural steps applied to a field of study. An essential part is that it involves describing, explaining, and predicting phenomena in order to solve a problem. The research methodology comprises aspects such as research designs, target population, sample size and sampling procedure, data collection instruments and data analysis procedure. Rather than offering solutions, methodologies provide the theoretical basis for understanding which procedure, or set of procedures, can be applied to a particular case (Kothari, 2004).

Research design

According to Kothari (2004), "a research design is a plan, a roadmap and a blueprint strategy of investigation conceived so as to obtain answers to research questions, it is the heart of any study". Accordingly, considering the purpose of this study descriptive research design was found appropriate for meeting the objectives. The survey method using questionnaires was adopted for collecting data regarding the variables of the study. Calderon & Gonzales (2018), define descriptive research as "a purposive process of gathering, analysing, classifying, and tabulating data about prevailing conditions, practices, processes, trends, and cause-effect relationships and then making an adequate and accurate interpretation of such data with or without or sometimes minimal aid of statistical methods".

Participants

A total sample of 203 participants among young adults and middle age was collected by using the convenience sampling method. The sample consists of 89 male and 114 female participants. In the respective sample, the age of young adults ranged from 18 to 33 years. And middle age ranged from 35 to 69. The sample consisted of participants belonging to all over kerala.

Tools used for data collection

Variables: The variables in the current study are binge watching, loneliness and sleep quality

BINGE WATCHING SCALE

The scale is prepared by the researcher with appropriate and suitable items . The reliability was found out and it is having face validity. After expert opinion and based on the references of Binge Watching Addiction Questionnaire (BWAQ) suitable items were selected . The scale need to be higher standardised for further research purpose. Reliability: Cronbach's Alpha 0.80 Validity: Face validity

DE JONG GIERVALD SCALE FOR LONLINESS

The De Jong Giervald 11-item loneliness scale (De Jong Gierveld and Kamphuis 1985; De Jong Giervald and Van Tilburg 1999) can be applied as a one-dimensional loneliness scale, but the items were developed with Weiss's (1973) distinction between social and emotional loneliness in mind. For that reason, researchers can—depending on the research question— choose to use either the complete loneliness scale, or the emotional (six items) and social (five items) subscales . For use in large surveys a shorter 6-item version of the De Jong Gierveld scale was constructed in such a way that the threefold application of the original scale (an overall loneliness scale as well as emotional and social subscales) was still guaranteed. In selecting the three items for emotional loneliness out of the original set of six and the three items for social loneliness out of the original five, the items with the highest factor loadings were selected. Subsequently, the selection procedure was oriented toward addressing a broad range of item difficulties. Following this, one of the selected items was replaced by the item scoring fourth on the rotated factor; the shorter version of the scale has been developed and tested for use in the Netherlands (for more information see De Jong Gierveld and Van Tilburg 2006). As stated above, the aim of the current study was to test the reliability and validity of the emotional and social subscales, for use in different countries. Reliability: .78 Validity: Face validity

Scoring

Step 1 Count the neutral and positive answers ("more or less", "yes", or "yes!") on items 2, 3, 5, 6, 9, 10. This is the emotional loneliness score. Count the missing values (i.e., no answer) on items

2, 3, 5, 6, 9, 10. This is the missing emotional loneliness score. Count the neutral and negative ("no!", "no", or "more or less") answers on items 1, 4, 7, 8, 11. This is the social loneliness score. Count the missing values (i.e., no answer) on items 1, 4, 7, 8, 11. This is the missing social loneliness score.

Step 2 Compute the total loneliness score by taking the sum of the emotional loneliness score and the social loneliness score.

Step 3 The emotional loneliness score is valid only if the missing emotional loneliness score equals 0. The social loneliness score is valid only if the missing social loneliness score equals 0. The total loneliness score is valid only if the sum of the missing emotional loneliness score and the missing social loneliness score equals 0 or 1.

Step 4 If desired, the total loneliness score can be categorized into four levels: not lonely (score 0, 1 or 2), moderate lonely (score 3 through 8), severe lonely (score 9 or 10), and very severe lonely (score 11).

SLEEP QUALITY SCALE

Sleep quality consisting of 14 items, the SQS evaluates six domains of sleep quality: daytime symptoms, restoration after sleep, problems initiating and maintaining sleep, difficulty waking, and sleep satisfaction. Sleep quality affects health and the overall quality of life. As the factors that influence sleep quality and their relative importance vary among individuals, a self-report method is essential. Although various questionnaires have been used to assess sleep quality, few all-inclusive assessment scales have been developed. Therefore, the purpose of this study was to develop an instrument for measuring sleep quality and to study its validity and reliability. A Sleep Quality Scale (SQS) was developed using item analysis and factor analysis on items with content validity. SQS, composed of 14 items. It found an internal consistency of .92, a test retest reliability of .81 The developed SQS was therefore confirmed to be a valid and reliable instrument for the comprehensive assessment of sleep quality.

Scoring

Using a four point Likert type scale, respondents indicate how frequently they exhibit certain sleep behaviors (0=”few”, 1= “sometimes,” 2= “often” and 3= “almost always”)

Personal Data Sheet

To collect the sociodemographic details of the participants a personal data sheet was provided which included the variables such as name, age, gender, occupation etc

Informed Consent Form

An informed consent form which includes the terms of confidentiality and the purpose of the study was given to the participants.

Procedure for Data Collection

For the purpose of data collection by providing questionnaires by sharing google forms. participants were informed about all the required details for filling up the questionnaires and were asked to carefully read the instructions given in the questionnaires. The participants were also requested to give honest responses and to give responses to every item of the questionnaires. 10-20 minutes were given for completing the questionnaires. After data collection, scoring was done and subjected to statistical analysis.

Statistical Techniques used for Data Analysis

The following were the statistical techniques used for analysing the data. Statistical analysis for the data was done using the SPSS-22 (Statistical Package for Social Sciences) version.

Frequency distribution and percentage

It is a descriptive statistical method that shows the number of occurrences of each response chosen by the respondents. Frequency distribution arrangement of statistical data that exhibits the frequency of the occurrence of the values of a variable. Per cent simply means "per hundred" and the symbol used to express percentage is %.

Mean and standard deviation

Mean refers to the average of a set of values. In statistics, the mean summarizes an entire dataset with a single number representing the data's center point or typical value. The mean of the population can be tested presuming different situations such as the population may be normal or other than normal, it may be finite or infinite, the sample size may be large or small, the variance of the population may be known or unknown and the alternative hypothesis

t-test

A *t-test* is a parametric statistical test that is used to compare the means of two groups. It is often used in hypothesis testing to determine whether a process or treatment actually has an effect on the population of interest, or whether two groups are different from one another. The *t*-test is based on *t*-distribution and is considered an appropriate test for judging the significance of a sample mean or for judging the significance of the difference between the means of two samples.

Spearman rank correlation

Correlation analysis is designed to examine the linear relationship between two variables. A correlation coefficient is a mathematical index that describes the direction and magnitude of a relationship (Kaplan& Saccuzzo,2001). This is the most important method for obtaining and interpreting the relationship between the variables. Correlation coefficient(r) can take on values from -1.00 to +1.00. The sign of the values indicates the direction of the relationship whether positive or negative. A perfect correlation is said to be either -1 or +1 which indicates that there is a perfect relationship between two variables. A correlation of 0 indicates no relationship between the variables (Pallant,2001).

The Spearman Rank correlation is a non-parametric measure of the strength and direction of association that exists between two variables, where the value $r = 1$ means a perfect positive correlation and $r = -1$ means a perfect negative correlation (Norris, 2000). In the present study, spearman rank correlation is used to find the relationship between the study variables

CHAPTER 4
RESULTS AND DISCUSSION

Result chapter is one of the most important chapters of a research paper as it shows what the researcher has found in terms of the quantitative data that has been collected. It presents the data using a clear text narrative, supported by tables. Researcher conducted a study about different variables to analyze influence of binge watching on sleep quality and loneliness among young adults and middle ages .

This chapter deals with the results of data based on each objective of the study including extent of binge watching among young adults and middle age, extent of sleep quality among young adults and middle age, extent of loneliness among young adults and middle age, to compare the influence of binge watching among young adults and middle age, To compare the prevalence of Binge Watching among Males and Females. The data analysis includes the description of variables. The analysis of data was done using the SPSS software (statistical package for social science).

The data analysis includes description of the table. Different tests like Correlation, Independent Sample t-test were used for the study. This chapter primarily focuses on the objectives that are set for the present study and which has been analyzed individually are as follows.

The study was conducted to discover the influence of binge watching on sleep quality and loneliness among young adults and middle age group among 203 participants (89 males and 114 females) inside Kerala. Data collection Involved administering the influence of binge watching on sleep quality and loneliness questionnaire in the form of a google form. The scoring of binge watching, sleep quality and loneliness was done according to a standardised manual. The discussions are based on researcher's observation and experience with the population review of literature to assess the extent of binge watching, sleep quality and loneliness.
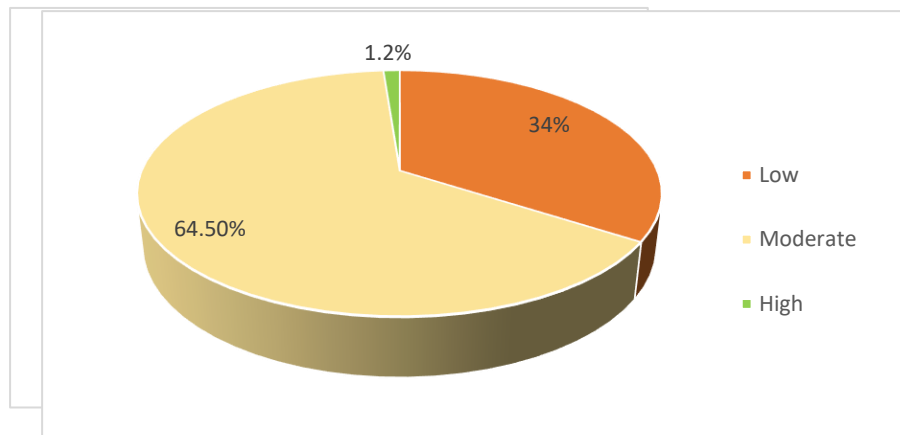
Figure 4.1

Extend of Binge watching among young adults and middle age
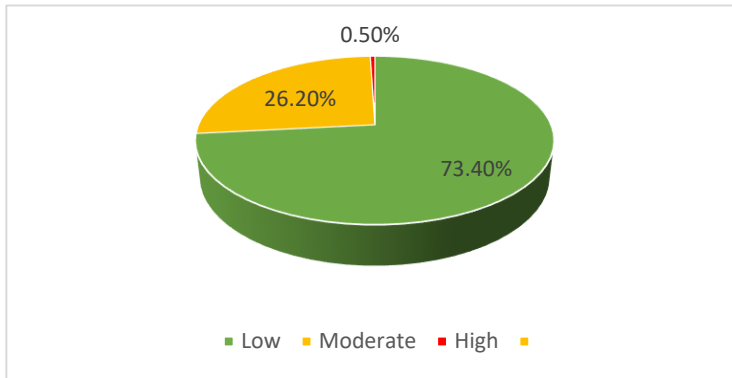
The above figure 4.1 shows the extent of binge watching among young adults and middle aged of a sample (n=203), 73.40% have low binge watching and 26.20% have moderate binge watching and 0.50% have high level of binge watching behavior. This distribution indicates that most of the individuals in the sample are not heavily engaged in binge watching activities. The Substantial majority of the sample 73.40% falls under the category of low bingewatching suggests a possible trend towards controlled media consumption. This could indicate that a significant portion of the population prioritizes other activities over extended viewing sessions. Individuals with moderate bingewatching tendencies may be due to factors such as the availability of content, ease of streaming and evolving entertainment preferences.
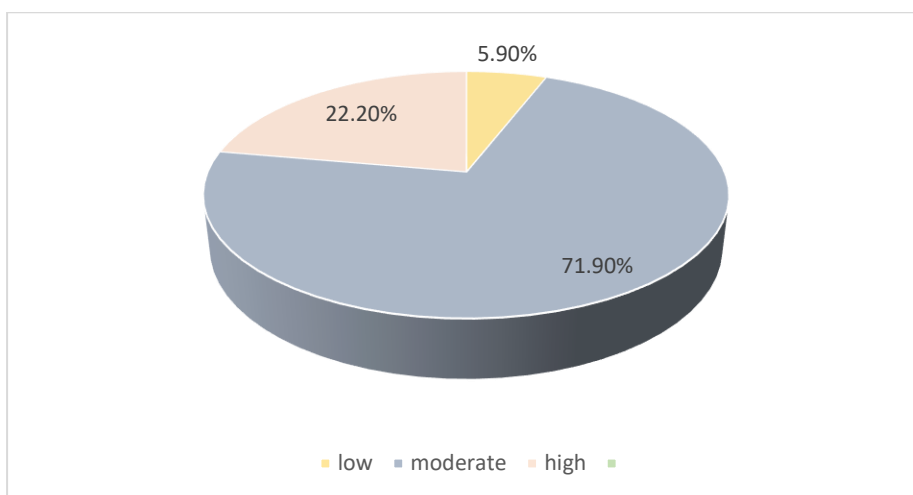
Figure 4.2

Extent of sleep quality among young adults and middle age

The above figure 4.2 shows the extent of sleep quality among young adults and middle aged of a sample (n=203), 34.0% have low sleep quality and 64.50% have moderate sleep quality and 1.2% have high level of sleep quality. This percentage (34.0%) represents the proportion of individuals in the sample who are experiencing low sleep quality. Low sleep quality could be attributed to factors such as difficulty falling asleep, waking up frequently during the night, or experiencing non-restorative sleep. This might be a cause for concern, as poor sleep quality can lead to various health issues and daytime impairments. The moderate sleep quality category comprises 64.5% of the sample. These individuals are experiencing sleep quality that is not classified as low but also not considered high. They might have relatively decent sleep patterns with occasional disruptions. This group likely has room for improvement in terms of sleep habits and practices. The small percentage (1.2%) of individuals with high sleep quality suggests that only a very small fraction of the sample is enjoying a high level of sleep quality. These individuals are likely experiencing consistent, restful sleep patterns and waking up feeling refreshed. This is a positive. This percentage (34.0%) represents the proportion of individuals in the sample who are experiencing low sleep quality. Low sleep quality could be attributed to factors such as difficulty falling asleep, waking up frequently during the night, or experiencing non-restorative sleep. This might be a cause for concern, as poor sleep quality can lead to various health issues and daytime impairments.

Figure 4. 3

Extent of loneliness among young adults and middle age

The above figure 4.3 shows the extent of loneliness among young adults and middle aged of a sample (n=203), 5.9% have low loneliness and 71.90% have moderate loneliness and 22.20% have high level of loneliness. This indicates that a small proportion of the sample (approximately 5.9%) reported experiencing low levels of loneliness. These individuals may have strong social connections, feel content with their social interactions, and generally not feel isolated or alone. The majority of the sample (around 71.9%) falls into the category of moderate loneliness. This suggests that a significant portion of the participants experience some degree of loneliness, but it's not extremely severe. They might have some social connections and interactions, but there might be room for improvement in terms of feeling more connected to others. Approximately 22.2% of the sample reported high levels of loneliness. This indicates that a substantial portion of the participants feel a significant sense

of isolation and lack of social connection. They might be experiencing a notable degree of

emotional and social distress due to feelings of loneliness.

Table 4.1

To compare the influence of binge watching among young adults and middle aged

Variables	Sample	N	Mean rank	Mann-Whitney U	Significance
Sleep quality	Young adults	128	109.89		
				3790.50	.012
	Middle aged	75	88.54		
Loneliness	Young adults	128	91.59		
				3467.00	.001
	Middle aged	75	119.77		
Binge watching	Young adults	128	99.13		
				4433.00	.361
	Middle aged	75	106.89		

Sleep Quality:

Young Adults (n = 128) have a mean rank of 109.89.

Middle-Aged (n = 75) have a mean rank of 88.54.

The Mann-Whitney U statistic is 3790.50.

The significance level is 0.012.

The p-value (0.012) is less than the conventional significance level of 0.05. This indicates that there is a statistically significant difference in sleep quality between young adults and middle-aged individuals. The mean rank suggests that young adults generally have better sleep quality compared to middle-aged individuals.

Loneliness:

Young Adults (n = 128) have a mean rank of 91.59.

Middle-Aged (n = 75) have a mean rank of 119.77.

The Mann-Whitney U statistic is 3467.00.

The significance level is 0.001.

The p-value (0.001) is less than 0.05, indicating a statistically significant difference in loneliness levels between young adults and middle-aged individuals. The mean rank suggests that young adults tend to experience lower levels of loneliness compared to middle-aged individuals.

Binge Watching:

Young Adults (n = 128) have a mean rank of 99.13.

Middle-Aged (n = 75) have a mean rank of 106.89.

The Mann-Whitney U statistic is 4433.00.

The significance level is 0.361.

This indicates that a small proportion of the sample (approximately 5.9%) reported experiencing low levels of loneliness. These individuals may have strong social connections, feel content with their social interactions, and generally not feel isolated or alone. The majority of the sample (around 71.9%) falls into the category of moderate loneliness.

This suggests that a significant portion of the participants experience some degree of loneliness, but it's not extremely severe. They might have some social connections and interactions, but there might be room for improvement in terms of feeling more connected to others. Approximately 22.2% of the sample reported high levels of loneliness. This indicates that a substantial portion of

the participants feel a significant sense of isolation and lack of social connection. They might be experiencing a notable degree of emotional and social distress due to feelings of loneliness. There is no significant difference in binge-watching habits between these age groups.

Table 4.2

To compare the prevalence of Binge Watching among Males and Females.

Variables	Gender	N	Mean rank	Mann-Whitney U	Significance
Sleep quality	Male	89	104.66		
				4836.00	.567
	Female	114	99.92		
Loneliness	Male	89	8552.00		
				4547.00	.205
	Female	114	12154.00		
Binge watching	Male	89	98.52		
				4763.50	.454
	Female	114	104.71		

Sleep Quality:

Males (n = 89) have a mean rank of 104.66.

Females (n = 114) have a mean rank of 99.92.

The Mann-Whitney U statistic is 4836.00.

The significance level is 0.567.

The p-value (0.567) is greater than 0.05, indicating that there is no statistically significant difference in sleep quality between males and females

Loneliness:

Males (n = 89) have a mean rank of 8552.00.

Females (n = 114) have a mean rank of 12154.00.

The Mann-Whitney U statistic is 4547.00.

The significance level is 0.205.

The p-value (0.205) is greater than 0.05, indicating that there is no statistically significant difference in loneliness levels between males and females. The higher mean rank for females in loneliness suggests that, on average, females reported slightly higher levels of loneliness, but this difference is not statistically significant.

Binge Watching:

Males (n = 89) have a mean rank of 98.52.

Females (n = 114) have a mean rank of 104.71.

The Mann-Whitney U statistic is 4763.50.

The significance level is 0.454.

The p-value (0.454) is greater than 0.05, indicating that there is no statistically significant difference in binge-watching habits between males and females. There are no significant differences in sleep quality, loneliness levels, or binge-watching habits between males and females in the given sample

Table 4.3

To assess the impact of Binge watching, Loneliness and Sleep Quality

Variables	r	Significance
Sleep quality	.032	.653
Loneliness	-.323**	.000
Binge watching	.017	.811

** Correlation is significant at the 0.01 level (2-tailed).

The relation between sleep quality and loneliness is -.323. This indicates that there is a negative correlation between these two variables. The relation between sleep quality and binge watching is .032. This shows that there is no significant relationship between these variables. Hence the null hypothesis there is a significant relationship between binge watching and sleep quality is rejected. The correlation between loneliness and binge watching is .017. This indicates that there is no significant relationship between loneliness and binge watching is rejected. It can be inferred that there is a Negative correlation between Sleep Quality and Loneliness that is if sleep quality increases loneliness decreases and when loneliness increases sleep quality decreases

A study from UCLA, University of California, Los Angeles (2019): published in the journal "Health Psychology," examined the bidirectional relationship between sleep quality and loneliness. The researchers found that poor sleep quality predicted increases in loneliness over time, and higher levels of loneliness predicted worse sleep quality.

Researchers at the University of Houston (2017) conducted a study that examined the relationship between sleep quality, loneliness, and perceived stress. They found that poor sleep quality was associated with higher levels of loneliness and perceived stress

This supports the present study.

CHAPTER V
SUMMARY AND CONCLUSION

The study aimed to examine Influence of Binge Watching on Sleep Quality and Loneliness among Young Adults and Middle age. The sample size of the present study was 203 participants (Male 89 and Female 112) including Young adults (18 to 33yrs) and middle ages (35 to 69yrs) are selected for the study by using the convenience sampling technique. To measure the variables of existing standardized measures are used such as Binge Watching scale, Sleep Quality scale and De Jong Giervald scale for loneliness. Informed consent and personal data sheet are also collected from the selected participants. After data analysis, non parametric tests such as the t-test and Spearman correlation method are used for the statistical analysis of the data. The results obtained by the analysis are discussed comprehensively with respect to objectives and hypotheses.

Summary of the study

The major objectives of the study were 1. Extent of binge watching among young adults and middle age 2. Extent of sleep quality among young adults and middle age 3. Extent of loneliness among young adults and middle age 4. To compare the influence of binge watching among young adults and middle age 5. To compare the prevalence of Binge Watching among Males and Females. The relation between sleep quality and loneliness is -.323. This indicates that there is a negative correlation between these two variables. The relation between sleep quality and binge watching is .032. This shows that there is no significant relationship between these variables. Hence the null hypothesis there is a significant relationship between binge watching and sleep quality is rejected. The correlation between loneliness and binge watching is .017. This indicates that there is no significant relationship between loneliness and binge watching is rejected.

The Sample of the study was 203 participants (Male 89 and Female 112) including Young adults (18 to 33yrs) and middle ages (35 to 69yrs) are selected for the study from all over Kerala. A descriptive research design was adopted for the current study. Binge watching Scale, Sleep Quality Scale and De Jong Giervald scale for loneliness is used to collect data. Data obtained were statistically analysed using SPSS – 22 version. The statistical tools used for the data analysis were percentage, mean and standard deviation, t-test and spearman correlation method. The findings of the present study state that there is a statistically significant difference in sleep quality between young adults and middle-aged individuals. The mean rank suggests that young adults generally have better sleep quality compared to middle-aged individuals. statistically significant difference in loneliness levels between young adults and middle-aged individuals. The mean rank suggests that young adults tend to experience lower levels of loneliness compared to middle-aged individuals. There is a significant difference in sleep quality and loneliness levels between young adults and middle-aged individuals.

There is no significant difference in binge-watching habits between these age groups. There is no statistically significant difference in binge-watching habits between males and females. However there is a negative correlation between sleep quality and loneliness.

Major findings and Conclusions of the Study

The major findings of the study can be concluded as

1. The p-value (0.012) is less than the conventional significance level of 0.05. This indicates that there is a statistically significant difference in sleep quality between young adults and middle-aged individuals

2. The p-value (0.001) is less than 0.05, indicating a statistically significant difference in loneliness levels between young adults and middle-aged individuals

3. The p-value (0.361) is greater than 0.05, indicating that there is no statistically significant difference in binge-watching habits between young adults and middle-aged individuals

4. The p-value (0.567) is greater than 0.05, indicating that there is no statistically significant difference in sleep quality between males and females

5. The p-value (0.205) is greater than 0.05, indicating that there is no statistically significant difference in loneliness levels between males and females

6. The p-value (0.454) is greater than 0.05, indicating that there is no statistically significant difference in binge-watching habits between males and females

7. The relation between sleep quality and loneliness is -.323. This indicates that there is a negative correlation between these two variables.

8. The relation between sleep quality and binge watching is .032. This shows that there is no significant relationship between these variables. Hence the null hypothesis there is a significant relationship between binge watching and sleep quality is rejected.

9. The correlation between loneliness and binge watching is .017. This indicates that there is no significant relationship between loneliness and binge watching is rejected.

10. It can be inferred that there is a Negative correlation between Sleep Quality and Loneliness that is if sleep quality increases loneliness decreases and when loneliness increases sleep quality decreases.

Tenability of hypotheses

The tenability of hypotheses based on the results obtained from the study is discussed here:

Table 5.1
Tenability of Hypotheses

No.	Hypothesis	Tenability
1.	There will be no significant relationship between Binge Watching and Loneliness	**Accepted**
2.	There will be no significant relationship between Binge Watching and Sleep Quality.	**Accepted**
3.	There is no significant difference in Binge watching among Males and Females	**Accepted**
4.	There is no significant difference in Binge watching among young adults and middle age	**Rejected**

Implications of the study

Binge-watching can negatively affect sleep quality due to disrupted sleep patterns and increased exposure to blue light before bedtime. Additionally, excessive screen time can contribute to feelings of loneliness by replacing in-person social interactions. It's important to find a balance between entertainment and healthy sleep habits to mitigate these effects. The study on the influence of binge-watching on sleep quality and loneliness has significant implications in the field of psychology. It sheds light on the potential negative consequences of excessive screen time on mental health, highlighting the need for interventions and strategies to promote healthier media

consumption habits. This research could also guide therapists and counselors in addressing sleep and loneliness issues by incorporating discussions about media consumption patterns into their treatment approaches.

Limitations of the study

- The sample size of the survey is small which may affect the result.

- As the number of questions were large, it affect the participant's interest

- The participants in the study might not be representative of the broader population.

- If the sample is not diverse enough or doesn't accurately reflect the demographics of young adults and middle-aged individuals, the findings might not be generalizable.

- The study might be conducted in a controlled environment, such as a laboratory setting, which could limit the real-world applicability of the findings.

- Ethical concerns related to participant well-being, privacy, and informed consent should be addressed, especially when studying sensitive topics like mental health and media consumption.

Suggestions for future research

• Reduce the number of questions and make it more interesting, it might provide better result.
• Increase the size of sample size, so that it might be able to reflect the population objectively.
• Include more Geographical areas for future research

REFERENCES

Aadeetya, S. (2018). The Great Indian Video Battle: Hot star Ahead of Amazon, Netflix –
The Quint. Retrieved August 11, 2018, from https://www.thequint.com/tech-and-
auto/technews/hotstar-has- moreonline-users-thannetflix-amazon-prime.

Achterbergh, L., Pitman, A., Birken, M., Pearce, E., Sno, H., & Johnson, S. (2020,
August 24). The experience of loneliness among young people with depression: a
qualitative meta-synthesis of the literature - BMC Psychiatry. BioMed
Central. https://doi.org/10.1186/s12888-020-02818-3

Barney, C. (2020, April 7). Coronavirus: Streaming platforms see big surge during

pandemic.

Brandon, J. (2020, December 1). Best cable alternatives 2021.
https://www.reviews.org/tvservice/best-cable-alternatives/

Broeder, J. L., & Donze, A. (2010). The role of qualitative research in evidence-based
practice. Neonatal Network, 29(3), 197–202. https://doi.org/10.1891/0730-
0832.29.3.197

Caskey, S. R. (1994). Learning outcomes in intensive courses. The Journal of Continuing Higher
Education, 42(2), 23-27. doi:10.1080/07377366.1994.10400901

Chung, J. E. (2014). Medical dramas and viewer perception of health: Testing cultivation effects.
Human Communication Research, 40(3), 333-349. doi:10.1111/hcre.12026.

Christy, D. F. (1991). Motivation of intensive English program participants: A factor analytical
exploration. Dissertation Abstracts International, 54, 782.

Coenen, L., & Van den Bulck, J. (2016). Cultivating the opinionated: The need to evaluate

moderates the relationship between crime drama viewing and scary world evaluations.

Human Communication Research, 42(3), 421-440. doi:10.1111/hcre.12080

Cohen, J., & Weimann, G. (2000). Cultivation revisited: Some genres have some effects on

some viewers. Communication reports, 13(2), 99-114.doi:10.1080/08934210009367728.

Carroll, N. (1990). Philosophy of horror or paradoxes of the heart. New York, NY: Routledge

Chang, Y. J., & Peng, C. Y. (2022, December 6). Exploring experiences of binge-

watching and perceived addictiveness among binge-watchers: a qualitative study -

BMC Public Health. BioMed Central. https://doi.org/10.1186/s12889-022-14789-z.

Chen, Z., & Lee, S. Y. (2019). Exploring the relationships between binge-watching

motivations, gender, and problematic Internet use. Computers in Human Behavior,

92, 290-298.

Davis, B. C. (2016). The Netflix effect and defining binge-watching. Undergraduate

research posters. Poster. https://scholarscompass.vcu.edu/uresposters/190 p. 190.

de Jong-Gierveld, J. (1987). Developing and testing a model of loneliness. Journal

of Personality and Social Psychology, 53(1), 119–128.

https://doi.org/10.1037/0022-.

Dixit, A., Marthoenis, M., Arafat, S. M. Y., Sharma, P., & Kar, S. K. (2020). Binge

watching behavior during COVID 19 pandemic: A cross-sectional, cross-

national online survey. Psychiatry Research, 289, 113089.

https://doi.org/10.1016/j.psychres.2020.113089.

Downey, A. (2018, February 27). Binge watching leaves you anxious, stressed and

lonely. Environmental Research and Public Health, 18, 1168.

https://doi.org/10.3390/.

Erickson, S. E., Dal Cin, S., & Byl, H. (2019). An experimental examination of binge

watching and narrative engagement. Social Sciences, 8(1),
19. https://doi.org/10.3390/socsci8010019

Flayelle, M., Canale, N., Vögele, C., Karila, L., Maurage, P., & Billieux, J. (2019).

Assessing binge-watching behaviors: Development and validation of the

"watching TV series motives" and "binge-watching engagement and

symptoms" questionnaires. Comput.

Flayelle, M., Maurage, P., Di Lorenzo, K. R., Vögele, C., Gainsbury, S. M., & Billieux, J.

(2020). Binge-watching: What do we know so far? A first systematicreview of the
evidence. Current Addiction Reports, 7(1), 44–
60. https://doi.org/10.1007/s40429-020-00299-8

Gierveld, J. D. J., & Tilburg, T. V. (2006). A 6-item scale for overall, emotional, and

social loneliness: Confirmatory tests on survey data. Research on Aging, 28(5), 582–
598.

Hawkley, L. C., & Cacioppo, J. T. (2010). Loneliness matters: A theoretical and

empirical review of consequences and mechanisms. Annals of Behavioral Medicine,

40(2), 218-227.

Hawkley, L. C., Hughes, M. E., Waite, L. J. et al. (2008). From social structure

factors to perceptions of relationship quality and loneliness: The Chicago Health,

Aging, and Social Relations Study. Journals of Gerontology: Social Sciences, 63b,

S375–S384.

Jenner, M. (2016). Is this TVIV? On Netflix, TVIII and binge-watching. New Media

and Society, 18(2), 257–273. https://doi.org/10.1177/1461444814541523.

Jenner, M. (2017). Binge-watching: Video-on-demand, quality TV, and mainstream

fandom. International Journal of Cultural Studies, 20(3), 304–

320. https://doi.org/10.1177/1367877915606485.

Jenner, M. (2018). Introduction: Binge-watching Netflix. In Netflix and the re-

invention of television. Palgrave Macmillan. https://doi.org/10.1007/978-3-319-

94316-9_6.

Joswiak, E. (2020, February 4). Best ways to improve your binge-watching

experience.

Kilic, Z. (2020). Binge-watching and its correlates of personality and problematic

Internet use in a South African sample. CISLA senior integrative projects, 9.

Larson, R., & Csikszentmihalyi, M. (2014). The experience sampling method. In Flow and the foundations of positive psychology (pp. 21–34).Springer. https://doi.org/10.1007/978-94-017-9088-8_2

Matrix, S. (2014) The Netflix Effect: Teens, Binge Watching, and On-Demand Digital Media Trends. Jeunesse: Young People, Texts, Cultures, 6(1), 119–138. https://doi.org/10.1353/jeu.2014.0002.

McCarthy, N. (2019, August 29). 74% of U. S. Homes Have A video streaming service.

Merrill, Jr., K., & Rubenking, B. (2019). Go long or go of ten: Influences on binge watching frequency and duration among college students. Social Sciences, 8(1), 10. https://doi.org/10.3390/socsci8010010.

Mikos, L. (2016). Digital media platforms and the use of TV content: Binge watching and video-on-demand in Germany. Not yet The End of Television, 4(3). http://doi.org/10.17645/mac.v4i3.54.

Ortiz-Ospina, E., & Roser, M. (n.d.). Loneliness and Social Connections. Our World in Data. https://ourworldindata.org/social-connections-and-loneliness

Osur, L. (2016). Netflix and the development of the Internet television network. Dissertations -.

Palmier-Claus, J., Haddock, G., & Varese, F. (2019). Experience sampling in mental health research (1st ed). Routledge.

Panda, S., & Pandey, S. C. (2017). Binge-watching and college students: Motivations

and outcomes. Young Consumers, 18(4), 425–

438. https://doi.org/10.1108/YC-07-2017-00707

Peplau, L., & Perlman, D. (2009). Perspectives on loneliness. In L. Peplau & D.

Perlman (Eds.), Loneliness: A sourcebook of current theory, research, and

therapy. Wiley.

Pittman, M., & Sheehan, K. (2015). Sprinting a media marathon: Uses and

gratifications of binge-watching television through Netflix. First Monday,

20(10). https://doi.org/10.5210/fm.v20i10.6138

Pittman, M., & Tefertiller, A. C. (2015). With or without you: Connected viewing and

coviewing Twitter activity for traditional appointment and asynchronous broadcast

television models. First Monday, 20(7). https://doi.org/10.5210/fm.v20i7.5935

Positivism and Interpretivism: A Simple Explanation. (n.d.). Tourism Teacher.

Retrieved May 6, 2023, from https://tourismteacher.com/positivism-and-

interpretivism-simple-explanation/

Press, D., Raza, S. H., Yousaf, M., Sohail, F., Munawar, R., Ogadimma, E. C., & Lim

Dao Siang, J. M. (n.d.). Binge-watching Adverse Mental Health During Covid-19 |

PRBM. Binge-watching Adverse Mental Health During Covid-19 |

PRBM. https://doi.org/10.2147/PRBM.S328416

ProCon.org. (2020, March 30). Binge-watching – Top 3 pros and cons.

Qualter, P., Brown, S. L., Munn, P., & Rotenberg, K. J. (2015). Childhood loneliness

as a predictor of adolescent depressive symptoms: An 8-year longitudinal study.

European Child & Adolescent Psychiatry,

Quantitative epistemology: Conceiving a new human-machine partnership // van der

Schaar Lab. (n.d.). Retrieved May 6, 2023, from https://www.vanderschaar-

lab.com/quantitative-epistemology-conceiving-a-new-human-machine-partnership/

Rajan, A. (2020, August 5). TV watching and online streaming surge during

lockdown.

Ramsay, D. (2013, October 4). Confessions of a binge watcher. CST.

https://cstonline.net/confessions-of-a-binge-watcher-by-debra-ramsay/

Reissmann, A., Hauser, J., Stollberg, E., Kaunzinger, I., & Lange, K. W. (2018). The

role of loneliness in emerging adults everyday use of Facebook – An experience

sampling approach. Computers in Human Behavior, 88, 47–

60. https://doi.org/10.1016/j.chb.2018.06.011.

Riddle, K., Peebles, A., Davis, C., Xu, F., & Schroeder, E. (2017). The addictive

potential of television binge-watching: Comparing intentional and unintentional

binges. Psychology of Popular Media Culture, 7(4), 589–

604. https://doi.org/10.1037/ppm0000167

Scollon, C. N., Kim-Prieto, C., & Scollon, C. N. (2003). Experience sampling:

Promises and pitfalls, strengths and weaknesses. Journal of Happiness Studies, 4(1),

5–34. https://doi.org/10.1023/A:1023605205115.

Sedgwick, P. (2014). Cross sectional studies: Advantages and disadvantages. BMJ,

348. https://doi.org/10.1136/bmj.g2276

Seeman, T. E. (2000). Health promoting effetcs of friends and family on health

outcomes in older adults. American Journal of Health Promotion, 14(6), 362–

370. https://doi.org/10.4278/0890-1171-14.6.362.

Shek, D. T., & Ma, C. M. (2011). Longitudinal data analyses using linear mixed

models in SPSS.

Spruance, L. A., Karmakar, M., Kruger, J. S., & Vaterlaus, J. M. (2017). Are you

stillwatching?

Starosta, J. A., & Izydorczyk, B. (2020, June 22). Understanding the Phenomenon of

Binge-Watching—A Systematic Review. PubMed Central

(PMC). https://doi.org/10.3390/ijerph17124469.

Starosta, J. A., & Izydorczyk, B. (2020). Understanding the phenomenon of binge-

watching—A systematic review. International Journal of Environmental Research and

Public Health, 17(12), 44–69. https://doi.org/10.3390/ijerph17124469.

Steinbach, E. M. (2018). Binge-Watching and its Impact on Learning Behaviour and

Important Daily Life Activities among University Students: A Study using Ecological

Momentary Assessment (Bachelor's thesis, University of Twente).

Steins-Loeber, S., Reiter, T., Averbeck, H., Harbarth, L., & Brand, M. (2020,

    February 19). Binge-Watching Behaviour: The Role of Impulsivity and Depressive

    Symptoms. Binge-Watching Behaviour: The Role of Impulsivity and Depressive

    Symptoms - FullText - European Addiction Research 2020, Vol. 26, No. 3 - Karger

    Publishers. https://doi.org/10.1159/000506307.

Stoll, J. (2021, April 21). Number of Netflix paying streaming subscribers in the

    United States and Canada from 1st quarter 2013 to 1st quarter 2021.

    subscribers-in-the-us/.

APPENDICES

Informed Consent Form

Dear participant,

I am Anandhalekshmi S, currently pursuing Master's in Counselling Psychology . As part of my course curriculum, I'm conducting a research on the topic "Influence of Binge watching on Sleep Quality and Loneliness among Young Adults and Middle age". In this concern, your opinion is really valuable to proceed with my study. This study requires the completion of questionnaires, which will take roughly 10 to 15 minutes. You are requested to give your honest opinion. The information provided by you will be kept completely confidential and will be used for research purposes only. I am in sincere hope that you will participate in this study and I greatly appreciate your help in assisting me with this research. Thank you very much for sparing your precious time and cooperation.

Sincerely,

Anandhalekshmi S

I hereby endorse that I am willing to take part in this study:

Signature

Personal Data Sheet

Name:

Age:

Gender:

Occupation:

Sleep Quality Questionnaire

Instructions: Below is a collection of statements. Using four point Likert-type Scale please indicate how frequently you currently exhibit certain sleep behaviors. Put a tick (✓) mark in any one of the 4 alternatives

Items	Rarely	Sometimes	Often	Almost always
1. I have difficulty falling asleep	0	1	2	3
2.I fall into a deep sleep	0	1	2	3
3.I wake up while sleeping	0	1	2	3
4.I have difficulty getting back to sleep once I wake up in middle of the night	0	1	2	3
5.I never go back to sleep after awakening during sleep	0	1	2	3
6.I feel refreshed after sleep	0	1	2	3
7.Poor sleep gives me headaches	0	1	2	3
8.Poor sleep makes me irritated	0	1	2	3
9.I would like to sleep more after waking up	0	1	2	3
10.My sleep hours are enough	0	1	2	3
11.Poor sleep makes me lose my appetite	0	1	2	3
12.Poor sleep makes hard for me to think	0	1	2	3

13.I feel vigorous after sleep	0	1	2	3
14.Poor sleep makes me lose interest in work or others	0	1	2	3

Loneliness Questionnaire

Instructions: Kindly put a tick (✓) mark in any one of the 5 alternatives

Items	None of the time	Rarely	Some of the time	Often	All of the time
1.There is always someone I can talk to about my day to day problems					
2.I miss having a really close friend					
3.I experience a general sense of emptiness					
4.There are plenty of people I can lean on when I have problems					
5.I miss the pleasure of the company of others					
6.I find my circle of friends and acquaintances too limited					
7.There are many people I can trust completely					
8.There are enough people I feel close to					
9.I miss having people around me					

10.I often feel rejected					
11.I can call on my friends whenever I need them					

Binge Watching Questionnaire

Instructions: Kindly put a tick (✓) mark in any one of the alternatives

1.How often do you watch TV shows or movies	Never	Rarely(once a month or less)	Occasionally(a few times a month)	Frequently(once a week or more)
2.How many hours do you typically spend watching tv shows in a single sitting	Less than 2 hours	2-4 hours	4-6 hours	6 hours or more
3.Do you prioritize watching tv over other activities such as exercise, socializing or work/study obligations	Never	Rarely	Occasionally	Frequently
4.Have you experienced negative physical or mental health effects as a result of watching tv such as fatigue, sleep disturbances or anxiety	Never	Rarely	Occasionally	Frequently
5.Have you neglected important responsibilities or commitments (eg school, work, family)while watching tv shows	Never	Rarely	Occasionally	Frequently
6.Have others expressed	Never	Rarely	Occasionally	Frequently

concern about your tv watching habits				
7.Have you ever stayed up all night while watching a tv show	Yes, multiple times	Yes, once	No, but I've stayed up later than I intended to while watching tv	No, I've never done this