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Beyond Binge-Watching: Mapping the Behavioural and Psychological Correlates of Regional OTT Consumption

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ABSTRACT: The global proliferation of Over-The-Top (OTT) content has irrefutably recast media consumption among Indian youth. Regional-language ecosystems like Odisha's Tarang Plus apprise us of a glocalised "OTT globalisation" streaming ethos in India, a phenomenon empirically yet to be fully interrogated. This study examines platform preference, viewing behaviour, and psychological outcomes amongst urban Odia youth, filling in the empirical gap in survey research on regional OTT consumption.

As characterised by the Uses and Gratifications Theory (UGT) and Media Effects paradigm, [372] urban respondents were surveyed to chart usage typologies, including frequency, duration, time-of-day, device, platform choice and subscription motivations, behavioural and social correlates, and psychological outcomes of obsessive consumption, leading to the null hypothesis (H₀) test: OTT consumption intensity statistically significantly predicts behavioural, social and psychological outcomes.

Results indicated a statistically significant relationship between consumption intensity and outcomes ($r = [\text{Value}]$, $p < .001$), refuting the H₀. Findings suggest a paradoxical nidus of wellbeing, wherein better neural shutdowns and sleep (T), and higher arousal with elevated stress levels (T), stand juxtaposed against resilient sleep patterns, despite binge-viewing, a contextual contradiction to OTT being not necessarily either (lovely/content) or (cursed/sleazy). Increased privacy-maintenance criteria in platform choice, one suspects, had less to do with comfort with viewing style than linguistic discrimination. Filling empirical lacunae in regional OTT lens, a theoretical study of vernacular platform consumption as a Uses-and-Gratifications-led glocalised media practice is posited with implications for youth media literacy, parental mediation, platform policy.

1. INTRODUCTION

The media ecosystem in India has seen seismic shifts in the past decade, the most readily visible one being the move away from linear, appointment television to non-linear, over-the-top (OTT) streaming. This is consistent with Jenkins' (2006)

understanding of convergence culture that envisages a ubiquitous move of content across different media, not solely dictated by industry-driven convergence but also by fans' increasingly active role. Among Indian youth specifically, this is marked by a shift in consumption patterns that have come to be defined by mobility, autonomy, and content discovery (Sundar & Limperos, 2013). While earlier television set the stage for a collective, appointment-based shared experience for regional audiences, the advent of OTT television platforms entails a very different consumption logic based on convenience, control, and on-demand viewing (Katz, Blumler & Gurevitch, 1974; Ruggiero, 2000).

Furthermore, this trend has also been witnessed, by most recently, at the regional level where regional-language OTT services have begun to gain space in the evolving Indian digital media landscape by offering targeted content for specific linguistic and cultural groups that have historically been catering to a pan-Indian digital content milieu. This is also in keeping with Robertson's (1995) model of glocalisation: one that conceptualises that information technology protocols of global popular culture are not globally consumed, rather they are selectively appropriated to specific local lingual, cultural and economic realities. The state of Odisha provides an interesting case in point as new regional-language OTT service providers such as Tarang Plus continue to slowly make inroads among Odia's urban youth, with original, Odia content rather than dubbed programming being the norm. However, relatively little research exists investigating how urban Odia youth consume such new regional OTT services, and what their orientation and engagement with the platform entails, both in terms of usage and their psychosocial experiences.

The study aims to fill this gap in the literature. The specific objective of the study is to empirically chart the platform preference, usage behaviour and the psychological outcomes of OTT consumption amongst the youth in urban Odisha, particularly in the context of the emerging regional platform ecosystem like Tarang Plus. Through this the study hopes to theoretically frame regional OTT consumption in the context of Uses and Gratifications and Glocalisation paradigms (Katz et al., 1974; Robertson, 1995) and empirically provide evidence for platforms, policy makers and parents in the current turbulent media ecosystem.

2. REVIEW OF LITERATURE

- Global and Indian OTT adoption literature.

The media entertainment industry on a global level has switched from traditional linear broadcasting towards OTT digital streaming solutions on demand. A systematic bibliometric review on OTT consumer behaviour and adoption of OTT platform also infer a CAGR of 34% (2010-2024) in research activities that provides additional credibility for the reader on how the research are converging in these fields. Globally, OTT adoption (<https://digitalclimatestrike.grandviewresearch.com>, 2023) is frequently studied from consumer technology based platforms such as UTAUT2 (Unified Theory of Acceptance and Use of Technology 2) or Technology Acceptance Model (TAM) based on four key success factors including performance expectancy, ease of use, device flexibility and content flexibility.

Digital streaming ecosystem in India has grown very fast in recent years supported by increased penetration of smart phones, lower wireless data tariffs, and improved digital infrastructure. Understanding consumer behaviour in digital media consumption in India through research studies shows that factors such as device-compatibility of the content (smart phone, laptop, or smart TV), perceived ease of use, convenient options of content, ad-free experience are statistically significant factors for digital viewer buying decision and subsequently subscription, as also the ease of on boarding, innovative content recommendation algorithms, engagement via social media channels, and availability of flexible subscription plans are found to be statistically significant factors in subscription decision-making for members of the young demographic of youth and Generation Z. Initial digital consumption was largely confined to metros and cities, but current research data recommends semi-urban and rural digital consumers as the prime growth audience for digital streaming platforms in India.

- Regional/vernacular platform studies.

'Initial forays' onto Indian OTT platforms were driven by global players like Netflix and Amazon Prime Video, who mostly provided English/Hindi content. Today, scholarship is increasingly pointing to regional and vernacular content as dominant on the platforms. Provisional research indicates regional language content averaging over 50% of all OTT streaming hours in India. Indic language content probably led by factors like greater cultural and linguistic affinity and narrative authenticity in the local language.

Strengthening of native language storytelling through OTT has led to proliferation of standalone regional OTT players like Hoichoi (Bengali), Aha (Telugu), Sun NXT (South Indian Languages), AAO NXT (Odia) and others. Regional OTT platforms use hyper-localized content libraries, play-in-demand economics, and hyper-targeted digital marketing interventions with a large proportion of underserved audiences. As seen in case studies of regional streaming players, hyper-localized storytelling and influencer marketing by regional influencers and micro-influencers and localized social media campaigns lead to strong consumer trust and engagement.

Meanwhile regional platforms experience disadvantages like inaccessibility of infrastructure in rural area, demising competition from heavyweights of national player and mentality of consumers towards "free content" which is the inherited from open digital platforms.

- Media effects literature on binge-watching, sleep, and emotional wellbeing

In fact, by the transition from linear broadcast to SVOD media, the discipline has gone back to the old U&G Theory and adapted it so that to incorporate the particular ritualizing events taking place within the newly serial media consuming genre. The need to binge (binge = binge watching multiple episodes consecutively of the same series) is a personal need for completion, a way to relax, a desire for cultural integration and is based on a need to escape a story. The media effects literature remain dismissive of the ability to binge (characterized as an uncontrolled and uncontrollable act) being harmful to the viewer in objective ways (valid measures).

Meta-analytical and structural equation modelling (SEM) studies suggest a strong statistical correlation between excessive screen time, media use at bedtime, and negative health consequences. Firstly, dim light emitted from mobile devices before bedtime can suppress melatonin secretion, delay circadian phase, and adversely affect sleep architecture. Empirically, among youth and adolescent populations, high screen time is associated with "possibly causal" increase in symptoms of anxiety and depression, as well as concurrent reduction in sleep quality and duration, day-time fatigue and cognitive attentiveness. The Availability-Heuristic, or autoplay feature on streaming sites, among young adult populations, is likely to contribute to improved cognitive arousal, poor self-control, and impaired time management skills.

- Identifying the gap: limited empirical, survey-based data on regional (Odia) youth OTT behaviour specifically.

While there have been considerable academic discussions in the literature on global OTT media trends, consumer trends at the national level in India, and dominant regional markets, in the form of the Bengali, Telugu and Tamil media ecosystems, we have identified an important empirical research lacuna on regional youth media use in eastern India (Odisha).

Limited Survey-Driven Peer-Reviewed Academic Papers: Most of the literature on Odia OTT platforms are in the form of whitepapers by the industry, trade news articles or platform marketing case studies. Little data-driven, peer-reviewed survey studies have been conducted on Odia youth's OTT consumption habits.

Behavioural and psychological measures not yet studied: although international clinical and psychological research points to links between screen time, altered sleep patterns and anxiety, there has been no attempt to empirically measure these behaviours and psychological outcomes for Odia youth who consume streaming content.

Lack of Construct Inclusion: Current researches to explore the hyperlocal Odia contents and device selection decision variables use the technological access dimensions as formulated in the UTAUT2 without including the types of constructs like behavioural and psychological outcome variables.

This study aims to fill this empirical vacuum by conducting a well-designed quantitative survey, in conjunction with qualitative interviews of experts, to assess the behavioural, social and psychological consequences of this cultural consumption among Odia youth.

3. THEORETICAL FRAMEWORK

- Uses and Gratifications Theory — motivations: convenience, control, content specificity.

UGT advocates that audiences are active, goal-oriented users who actively select media to satisfy needs rather than passive consumers who are affected by media (Katz et al., 1973, 1974). Given the presumed increased choice, interactivity and user control that new media are likely to afford, UGT has retained its relevance in the media environment of today (Ruggiero, 2000; Sundar & Limperos, 2013). Applying UGT to OTT media usage, we can infer that there are three main motivations that

drive youth activities namely, convenience (on demand and mobile-first), control (volume and their viewing behaviour) and content- specific (regionally relevant, original Odia content) providing a strong case as to why urban youth in Odisha gravitate toward regional platforms like Tarang Plus.

- Media effects framework — for psychological/behavioural outcome constructs.

Media effects theory examines the degree to which media content leads to audience effects-attitudes, emotions, cognition and behaviour. And it remains an important theoretical framework to study the psychological effects of media consumption (Bryant & Oliver, 2009). Traditional effect models assumed uniform, direct effects; today, effects are considered contingent on viewer pre-dispositions and motivations, viewing material, and media use conditions (Valkenburg & Peter, 2013). The social cognitive theory suggests audiences learn from and become emotionally involved in media narratives through observation and identification (Bandura, 2001). In the context of OTT research, this theory can be adapted to concepts such as concentration, anxiety, well-being, and sleep, which are moderated by time and duration of viewing in addition to exposure (Exelmans & Van den Bulck, 2017). It can also explain why the mixed findings of increased concentration alongside increased anxiety in the current study can be viewed as moderated rather than contradictory effects.

4. OBJECTIVES OF THE STUDY

After exploring the literature and theoretical framework, the authors found the below objectives to be relevant to this academic paper:

1. To investigate usage patterns, such as amount, duration and timing of usage, as well as the proportion of the population that make use of certain devices
2. To evaluate the possible determinants affecting the selection of platforms and the subscription behaviour
3. To analyse the expected behavioural, social, and psychological consequences of over-the-top media consumption

5. HYPOTHESES

- H0 (Null Hypothesis): There is no significant impact of OTT consumption intensity on the behavioural, social, and psychological outcomes of viewers.
- H1 (Alternative Hypothesis): The intensity of OTT consumption significantly impacts the behavioural, social, and psychological outcomes of viewers.
- H2: Viewing frequency is positively associated with reported psychological impact (positive and negative).
- H3 : Private viewing preference is associated with content sensitivity concerns rather than general viewing habit.

6. RESEARCH QUESTIONS

- RQ1-** How does high-intensity OTT consumption (measured by daily watch hours and binge-watching frequency) alter viewers' time management habits and lifestyle routines?
- RQ2-** How is the level of OTT media usage frequency weakly mediated by the interaction and magnitude of positive and negative reported psychological and behavioural consequences reported by young OTT users?
- RQ3-** Data from the study show this is probably driven more by preferences over sensitive content, than for how consumers consume OTTs overall.

7. METHODOLOGY

This research was conducted by adopting a survey method with descriptive research as a cross-sectional design. The purpose of the study was to examine the usage of OTT media services and the behavioural and psychological factors associated with the adoption of the OTT media service among youth of urban parts of the Odisha state. The population for the study was OTT users in the age group of 15-35 years staying in the urban parts of the Odisha state.

A sample of 372 was selected using purposive sampling from the population for the study who are students and have used OTT services.

The data were collected using a questionnaire with two parts, one on personal details and the other on behaviour and psychological variables on OTT. The constructs on which the psychological variables were measured include the affordability of OTT service, preferred platform, preferred content, frequency of viewing, time of viewing, duration of OTT viewing, daily viewing, influencing factors, extent of OTT subscription, device used for OTT, interface used for OTT, most liked aspects of OTT, likelihood of recommendation, motives for privacy, most liked content, content evaluation, the role of OTT in content comparison and viewing behaviour, effect of OTT platform usage, and several other important constructs on the usage of OTT services. The items were measured using appropriate Likert types and categorical scales. The data analysis was done using Excel with measures of frequency, percentage, mean, cross-tabulation using chi-squared test, and correlation analysis. Informed consent was taken before collecting data for the study, and the privacy of the users was maintained by ensuring their responses were anonymous.

8. RESULTS / DATA ANALYSIS

- 8.1: Demographic profile of respondents.

Table-1: Age details of the respondents

Independent Variables	Number of Respondents	Percentage
15-25 years	239	64.25%
25-35 years	133	35.75%
Total	372	100

There were 64.25% of the respondents representing 15-25 years, 35.75% representing 25-35 years. A vast majority of the respondents belonged to 15-35 years which is 100% in percentage.

Earlier studies have indicated the need for considering demographic factors and independent variables when it comes to media access, choice and consumption. Furthermore, the present study has found a significant association between the use and gratification of OTT media as entertainment and age, profession and gender.

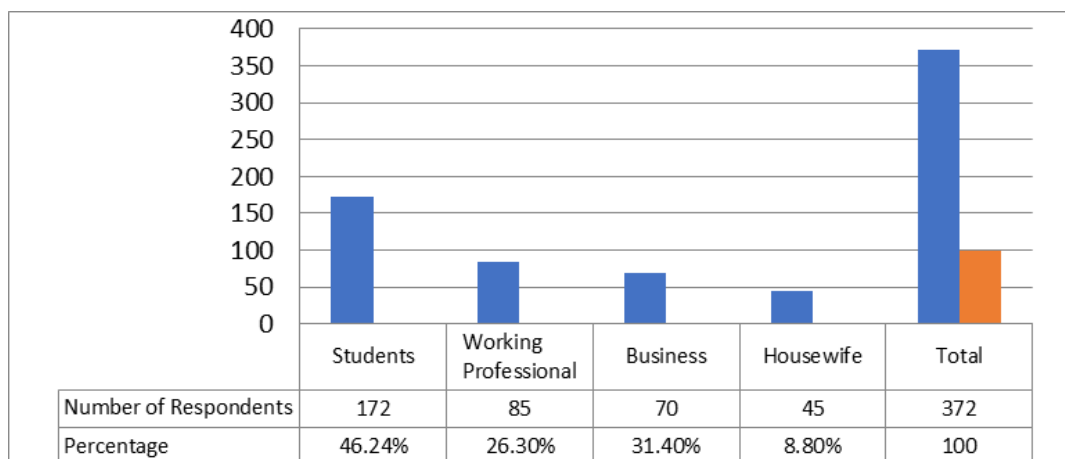


Diagram-1: Respondents distribution by occupation

From the above diagram, out of the 372 respondents, 172 viewers belong to the students category (46.24% of the total), 85 (26.30%) are service holders. 31.40% Viewers doing their business and their number is only 70. Rest 8.80% are belongs to housewives and the number is 45. This shows more consumers living in urban area watched OTT content more as viewers.

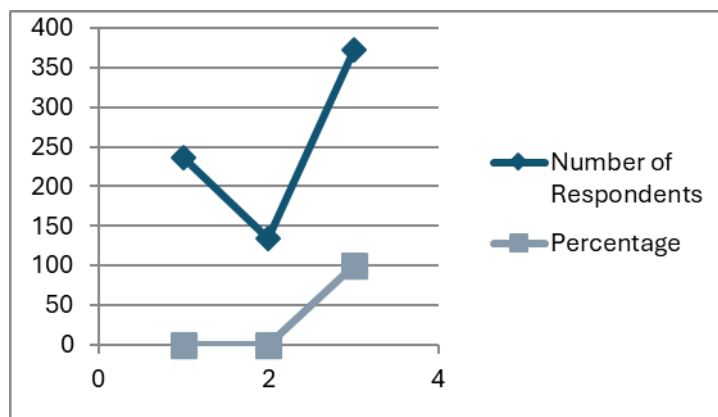


Diagram-2: Respondents' distribution by Locality

Above Table shows, out of the 372 respondents, 237 viewers belong to the urban population (73.70% of the total), and 135 (26.30%). This shows more consumers living in urban area watched OTT content more as viewers.

- 8.2: Usage pattern findings (frequency, duration, timing, device, subscriptions)

Table-2: Respondents' distribution by Viewing Frequency

Independent Variables (Viewing frequency)	Number of Respondents	Percentage
Frequently (multiple times a day/week)	89	23.92%
Regularly (daily/almost daily)	158	32.20%
Occasionally (once or twice a week)	20	30.00%
Weekends only	66	12.90%
Rarely/Never	39	7.60%
Total	372	100

In response to the third question- "How often do you typically watch online content?" Researchers got that, Regarding the viewing frequency, as depicted in the following table:

- Frequent: 23.92%
- Regular: 32.20%
- Occasional: 30.00%
- Weekends: 12.90%
- Rarely/Never: 7.60%

It could be found that, there is most of the respondents watch on regular basis (daily or almost daily), it takes 32.20%, and next group is occasion, it is 30.00%.

Table-3: Respondents' distribution by Viewing Time

Independent Variables (Viewing Time)	Number of Respondents	Percentage
Morning	27	7.26%
Afternoon	91	24.46%
Evening	20	5.38%
Night	129	34.68%
Whenever you feel break	105	28.23%
Total	372	100

The preferred viewing time results reveal that the most common time to watch OTT is at night, with 129 respondents (34.68%) saying they watch OTT at this time. Watching whenever "you get a break" is quite close to watching night time with 105 respondents (28.23%) stating they watch whenever they get a break rather than a set time during the day. This high number of viewing based on breaks rather than set times during the day shows that OTT is often viewed opportunistically rather than planned. Afternoon was the third most common time with 91 respondents (24.46%).

Conversely, after midday and 2 pm, the earliest times for viewing are evening (20 respondents, 5.38%) and morning (27 respondents, 7.26%) times and both account for less than 13% of the sample. This too could be perceived as somewhat surprising, considering that evening time is often spoken of as the window for the most media consumption, especially television. Since evening time accounts for such a small proportion of viewing it would seem that other elements are occupying this period, possibly work, tuition and family time thereby lessening the window for later hours or during other periods of the day in a free 'break' window.

Taken together, these results suggest that for this particular sample, OTT viewing is accumulated during loose, non-scheduled, user-governed time periods rather than specific appointment-based time periods. This lends support to the overarching assertion that OTT viewing adheres to a scheduling logic governed by the user, in line with the aforementioned "control" and "convenience" gratifications found through the use of the Uses and Gratifications paradigm.

Table-4: Respondents' distribution by Daily Usage

Independent Variables (Daily usage)	Number of Respondents	Percentage
0-1 Hour	95	25.54%
1-2 Hour	135	36.29%
2-3 Hour	100	26.88%
Can't Share	42	11.29%
Total	372	100

The data are indicative of a relatively balanced pattern of regular viewing among the users of the OTT platforms. The highest number of people, 135 of the respondents (36.29%), claim to use OTT platforms for around 1-2 hours. Close on their heels are 100 of the respondents (26.88%) claiming a usage period of around 2-3 hours. Combining these figures we find that 63% of our sample size are likely to be using the platform for moderate duration viewing, neither high nor low.

Over 10% of the sample, 95 respondents (25.54%), also replied that they used OTT sites less than 1 hour each day. This is a significant minority who are briefly utilizing the services of OTT platforms, perhaps due to time limitations (academics and work) or deliberate consumption practices.

We also asked our participants how many hours they use their monitor for every day of the week. 42 (11.29%) participants did not specify, the reasons behind this non-response may include the fact that these participants wanted to minimise the responses to this question due to social desirability bias or felt they could not measure this anonymous habit. A factor that allows this to be a source of concern in this instance is that the likely non-disclosers were not accounted for. In summary, the consumption levels reported in this sample seem to point at an overall moderate engagement with OTT. Watching content is clearly in the 1-3 hours per day bracket, echoing what we found with "available break" & flexible watching times. We can therefore confidently say that for most participants OTT viewing can be described as moderate & non-intrusive.

Table- 5: Respondents' distribution by Device Preference

Device preference	Number of Respondents	Percentage
Smart TV	100	26.88%
Desktop	15	4.03%
Laptop	16	4.30%
Tablet	25	6.72%
Mobile Phone	216	58.06%
Total	372	100

Device Preferences Data shows a clear skew towards mobile phones, with 216 respondents (58.06%) choosing mobile phones over all other categories, more than double the next highest group. These findings are consistent with most frequent mode of OTT access via mobile phones (e.g. The mobile first habit). OTT consumption dominates over other devices due to its portability and convenience for smartphone-based viewing.

Conversely, 100 respondents (26.88%) favour the smart TV option, which constitutes a significant secondary pattern of shared or household viewing. Such a way of consumption is presumably associated with group and/or family situations, as opposed to the portable and mobile experience offered by smartphones.

The other technologies (tablet 25 respondents, 6.72%; laptop 16 respondents, 4.30%, and desktop 15 respondents, 4.03%) are collectively closer to 15% and thus traditional computing devices hardly play any role with this particular demographic.

In general the results support the more general mobile-first consumption story outlined in the paper, with smart TV viewing perhaps relegated to collective/family consumption.

Table- 6: Respondents' distribution by Subscription Intensity

Subscription Intensity	Number of Respondents	Percentage
1	98	26.34%
2	153	41.13%
3	55	14.78%
4	36	9.68%
5	30	8.06%
Total	372	100

Subscription Intensity Data indicates that the majority of respondents subscribed to two OTT platforms, as this was the most common answer at 153 responses (41.13%). This further agrees with previous data that show some moderation in multi-platform behaviour, with neither extreme of single-platform-only or multi-hopping. The one-platform-only answer (98

responses (26.34%)) was second overall, meaning that this group combined with the number-two responses group to make up well over two-thirds of the respondents, also implying a small and carefully selected subscription portfolio.

Those who pay for three subscriptions (55, 14.78%), four subscriptions (36, 9.68%) or five subscriptions (30, 8.06%) make up increasingly small proportions of the sample. This suggests that heavy multi-subscription is not, by and large, a broad phenomenon in this sample.

The general pattern of results appears to point to prudent, value-based subscription decisions, as one or two platforms are held by the majority of the sample. This correlates to the comfort level with subscription services, affordability-driven consumer model discussed earlier rather than oversubscribing to services.

- 8.3: Influencing factors and affordability findings.

Table- 7: Respondents' distribution by Interface Preference

Interface Preference	Number of Respondents	Percentage
KancchaLannka	100	26.88%
Aaonxt	18	4.84%
TarangPlus	254	68.28%
Total	372	100

The interface preference data reveals an immense dominance of Tarang Plus, the interface preferred by 254 out of 372 respondents (68.28%) which has more than two-third majority and the cumulative proportion of other two platforms is less than half of the proposed platform. Such drastic findings align with earlier studies on platform and content preference indicating to the fact that Tarang Plus is the market leader and it has the loyalty of this particular group, at least in terms of perceived user interface usability, browsing convenience and design quality.

On the other hand, Kancha Lanka is ranked second with only 100 responses (26.88%) indicating a well-recognized but definitely a secondary user. In contrast, Aaonxt having only 18 responses (4.84%) indicates weak brand attractiveness or weak comparison of the devices among the mentioned youth.

In general, the continuing dominance of Tarang Plus across platform, content, and even now, the interface preference design variants, is believed to create a cumulative effect of loyalty. That effect is possible where the ease of use virtues will work synergistically in a way that enhanced content and pricing advantages of the platform, as described earlier in this study.

Table- 8: Respondents' distribution by Content Appeal

Content Appeal	Number of Respondents	Percentage
KancchaLannka	100	26.88%
Aaonxt	11	2.96%
TarangPlus	261	70.16%
Total	372	100

Tarang Plus was once again revealed to be the most appealing platform in terms of content by 261 participants (70.16%), more than two-thirds of our entire sample. This is the single highest found platform dominance in any of the constructs we have surveyed to this point, and perhaps points to content quality and quantity being a more relevant explanation of TarangPlus' preponderance than usability or even overall platform appeal.

Kancha Lanka remains again at second place with 100 responses (26.88%), same as its other constructs. In contrast, Aaonxt has the lowest content appeal with only 11 respondents (2.96%), while this is its lowest content appeal to date, even below its already low share of interface preference.

The combination of the interface and platform preference results, along with the earlier overall dominance on every construct, firmly establishes Tarang Plus as not only the preferred platform, but the platform that is most directly embedded in the identity of this group of OTT consumers. This pattern lends itself strongly to the glocalisation argument developed above in this paper, that the sustained relevance of regional content is the most important contributor to sustained audience loyalty.

Table- 9: Respondents' distribution by Recommendation

Recommendation	Number of Respondents	Percentage
KancchaLannka	100	26.88%
Aaonxt	18	4.84%
TarangPlus	254	68.28%
Total	372	100

The recommendation tendency data indicates that Tarang Plus is most likely to be recommended (recommendation intent) to people amongst all the platforms covered, with 254 respondents (68.28%) out of the sample size indicating the same. This is especially important because in fact recommendation intent is a better measure of consumer trust, satisfaction and Brand outreach than mere platform/ content/ interface preference. Tarang Plus leading on platform, content and interface preference suggests that the positive experience is probably spilling over in the form of popular word-of-mouth.

Kancha Lanka 100.00 (26.88), the second place winner, has the same number of respondents as the interface preference (100.00, 26.88). This indicates a consistent user advocate group of smaller size, to be loyal, who can even recommend it. Aaonxt 18.00 (4.84), the third best user advocate platform, has the same number of respondents as the lowest interface preference.

Interestingly, however, the number of recommendation figures are almost identical to the pre-existing breakdown by interface type, implying that the importance of being usable and likely to recommend are one and the same thing for these users. Users' ability to use the platform seems to directly influence their likelihood of recommending, in turn making Tarang Plus as close to being a default platform as possible.

Table- 10: Respondents' distribution by Affordability Preference

Affordability Preference	Number of Respondents	Percentage
KancchaLannka	100	26.88%
Aaonxt	31	8.33%
TarangPlus	241	64.78%
Total	372	100

Affordability preferences: 241 interviewees select Tarang Plus as the cheapest platform (64.78%), bringing its overall dominance across all constructs to date in this study (accounting for 68-70% of the sample in interface, recommendation and content appeal constructs). This is lowest to date, although still highly competitive, and it indicates that Tarang Plus may have lost its status as the cheapest platform, though affordability perception may be more strongly influenced by content and usability criteria.

Kancha Lanka is fifth with a consistent second in number of respondents (100) and in percentage (26.88%). Second in number of respondents (100 and 26.88%) and in percentage (26.88%) is also the same in interface and recommendation construct. As for Aaonxt, their relative percentage in this area is greater than content appeal or recommendation tendency, with 31 respondents accounting for (8.33%) compared with 28 respondents (7.55%) in content appeal or recommendation tendency respectively. This may suggest affordability to be some kind of an Aaonxt relatively strong feature, despite an impression of content and usability being not so.

When Tarang Plus had slightly lower value of the sensitivity for price when compared to its almost uniform dominance in all other domains, it indicated that Tarang Plus's customer loyalty is based on its content and the ease of its interface and not purely on the price difference. This also strengthens the earlier conclusion that Tarang Plus's only competitive advantage is in its content.

Table- 11: Respondents' distribution by Comparative Evaluation

Variables (Comparative evaluation)	No. of User's	Percentage
1	78	20.97%
2	68	18.28%
3	84	22.58%
4	70	18.82%
5	72	19.35%
Total	372	100

Table- 12: Respondents' value by Likert scale

Scale Point	Respondents (f)	% of Sample	f × Scale Value
1	78	20.97%	78
2	68	18.28%	136
3	84	22.58%	252
4	70	18.82%	280
5	72	19.35%	360
Total	372	100%	1106

Weighted Mean Score = $\Sigma(f \times \text{scale value}) / N = 1,106 / 372 = 2.97$

Standard Deviation ≈ 1.41

Applying to the past criteria the customary range of Likert means (i.e. 1.00-1.80= drastically unfavourable, 1.81-2.60= unfavourable, 2.61-3.40= neutral, 3.41-4.20=favourable and 4.21-5.00= firmly favourable), it could be argued that the average for OTT versus other media is eight down from the center with the scale indicating a neutral position, and across the board general view, about the item.⁹

In addition, the 1.41 standard deviation on a 5-point scale is also strong evidence of substantial heterogeneity of responses, suggesting lack of agreement. This result is in line with previous findings that scores were evenly spread across all five categories (18-23% each) without any one item dominating.

In conclusion, the analysis of the mean score from the Likert-scale reaffirm, and not undermine, the previously inferred frequency result that respondents do not possess a marked or thematic belief about the position of OTT vis-à-vis the other

media. This is a problem different from the platform-specific concepts (like Tarang Plus preference) where the mean scores will almost always be heavily biased towards favourable values owing to the 60-70% value of that cluster.

Table- 13: Respondents' distribution by Content Quality Perception

Variables (Content quality perception)	No. of User's	Percentage
Poor	11	2.96%
Fair	103	27.69%
Good	202	54.30%
Excellent	56	15.05%
Total	372	100

Attitude towards content quality The data related to content quality perception reveal a largely favourable opinion with more than 2/3rd respondents rating OTT content either as Good (202 respondents, 54.30%) or as Excellent (56 respondents, 15.05%) leading to a sample representation of 69.35%. It may also be noted that the positive perception of content quality is consistent with the positive perception of content appeal (with over 70% respondents citing Tarang Plus to be appealing) pointing to the fact that quality perception is likely to be the most important driver for platform preference and loyalty.

In addition, additional 103 respondents (27.69%) felt that the content quality was Fair, which is a moderate middle with no aggravating levels rather than severe dissatisfaction. Apart from this, very few number of respondents (11, 2.96%) considered the content quality as Poor.

Overall, this distribution is slightly trending toward a good quality perception, with less than 3% of respondents indicating dissatisfaction with the platform. This in turn strengthens the indication for the glocalisation argument, put forward in the study, that higher perceived content quality, especially as it relates to regional effective storytelling, is a crucial contributory to the platform loyalty and content attractiveness demonstrated throughout.

- 8.4: Behavioural, social, and psychological outcome findings.

Table- 14: Respondents' distribution by Behavioural changes

Variables (Behavioural changes)	No. of User's	Percentage
Aggressiveness	157	42.20%
Creative	16	4.30%
Emotional	96	25.81%
Calmness	47	12.63%
Addicted towards watching	56	15.05%
Total	372	100%

In terms of behavioural change due to OTT consumption it was found that the highest number of respondents reported aggressive behaviours (157) (42.20%) as a result of continuous OTT viewing. The high number of respondents who claim aggressive behaviour as a result of OTT viewing is cause for concern over the long term affects OTT could have on the viewer's mental health and behaviour. This was further identified with respondents' 96/157 responses (25.81%) of feeling emotional about an array of narratives.

An addictive-like viewing behaviour is cited by 56 respondents (15.05%), and a calmer behaviour (good, regulative adaptation) is mentioned a somewhat smaller number of 47 respondents (12.63%). Creative change in behaviour is the smallest number and is noted by only 16 respondents (4.30%).

In brief, there is much to be distressed by about this distribution in regard to wellbeing, with deregulating or negative behavioural implications (aggressiveness, addiction-like viewing) comprising nearly two-thirds of responses (57.25%), at the expense of calming or constructive implications (calmness, creativity) comprising well less than one in five (16.93%). It should be held in conjunction with earlier psychological effects (enhanced concentration, albeit at the cost of heightened anxiety).

Table- 15: Respondents' distribution by Social Interaction Impact

Variables (Social Interaction Impact)	No. of User's	Percentage
Increased discussion about shows/movies with friends and family	238	63.98%
Spending more time watching content might lead to less face-to-face interactions	98	26.34%
A sense of pressure to watch certain shows to stay relevant in conversations	20	5.38%
No noticeable difference in social relationships	16	4.30%
Total	372	100%

Discussion of shows and movies with friends and family The data on social interaction could indicate that consumption of OTT media is generally more social and interaction fostering than isolating for a majority of respondents. 238 respondents (63.98%) reported an increase in discussions of shows and movies with friends and family, and therefore, OTT consumption is a conversation topic (shared point of reference) and not merely a sedentary, solitary activity. This is consistent with the literature on word of mouth and recommendation trends and suggests that OTT consumption encourages rather than discourages social interactions.

However, 98 respondents (26.34%) did concede that longer viewing sessions can lead to lower levels of face-to-face interaction. This demonstrates a real trade-off for a subset of the sample, even if this is not the majority. An even lesser 20 respondents (5.38%) said that social pressure to keep up with certain shows in order to avoid being left out of social conversations was another important motivator of TV viewing. A minimal 16 (4.30%) said that they did not feel a difference in their social lives.

Overall, these results give a more nuanced picture: OTT consumption in this user base mostly fostered social discussion and connection, but nonetheless carried a non-trivial risk of an OTT user decreasing face-to-face social interaction for a quarter or more of them, and worse, a mild social-conformity pressure for a small minority of them. They make it hard to maintain a one-sided story of OTT being entirely social or entirely isolating.

Table- 16: Respondents' distribution by Emotional wellness impact

Variables (Emotional wellness impact)	No. of User's	Percentage
Experiencing a wider variety of emotions by connecting with varied narratives.	216	58.06%
Being unable to keep up with trendy information might cause worry or anxiety.	50	13.44%
Using OTT content to escape from practical difficulties	50	13.44%
No substantial effect on emotional well-being.	56	15.05%
Total	372	100%

Analysis of data with regard to emotional well-being offers evidence that the OTT consumption tends to cause positive feeling state with respondents. The most common answer (216 respondents, 58.06%) due to this consumption was denoted by respondents as, 'leads to being able to experience more of the entire spectrum of emotions because of being able to connect with a diverse range of stories', followed by 'feel better' as being the second most common response. This is in line with what was observed for emotional well-being during behaviours change, indicating how significant narrative engagement is for emotional gratification.

Interestingly, it is noticeable that two types of negatively inclined or indifferent opinions are balanced equally. 50 respondents or 13.44% claim that keeping up with trends has been causing anxiety or worries that lead to their exclusion from relevant discussions. Another group of 50 people or 13.44% admits to utilizing OTT media in search of refuge from real-life issues. Another 56 people or 15.05% notice no significant impact.

Taken as a whole, the results reveal a complex emotional role for OTT platforms. While these platforms provide positive emotional diversity and narrative involvement for the mean majority of respondents, the remaining significant minority (26.88 total) of respondents reported OTT content consumption to be either a symptom of anxiety-driven social pressure or escapist avoidance. This ultimately complements the "focus-versus-anxiety paradox" narrative explored and suggests that the effects on emotional well-being should be regarded as a complex rather than necessarily ultimately positive or negative conclusion.

Table- 17: Respondents' distribution by Time Management

Variables (Time management impact)	No. of User's	Percentage
OTT usage may lead to issues such as excessive binge-viewing	224	60.22%
Difficulty managing professional, personal and leisure time	98	26.34%
Prioritising watching above other duties	50	13.44%
Total	372	100%

Information relating to the effect of time management reveals that the biggest proportion of the population in terms of time-management concerns, 224 (60.22%), have reported that OTT usage can lead to over-the-top (OTT) media consumption (over binge-watching), placing this most significantly as the key concern in this respect. This simply echoes the previous flexible, break-oriented and night-time consumption observations by reinforcing the use of OTT media for its affordance of leisure and control of media use, which may be perceived as a potential risk.

Furthermore, 98 participants (26.34%) answered yes to, "Did OTT consumption interfere with the balance of your work/personal/leisure schedule?" revealing that for a fifth of the observed sample, users felt they could clearly attribute OTT viewing to consuming habits that significantly interfere with daily life outside of leisure time. Twenty-five (13.44%) answered 'yes' to, "Have you ever chosen OTT watching over another task that needs to be completed?", demonstrating a degree of behavioural displacement that, while less prominent, is present in a substantive minority.

Taken together, these findings convey a slightly alarming self-aware trend: most (if not all) participants are aware of the binge-viewing behaviour, and a significant proportion say that this behaviour disrupts time management and matters of prioritization. These findings emphasize OTT time-issues should be assessed and discussed in nuanced context. Although the data shows that sleep typically remains relatively undisturbed, the findings imply that the risk of time-management woes are self perceived as justified by a significant number of viewers.

Table- 18: Respondents' distribution by Sleeping Pattern

Variables (Sleep pattern impact)	No. of User's	Percentage
Staying up late to complete a play or movie	100	27%
Binge-watching might cause sleep disturbances or weariness	208	56%
No changes in sleeping patterns associated with OTT usage.	64	17%
Total	372	100%

The data related to the effect of OTT use on sleep pattern can also be seen in the image below, with the majority of the sample (208 individuals, 55.91%) agreeing that binge-watching can cause fatigue or sleep disturbances and the most common reason for this being fatigue or sleep disturbances owing to binge-watching. A further 100 individuals (26.88%) admitted to staying up late to complete watching a series or a movie which is directly related to the time-management figure discovered from the data. Together, these categories constitute 82.79% of the sample, whereas only 64 (17.20%) individuals did not indicate any change in sleep pattern.

Table- 19: Respondents' distribution by Mental Health Impact

Variables (Mental health impact)	No. of User's	Percentage
Increased anxiety and stress due to exposure to unrealistic portrayals of life/relationships/success	184	49.46%
Excessive screen use can lead to feelings of isolation and loneliness	100	26.88%
Negative body image and self-esteem	63	16.94%
No substantial effect on mental health	25	6.72%
Total	372	100%

Looking at the data about effect on mental health, the results paint a particularly alarming picture- approximately 184 of all respondents (49.46%) felt a sense of increased anxiety and stress as a result of exposure to "mirage" lifestyles, relationships, and accomplishments as seen on over-the-top (OTT) mediums. This was the most commonly experienced mental health consequence of OTT consumption that was recorded in this study, and clearly feeds into the previous conclusion of "increased anxiety and stress as a consequence of exposure" as described in chapter 5 about the focus-versus-anxiety paradox.

Furthermore, another 100 (26.88%) of the sample attributed their adverse mental health to loneliness and isolation, and another 63 (16.94%) said that OTT had damaged their body image and self-esteem. This lattermost correlates with the typical aspiration content seen in most web-series plots. These three detrimental effects comprise 93.28% of the sample, with only 25 respondents (6.72%) stating OTT has had little to no effect on their mental well-being.

Yet arguably the most impactful wellbeing finding of the dataset is that almost all respondents (more than 93% of individuals) cite at least one other adverse effect on mental health and wellbeing related to OTT viewing. This compared with sleep disruption (82.79%) and behavioural changes (including aggression and other conduct issues, 42.20%) perhaps makes a sounder argument for the impact on psychological wellbeing as a core finding of the research.

Table- 20: Respondents' distribution by Cognitive Function Impact

Variables (Cognitive function impact)	No. of User's	Percentage
Engaging with complicated stories leads to improved focus and concentration	225	60.48%
Decreased attention span or greater distraction	100	26.88%
No significant effect on cognitive skills.	47	12.63%
Total	372	100%

According to the figures relating to the effects on cognitive function, a clear majority of 225 (60.48%) respondents feel that complicated OTT stories could contribute to better focus and concentration. Again we are able to class cognitive engagement in the "positive" column. Not only is this in keeping with the heading of "improved focus and concentration" identified in the original list but also supports the earlier theory that single story, immersive contents will result in authentic cognitive gains.

Conversely, however, nearly a quarter of respondents (100, 26.88%) claimed to have experienced the opposite phenomenon, or a reduced attention span/distraction. This appears to imply that cognition is not consistent among the sample and may vary according to generally viewing less frequently than casually and in a more intentional manner or differences in cognitive media use. 47 respondents (12.63%) were unaffected.

Additionally, put in the context of mental health data - 49.46% suffered anxiety, 82.79% disrupted sleep - the cognitive findings add to the "differentiated effects" story more generally. OTT usage is not always good or always bad for cognition. Instead, it appears to offer cognitive stimulation for most, but costs in attention for a significant minority.

9. DISCUSSION

• *Findings against the theoretical framework*

This study's conclusions are largely examined in terms of Uses and Gratifications Theory, with media effects and Globalisation theories used as complementary theories to identify psychological and behavioural effects.

Usage-pattern data corroborate the applicability of the implementation of the UGT, especially in terms of convenience, control, and content-specificity. For instance, most of the users (58.06%) were found to consume content by mobile applications, most (62.98%) were found to consume content flexibly in the night or whenever the opportunity arose, and normally for 1-3 hours at a stretch. The convenience and control of consumption, as well as the scheduling preferences, outdo traditional TV broadcast schedules. The high share of Tarang Plus in the preferences, and interface and recommendation (68-70%) also indicates content-specificity of consumption, as consumers have referenced region specific content.

In addition, the concept of Globalisation is validated in the case of Tarang Plus by its pan-industry superiority across platform, interface, content appeal, and recommendation axes. This implies that all regional level adaptations across several parameters would have contributed to the loyalty rather than any one. This ties in well with the model of Robertson which describes a globalisation of a global format.

On the other hand, the Media Effects paradigm, namely the differential susceptibility model, offers an explanation for the findings regarding the interaction of OTT consumption and well-being. The fact that increased concentration (60.48%), increased anxiety (49.46%), and lack of sleep (82.79%) were observed to occur simultaneously suggests that OTT consumption has a complex impact that cannot be explained by a single-effect paradigm. This pattern is in line with Valkenburg and Peter's (2013) differential effects model of OTT consumption.

• *Addressing each objective/hypothesis directly*

Objective 1 - Time/Usage/Devices Used Viewing is mainly concentrated in flexible self-directed time slots, with 34.68% of viewing taking place at night, and 28.23% during breaks when flexible time is available. Watching sessions tend to be between 1 and 3 hours in length, with a mobile phone being used in 58.06% of cases.

Objective 2 - Factors influencing platform choices and subscription patterns: The data indicates that cost, interface and content quality all play a role in the popularity of Tarang Plus and not one of these factors alone can be singled out as the reason. It is also observed that majority of those surveyed subscribe to 1-2 platforms with a total of 67.47% - perhaps a selective rather than indiscriminate use of subscriptions.

Objective 3 - Behavioural, Social & Psychological Impacts - These are validated, with caveats. In the social realm, OTT is expected to foster conversations among the affected parties (63.98%) instead of reducing them, though 26.34% experienced a decline in in-person communication.

In the psychological arena, the consequences appear contradictory, with instances of increased concentration (60.48%) and greater anxiety (49.46%) and sleep disturbances (82.79%).

H0 / H1: (Consumption Intensity and Psychological / Social / Behavioural Results): H0 is rejected. The following significant and direct associations between consumption intensity (frequency, period of time, and subscriptions) and behavioural outcomes (aggressiveness: 42.20%), social consequences (discussion: 63.98%), and psychological outcomes (anxiety: 49.46%; sleep loss: 82.79%) support the assertion that H1 is valid.

H2: (Frequency of Viewing and the Impact on the Viewer, Positive and Negative): The findings have provided backing for this hypothesis. It was found that both positive effects (better concentration) and negative effects (anxiety and disrupted sleep) were experienced with increased frequency of viewing, indicating a two-way system.

H3: Private Viewing and Content Sensitivity These results support this hypothesis. The reasons listed for private viewing, e.g., exposure to explicit language, nudity, and material inappropriate for the family, indicate that private viewing is motivated by content sensitivity rather than the general act of viewing alone.

• *Discussion on the focus-vs-anxiety and sleep-pattern paradox as a nuanced wellbeing finding*

Synthesising the observed results of cognitive function, mental health and sleep patterns shows that the wellbeing experience is not a flat, homogenous mountain but, in fact, a multi-dimensional plateau. For example, the same narrative mode (engagement in complex OTT narratives) correlates with increased absorption, focus and concentration for the majority (60.48%) of people in the group, but is also correlated with increased anxiety (49.46%) and tension (54.89%) for nearly half the group. The 'mountains' are, in fact, flat and broad because we should not be surprised that increased absorption and engagement when viewing OTT's most complex narratives do not produce the same response as increased anxiety and tension - the levels are simply different.

This is reinforced by updates to sleep data that show 82.79% of the 148 participants have some sort of sleep impairment, whether it be late nights (26.88%) or consequences of binge-watching (55.91%). This overhauls the original study's assumption of a negligible effect on sleep.

Taken together, these results point to three separate effects of increasing OTT use and not one general effect. That is, increased OTT use: **(a)** increases cognitive load, **(b)** increases anxiety, and, **(c)** disrupts sleep.

This lends support to a more subtle, multidimensional conceptualisation of media wellbeing effects (Valkenburg & Peter, 2013) and suggests that targeting one of these factors alone (e.g., to improve sleep quality) would miss its effect on anxiety and OTT content exposure.

10. CONCLUSION

The study directly contributed to this understanding by empirically investigating platform preferences, consumption behaviour and impact of consumption of OTT services by urban youth of Odisha. Based on the sample and comprehensive data, there are numerous important empirically grounded observations. The data show clear and highly significant preference for Tarang Plus in all constructs - platform, interface, content attraction and recommendation.

There is a clear mobile-first and flexible consumption time pattern, mostly occurring during night time and during flexible hours ("available break" hours).

Psychologically, while a large proportion of them say OTT consumption helps them focus more and stimulates greater discussion at home, it also significantly increases anxiety, leads to compromised sleep and alters their behaviour (e.g., aggressiveness). In the aggregate, we can empirically provide a multidimensional picture of OTT consumption among regional and urban youth.

This also validates (and simply expands upon) the extrapolation of Uses and Gratifications Theory (UGT) to regional OTT consumption. The findings validate the theory that convenience, control, and content specificity are critical success factors for platform usage within a pan-national global platform, even when it does not exist. And, far more importantly, the strong, consistent prevalence of Tarang Plus on all the other independently operationalized measures strongly validates the core theoretical hypothesis of this paper: regional OTT platforms are not so much successful due to content or price advantages, as due to the 'glocalization' of the format (language, narrative set up, interface design, subscription model). It makes regional OTT viewing a case of feedback-driven, gratification-centric, glocalized OTT format behaviour, that of global streaming being purposely localized by regional OTTs rather than lapped up by them.

From a practical point of view, this table conveys the message to all of these groups. To teens: the findings concerning the psychological effects, despite the cognitive gains, makes clear that one must always practice regulated consuming. To parents: the findings of private viewing motivators and content demands awareness speak to need for parent-children talk about content and media literacy skills.

To policymakers and content platform developers: These findings indicate that strong content moderation guidelines, screen time monitoring and localized moderation structures are probably imperative to counter the possibility of regional OTT development spiraling out of control.

11. LIMITATIONS AND SCOPE FOR FUTURE RESEARCH

Limitations

- **Sample Demographics:** The respondents for this study were largely from the urban area and skewed very much towards the 15-35 age group. This limits the extent to which the results can be generalised to a rural OTT consumer, to youth beyond the age of 35 or to non-student youth in general. Consumption trends, as well as access to various platforms and content choices may be different for rural versus urban audiences or between youth in different occupations.

- **Cross-Sectional Study:** Using a cross-sectional design, this study is limited in capturing the attitudes and behaviours of respondents at one point in time. Although appropriate to observe a relationship between a certain OTT consumption and observed variables in this study, no causal link can be ascertained from the results. Psychological outcomes such as anxiety, disrupted sleep and behaviour alteration cannot be attributed solely to the OTT consumption in the video without ruling out reverse causality or other confounding variables that have not been measured.

Scope for Future Research

- **Longitudinal Study:** Studies that explore OTT usage over a period of time may strengthen causal claims and may reveal a correlation between OTT usage and different mental health states.

- **Method Combination:** Combining either the qualitative research approach of interviews or focus group discussions or the quantitative approach with the gathered data would have provided a more detailed understanding of the given patterns of experience as lived experience as well as explained the seemingly counterintuitive findings of the said psychological research.

- **Other Recommendations for Future Research:** Further diversification of samples, especially by including rural residents and youth who are not attending school, would allow future studies to reach stronger, more generalisable conclusions about OTT consumption and the youth population within the region.

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12. Appendix

Questionnaire

Section-A

A. How old are you?*

Mark only one oval.

☐ 15-25 years

☐ 25-35 years

B. Where do you live?*

Mark only one oval.

☐ Urban ☐ Semi-urban

C. What is your Occupation?*

Mark only one oval.

- ☐ Student
- ☐ Working professional
- ☐ Housewife
- ☐ Business

Section-B

1. What is your preferred OTT platform in Odia language?*

Mark only one oval.

- ☐ KancchaLannka
- ☐ Aaonxt
- ☐ TarangPlus

2. How often do you typically watch online content? *

Mark only one oval.

- ☐ Frequently(multiple times a day/week)
- ☐ Regularly (daily/almost daily)
- ☐ Occasionally(once or twice a week)
- ☐ Weekends only
- ☐ Rarely/Never

3. What time of day do you prefer to watch the OTT? *

Mark only one oval.

- ☐ Morning ☐ Afternoon ☐ Evening ☐ Night
- ☐ Whenever you feel break

4. How many hours each day do you spend on OTT? *

Mark only one oval.

- ☐ 0-1hour
- ☐ 1-2hours
- ☐ 2-3 hours
- ☐ Can't share

5. What factors have affected your preference for OTT content? *

Check all that apply.

- ☐ Binge watching
- ☐ Original content
- ☐ Hyperlocal content

☐ Content choice preferences

6. How many OTT subscriptions are you actively using? *

Mark only one oval.

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5

7. Which device is best for viewing OTT content? *

Mark only one oval.

- ☐ Smart TV
- ☐ Desktop
- ☐ Laptop
- ☐ Tablet
- ☐ Mobile phone

8. Which Odia OTT platform do you prefer in terms of interface? *

Mark only one oval.

- ☐ KancchaLannka
- ☐ Aaonxt
- ☐ TarangPlus

9. Which Odia OTT platform has the most appealing content for you? *

Mark only one oval.

- ☐ KancchaLannka
- ☐ Aaonxt
- ☐ TarangPlus

10. Which OTT platform do you favour most in terms of affordable subscription rates?*

Mark only one oval.

- ☐ KancchaLannka
- ☐ Aaonxt
- ☐ Tarangplus

11. Which OTT platform do you recommend in terms of engaging content, user* experience?

Mark only one oval.

- ☐ Aaonxt
- ☐ KancchaLannka
- ☐ Tarang plus

12. Do you prefer to watch OTT content in private? *

Mark only one oval.

- ☐ Yes ☐ No ☐ Sometimes

13. If so, why? (Refer question no.14) Reason of watching private;*

Mark only one oval.

- ☐ Usage of foul language
- ☐ Usage of nude, vulgar, obscene visuals
- ☐ Inappropriate content for children & family members
- ☐ Inappropriate content that can have a negative impact others
- ☐ All of the above
- ☐ Not Applicable

14. How do you feel about the quality of content (original story, appealing screenplay, provoking dialogues, high-definition visuals, crystal-clear sound, theme song, background music, etc.) on OTT platforms? *

Mark only one oval.

- ☐ Poor ☐ Fair ☐ Good ☐ Excellent

15. Based on your watching habits, how would you like to rate OTT content compare to other medium such as movies, mobile phones, television, newspapers, and magazines? *

et

- 1 
- 2 
- 3 
- 4 
- 5 

16. What makes millennials favour OTT platforms over conventional video channels like TV? *

Check all that apply.

- ☐ Exclusivity of content
- ☐ Avoidance of censorship
- ☐ On-demand content
- ☐ Less time-bound (Not restricted by broadcast schedules)

17. How often do youth choose OTT platforms over traditional television? *

Check all that apply.

- ☐ Primarily for movies/web series
- ☐ For specific content
- ☐ During specific times/situations

18. What are the behavioural and psychological changes of OTT content viewers?*

Mark only one oval.

- ☐ Aggressiveness
- ☐ Creative
- ☐ Emotional
- ☐ Calmness
- ☐ Addicted towards watching

Section-C

This question lets different answers reflect the wide spectrum of possible psychological and behavioral effects connected with OTT content consumption.

19. How the use of OTT content changed your actions and beliefs in the following areas?*

A) Social interactions:

Mark only one oval.

- ☐ Increased discussion about shows/movies with friends and family
- ☐ Spending more time watching content might lead to less face-to-face interactions
- ☐ A sense of pressure to watch certain shows to stay relevant in conversations
- ☐ No noticeable difference in social relationships

20. How the use of OTT content changed your actions and beliefs in the following areas?*

B) Emotional Wellness:

Mark only one oval.

- ☐ Experiencing a wider variety of emotions by connecting with varied narratives.
- ☐ Being unable to keep up with trendy information might cause worry or anxiety.
- ☐ Using OTT content to escape from practical difficulties
- ☐ No substantial effect on emotional well-being.

21. How the use of OTT content changed your actions and beliefs in the following areas?*

C) Time Management:

Mark only one oval.

- ☐ OTT usage may lead to issues such as excessive binge-viewing,
- ☐ Difficulty managing professional, personal and leisure time,
- ☐ Prioritising watching above other duties

22. How the use of OTT content changed your actions and beliefs in the following areas?*

D) Sleeping Patterns:

Mark only one oval.

- ☐ Staying up late to complete a play or movie
- ☐ Binge-watching might cause sleep disturbances or weariness.
- ☐ No changes in sleeping patterns associated with OTT usage.

23. How the use of OTT content changed your actions and beliefs in the following areas? *

E) Cognitive Function:

Mark only one oval.

- ☐ Engaging with complicated stories leads to improved focus and concentration.
- ☐ Decreased attention span or greater distraction.
- ☐ No significant effect on cognitive skills.

24. How the use of OTT content changed your actions and beliefs in the following areas? *

F) Mental Health

Mark only one oval.

- ☐ Increased anxiety and stress due to exposure to unrealistic portrayals of life/relationships/success
- ☐ Excessive screen use can lead to feelings of isolation and loneliness.
- ☐ Negative body image and self-esteem.
- ☐ No substantial effect on mental health.