



Contribution of OTT series in Fueling Rebellion among Youth

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Abstract: OTT platforms have created an immense impact on the youth. The past few months have provided a boost to such OTT platforms due to the restrictions imposed due to the covid pandemic. It has added to the diverse taste for several series and shows among the youth and led them on a highly engaging path of entertainment and information. The project attempts to study the ways in which such ott platforms also encourage rebellion among youth. For the sake of the project, primary data has been collected from among the youth section and an analysis has been drawn based on the collected responses. The project explores if OTT platforms are fuelling

rebellion among youth and studies the psychological impact of online web series and video content on youth go. Eventually some interesting conclusions can be drawn based on the qualitative and quantitative analysis of the behavioural changes among youth as a result of their consumption of diverse contents shown in web series. These reflect a variety of reasons why such OTT platforms gain popularity among youth and how they can be put under check, if needed.

Keywords: OTT series, Youth, Rebellion, Impact, Fueling, Psychological effects, behavior change, etc.

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Introduction: What Is OTT?

The acronym OTT stands for Over-the-Top. This means streaming across different devices whenever we want is possible because of “over-the-top,” a convenient little term that explains the new delivery method of film and TV content over the internet without the need for traditional broadcast, cable or satellite pay-tv providers. OTT platforms have emerged rapidly and has become an important part of our society in a very short time. The interest of people have shifted from television to web series during the pandemic as all the contents were starting to stream on OTT platforms. People are choosing web series over movies, circuses and dramas, due to the fact that people were stuck in their homes. No cinema halls were open and the only source people had for entertaining themselves was through OTT platforms.

OTT became people's favourite, because it is cost effective and time effective, they don't need and watch the whole season in one go.(www.isme.com May 19th , 2021)

But it did have some drawbacks too. It is observed that the youth, are apt to learn the dialogues and songs from movies or TV programs, and it has a deep impact in their mind both consciously and subconsciously for long. Subsequently, it plays a major role in shaping up the personality and moulding the character. (www.timesofindia.indiatimes.com , October 1, 2021). But through these online platforms, mainly anti-national or anti-religious content is presented that provokes the masses to react instantly and thus, it can be said that OTT platforms are spreading negative culture among the youth. It is said "What a man sees, he thinks. What he thinks, he talks. What he talks, he does, and what he does, he becomes".(www.isme.in , May 19th, 2021) . OTT platforms and the one that is also affecting the mankind is " NO CENSORSHIP". (www.offscreen.com , March 2021). People, and to be more specific youth of our society are is adversely affected. About 70% of the total population of our country is of youth and for this generation internet and imitating what's there on internet is a trend. Youths are more likely to imitate and adapts one's behaviour into their own because they can easily relate to what is being shown.

Hypothesis :

- OTT platform became highly popular during the pandemic.
- The youth was highly effected as they started imitating what they saw.
- There is a lot of behavioral change that can be seen in youth due to the exposure with violent content.
- The violence and the act of being rebellion is stuck in their minds that can be clearly seen in their behavior, the way they handle the problems.
- Being violent and a rebel makes a person unsatisfied with life and causes psychological problems.

Methodology : Our entire research was based upon a two-tier methodology involving primary data analysis and secondary data analysis.

Primary Data : Primary data was collected from 127 respondents belonging to different age group types using a structured schedule consisting of a variety of questions.

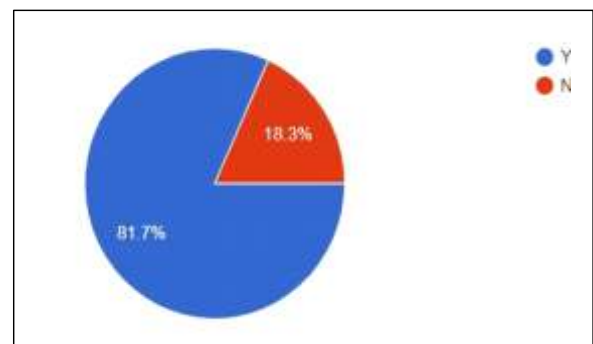
These have been supplemented by interviews of people in the administration of different age group and survey conducted on the research.

Secondary Data : Secondary data for the current research was gathered from the database and sources available online in the form of articles, sites and survey conducted by ACER and NSO.

Data Analysis: The questionnaire comprised of 16 questions. The respondents just had to respond accordingly as this survey was done offline and keeping all the covid19 guidelines in mind. The data analysis was done on the basis of the responses provided by the respondents.

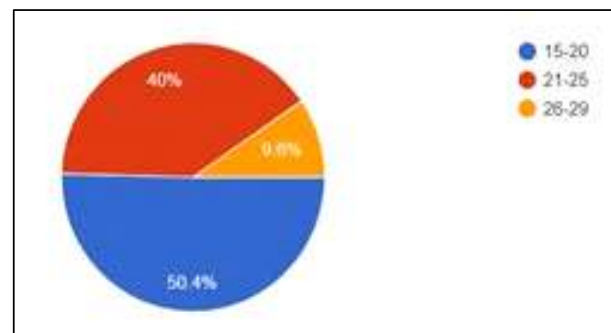
Total number of respondents: 127

1. Are you familiar with the term "OTT"?



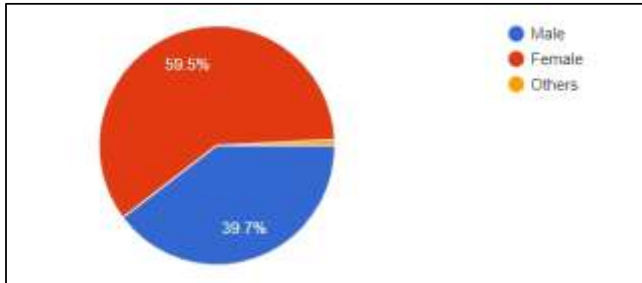
81.7% of the youth are familiar with the term OTT.

2. Age group



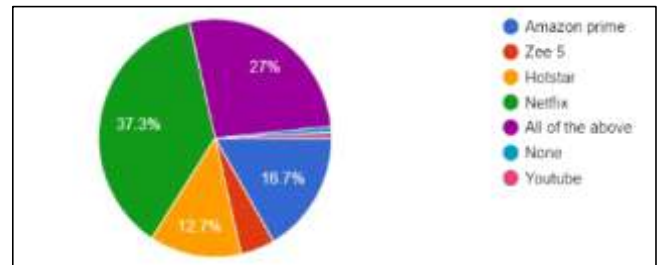
50.4% of the respondents belonged to 15-20, 40% belonged to 21-25% and the rest i.e., 9.6% belonged to 26-29 age group.

3. Gender



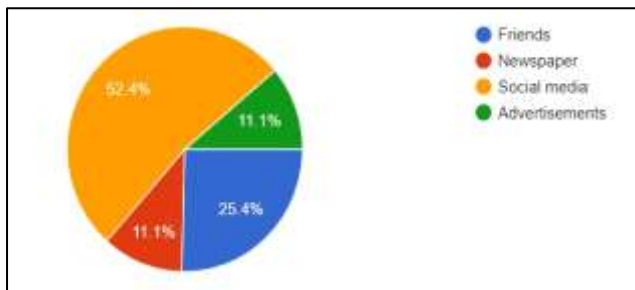
% Of male respondents- 59.5%
% Of female respondents- 39.7%

6. Which OTT platform do you prefer the most?



37.3% of the respondents are actively preferring Netflix more than other OTT platform.

4. From where did you get the term to know about the OTT platforms?

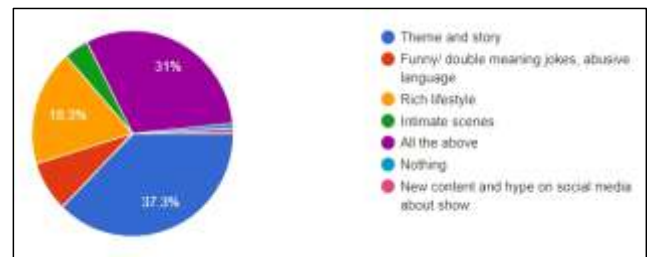


52.4% of the respondents got to know about OTT series from social media.

25.4% of the respondents got to know about OTT series from their friends.

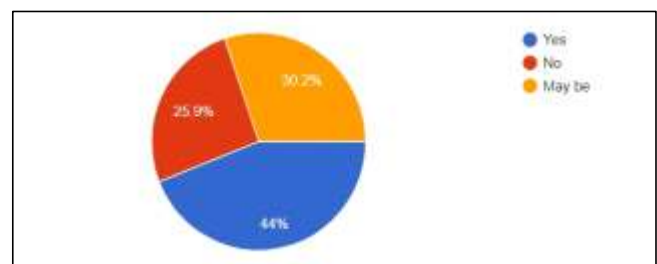
11.1%-11.1% of the respondents got to know the OTT series from newspapers and advertisements.

7. What element attracts you the most towards the OTT series?



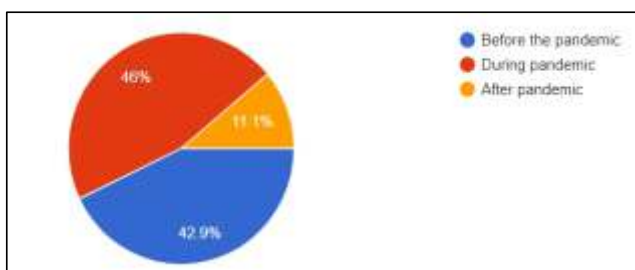
37.3% of the respondents watch OTT series on the basis of their theme and story.

8. Do you feel any psychological and behavioural changes in yourself after consuming OTT series and online content?



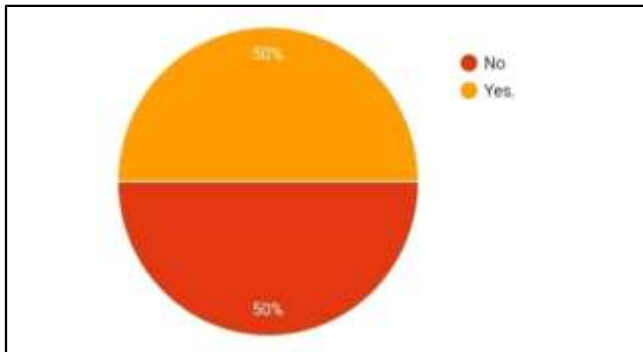
44% of the respondents felt the psychological and behavioural changes in themselves after consuming OTT series and online content.

5. When did you get to know about the OTT platforms?



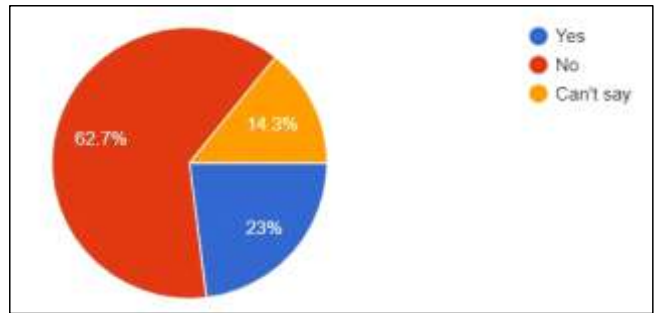
46% of the respondents became familiar with OTT series during the pandemic.

9. Do you think that OTT series like Mirzapur, Sacred Games, Paatal Lok and Asur have risen aggression and fuelled the rebellion in you?



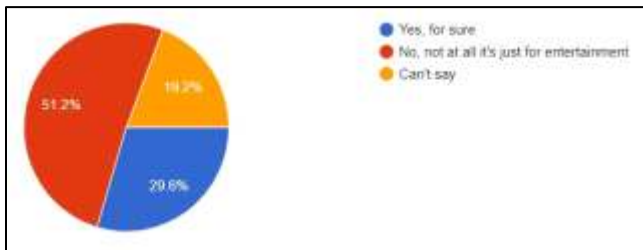
50% of the respondents felt that OTT series like Mirzapur, Sacred Games, Paatal Lok and Asur have risen aggression and fuelled rebellion in them.

12. Do you feel smoking, drinking and using abusive language makes you look cool because you have seen it in series?



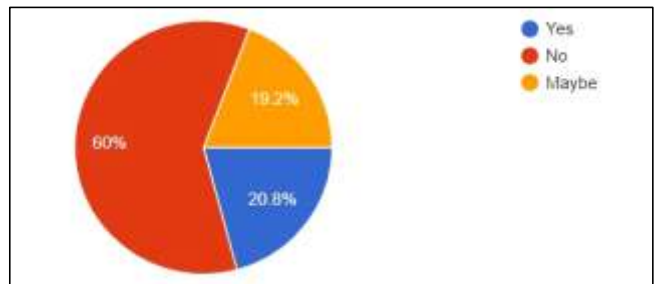
23% of the respondents feel the need to smoke, drink and use abusive language to make themselves look cool because they saw it in series.

10. Do you feel you have started ignoring your everyday chores for "Binge watching"?



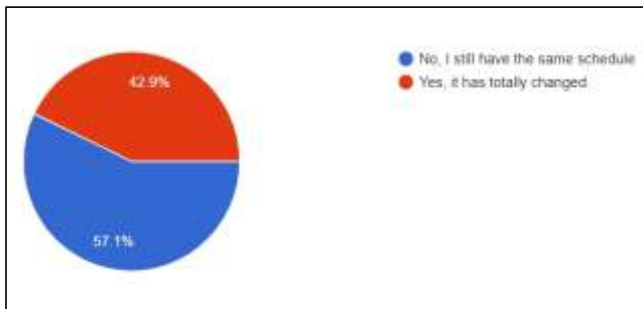
29.6% of the respondents felt they are ignoring their everyday chores for binge watching OTT series.

13. Do you feel you have become intolerant after watching some of the OTT content?



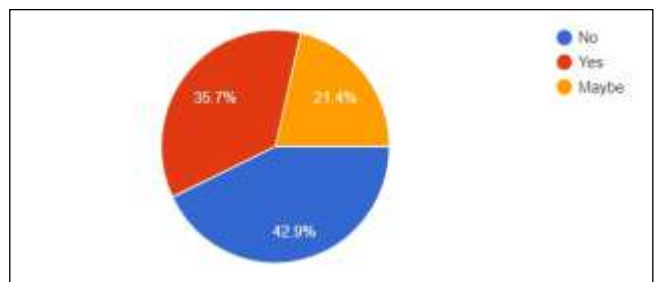
20.8% of the respondents felt they have become intolerant after watching OTT series.

11. Has watching OTT series effected your sleep schedule?



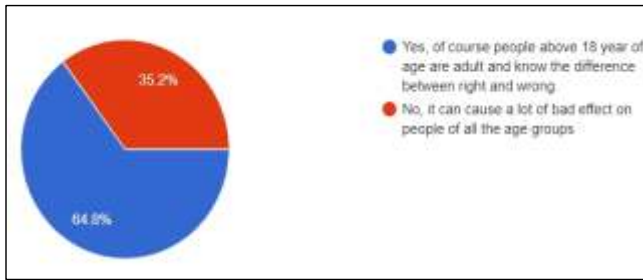
42.9% of the respondents have felt change in their sleep schedule due to watching OTT series.

14. Has the language used in OTT changed your speaking language?



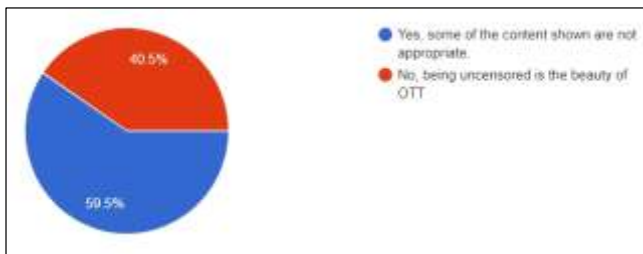
35.7% of the respondents found changes in their language while speaking.

15. Do you feel the content shown in the series are appropriate even for the people who are 18+?



64.8% of the respondents feel that the content shown in the series are appropriate even for the people who are 18+

16. Do you think there should be censorship on OTT content?



50.5% of the respondents feel that OTT contents should be censored.

Analysis:

The findings reveal that most of the youth are attracted towards web series because of their theme and story. Most of them came to know about webseries from social media hence telling us that the youth is also an active consumer of different social media platform. The content of webseries give more advancement, freshness as contrast with TV shows and so is preferred by the youth. However, an equal number of youths felt that web series like Paatal Lok, Sacred Games, Asur and Mirzapur have risen aggression and fuelled the rebellion in them.(www.offscreen.com , March 2021). They objected against glorifying violence and abusive language but also responded that the language used in these shows do not affect their speech in any way. They feel that such actions are slowly becoming socially acceptable, if not censored on time but also think that they should be censored as some contents are not appropriate to show. They admit to some extent that

these content increases their physical and verbal aggressive thought, action and behaviour. A lot of them also accepted the fact that they consume OTT series because of their funny, double meaning jokes, rich lifestyle, intimate scenes and their hype on the social media platforms (www.timesofindia.indiatimes.com, October 1, 2021). Some accept the fact that OTT series have affected their sleep schedule. Already in this time of uncertainty, anxiety and stress levels are quite high due to Coronavirus pandemic on the top such web series add fuel to fire which make the youth more stressed and insecure. Daytime tiredness, poor quality sleeps and sleep loss is observed because of extensive viewing at night hours. Lastly, the overall impact of webseries on the youth is neutral (neither positive nor negative) as they have mixed feeling about webseries. They regard some webseries pass on solid message unexpectedly some are complete waste of time with inappropriate content.

Limitations And Suggestions :

Due to the constraints caused by the pandemic, the survey samples were rather small in size and could not have captured the gravity of matters or might not have brought substantial data or figures concerning the research. Each of these aspects ideally should be expanded for any analysis on the topic in the future. This analysis additionally lacks a comparative study of other cities which might have/ have not experienced similar experience by youth after watching OTT series. Such a study would have given a comprehensive perspective of where the capital of the state stands in terms of affecting and fueling rebellion among the youngsters of our generation.

There is additionally a desire to interact with civil society initiatives in terms of opinion and action. This research couldn't explore that area of interventions and engagements with the other agencies in terms of opinion. The survey was conducted in the major urban parts of Patna (District). The demographic status of the respondents of the survey is not very diverse as the survey may have intended to has there been no restrictions imposed during the lockdown and hence, majority of the survey was carried out in select few areas of the city and failed to cover the entire region.

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