

Psychometric Tool Development for Binge -Watching Scale

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ABSTRACT

Binge-watching is a relatively new behaviour pattern whose popularity has been increasing since 2013, ultimately to become one of the most popular ways of spending free time, especially among young people (Starosta, 2020). This psychometric tool was designed to measure the dimensions of Physiological, Behavioural, and Psychological effects of binge-watching. BWS consisted of 30 items, with 10 items in each dimension. Normative Analysis and Reliability Analysis were used to test the properties of the scale. The scale was standardized on the young adult population within the age range of 18 – 25. The Binge-watching Scale was a valid and reliable instrument with a Cronbach's alpha of $\alpha = 0.884$, indicating that the psychometric tool was highly reliable. The results had implications for research purposes, screening the three levels of functionality of an individual, and helping to formulate any intervention strategies if required.

Keywords: *Binge-watching, Normative Analysis, Reliability Analysis, Psychometric*

Binge-watching is defined as “when people watch two or more episodes of the same series in one sitting, the most frequent perspective is to define binge-watching from the third consecutive episode onwards (De Feijter et al., 2016, Riddle et al., 2018)”. Binge-watching is a continuous and high-dosage media consumption (Conlin & Tefertiller, 2016) where individuals watch multiple episodes of the same series in one sitting (Merikivi, Bragge, Scornavacca, & Verhagen, 2019). Binge-watching is widely defined as watching two or more episodes of the same TV series in a row (Davis, 2016; Spangler, 2013; Flayelle, Maurage, & Billieux, 2017). Binge-watching is a popular phenomenon among screen viewers who watch programs on television, smartphones, laptops, computers, or tablet computers. There is no agreed-on definition of binge-watching, but several studies

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(Caramella & Biscuiti, 2014; Horvath, Horton, Lodge, & Hattie, 2017; Jenner, 2016; Kilian, Bröckel, Overmeyer, Dieterich, & Endrass, 2020; Shim, Lim, Jung, & Shin, 2018) suggest that the principal criterion for identifying an individual as a binge-watcher is that the person view on a screen in one sitting three or more episodes of the same TV series or content (Forte, Favieri, Tedeschi, & Casagrande, 2021).

Binge watching seems to be fueled by the introduction of innovative electronic platforms, such as Netflix and other streaming networks (Jenner, 2018; Limov, 2020). With the accompanying advent of personal media devices and high-speed Internet, viewers are now able to access their favourite programs at any time, in any place, and in uninterrupted succession, making it possible to watch multiple episodes of a single series for as long as they wish (Castro, Rigby, Cabral, & Nisi, 2021; Schweidel & Moe, 2016). Binge watching, also known as binge viewing or marathon viewing, is the recent television behavior of viewing multiple episodes of a single show over a concentrated period of time. This new habit allows viewers to bypass full seasons on linearly scheduled television in favor of watching them all at once at their convenience (Sodano, 2012, p. 28, 32). Binge watching is defined as the impulsive behaviour of the user to consume one episode after another, completing seasons of a web series at one time in order to curb curiosity (Dhanuka & Bohra, 2019). This behaviour is gaining popularity among young people, primarily due to the availability of various types of video content on the internet and their accessibility due to the increase of the internet's accessibility and availability across the world. The key point of binge watching is to let the viewers have full control over their viewing behaviour (Susanno et al., 2019). Binge- watching has undoubtedly become the common and entertaining way of consuming media content, such as TV series, for the contemporary audience. As for the amount of binge watching, a Netflix survey found that 61 percent of users regularly watch between 2-6 episodes of a show in one sitting. (Gupta, 2022)

REVIEW OF LITERATURE

A study was done by Starosta J. (2020) titled “Understanding the Phenomenon of Binge-Watching—A Systematic Review in the year 2020. The aim of this study was to present the current understanding and psychological conditions of binge-watching, as provided in the research papers published between 2013 and 2020. The research implied that, particularly, excessive forms of binge-watching can involve symptoms of addiction, such as lack of control, negative health and social effects, feeling of guilt, and neglect of duties.

Sun. J. J and Chang. Y. J. (2021) conducted a study titled “Associations of Problematic Binge-Watching with Depression, Social Interaction Anxiety, and Loneliness”. This study aims to investigate the associations of binge-watching behavior with depression, social interaction anxiety, and loneliness risks among adults in Taiwan. A cross-sectional online survey was conducted, in which data from 1488 participants were collected using a self-administered questionnaire comprising four valid and reliable scales: the Center for Epidemiologic Studies Depression Scale (CES-D), the Chinese version of the Social Interaction Anxiety Scale (SIAS-C), the UCLA Loneliness Scale (version 3), and the Problematic Series Watching Scale (PSWS). Results indicated the score on the problematic binge-watching scale was positively associated with the scores on the depression, social interaction anxiety, and loneliness scales ($p < 0.001$ for each model). Problematic binge-watching was associated with increased depression, social interaction anxiety, and loneliness risks among adults in Taiwan.

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Starosta, J, Wontorczyk, A (2021) conducted a study titled “Anxiety-Depressive Syndrome and Binge-Watching Among Young Adults”. Research group consists of 645 Polish young adults. The State-Trait Anxiety Inventory, Depression Measurement Questionnaire, Viewing Motivation Scale, and Questionnaire of Excessive Binge-Watching were used in this study. The results of the path analysis shows that anxiety-depressive syndrome and motivation to watch TV series are the significant factors in the manifestation of all symptoms of problematic binge- watching. Furthermore, there is a significant relation between anxiety-depressive syndrome and motivation to watch TV series, which especially concerns escape motivation and motivation to deal with loneliness. Furthermore, motivation to deal with loneliness, escape motivation, and motivation to spend free time have a mediating effect on the relationship between anxiety-depressive syndrome and problematic binge- watching.

Alexander O, D.S.Wirzb and A.Fahrb (2021) conducted a study titled “Is binge- watching addictive? Effects of motives for TV series use on the relationship between excessive media consumption and problematic viewing habits”. A quantitative online survey of N = 415 media users with access to at least one streaming service was conducted. The results suggest 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 behaviors. Moreover, the results give cause to refrain from a generalizing problematization of binge-watching.

Starosta, J, Izydorczyk and M. Dobrowolska (2020) conducted a study titled “Personality Traits and Motivation as Factors Associated with Symptoms of Problematic Binge-Watching”. The aim of the study was to identify psychological factors associated with symptoms of problematic binge-watching and to establish on what devices and platforms young people tend to binge-watch. The results of the study indicate low Conscientiousness was the strongest variable related to symptoms of binge-watching from all the personality traits. Furthermore, results show that there is a significant relationship between low Agreeableness, low Emotional Stability, low Intellect and problematic binge-watching. Moreover, escape motivation was the strongest factor from all motivational variables.

METHODS

Operational definitions

- **Physiological dimension**

It is defined as the practice of watching content from various OTT platforms for a longer period of time which can disrupt the physical health of an individual depending on many factors.

- **Behavioral dimension**

The practice of watching multiple episodes of a television program in rapid succession causes atypical or out-of-ordinary undesirable behaviors and results in the impairment of an individual’s functioning.

- **Psychological dimension**

The psychological dimension is referred to as a framework of values and thoughts, the emotional traits, motivations of the present, the aspirations towards the future.

Procedure

The binge-watching scale items were administered on young Indian adults. Participants read and signed the informed consent form and then completed the measures, which took approximately 15 mins. All procedures were reviewed and approved by the subject matter

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experts. The data were collected in two parts. The sample in pilot study included 184 (M=92, F=89) young Indian adults. The sample in the main study included 314 (M=133, F=181) young Indian adults.

Participants

In pilot study, 89 of the sample out of 184 individuals were female participants and 92 were male participants. Regarding ethnicity, 100% of the sample were young Indian adults. 80% of the sample were collected from undergraduate and postgraduate students, while the remaining 20% were collected from the working population. None of the sample reported having a disability.

In order to validate the factor structure of the scale and further test the scale reliability and validity data from additional 314 young Indian adults were collected for the second phase of the study. This second sample included 181 of female participants and 133 of male participants. Regarding ethnicity, 100% of the sample were young Indian adults. 95% of the sample were collected from undergraduate and postgraduate students, while the remaining 5% were collected from the working population. None of the sample reported having a disability.

Measures

Binge-Watching Scale (BWS)

The 36 original items of the BWS were developed by a team of researchers and post-graduate students specifically for this study. Items were generated by this team using literature that describes both definition and applications of binge-watching (Forte, Favieri, Tedeschi, & Casagrande, 2021).

Key components of the definition of Binge-watching and Binge-watching-related behaviors were integrated into these questions, and these were included in the assessment of behavioural, psychological, and physiological changes due to binge-watching among young Indian adults.

Items were generated by members of the research team by reviewing the existing literature and theoretical models. After item generation, the scale was reviewed by subject matter experts to assess face validity, comprehension, and relevance to binge - watching goals. Feedback regarding the meaning of the items, clarity of written expression, and whether the items appeared to assess components of binge -watching related values, was obtained. As per the results of analysis and feedback from subject matter experts 6 items were removed from the scale. A total of 30 items were retained measuring aspects of binge-watching. Items were answered on a 5-point Likert scale with Rarely = 1, Very Rarely = 2, Sometimes = 3, Often = 4 and Always = 5.

Demographic Questions

Age, gender, educational qualification, and ethnicity were assessed as part of the questionnaire. The preferred genre and number of hours spent watching it were additional questions for the participants. They were also asked whether they have been diagnosed with any psychological conditions.

Binge-watching Subscale 1: Physiological changes due to Binge-watching

Items 1 to 10 were developed to specifically assess physiological changes due to binge-watching. Items were developed to assess the physiological changes due to binge-watching

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among young Indian adults. Examples of these items included “My eyes tend to get strained after watching a couple of episodes but I still keep watching”, “I have physical discomfort due to prolonged sitting for watching my favourite series” and “I feel a lack of physical activity due to increased time of watching series has led to bodily changes.”

Binge-watching Subscale 2: Behavioural changes due to Binge-watching

Items 11 to 20 were developed to specifically assess behavioural changes due to binge-watching. Items were developed to assess the behavioural changes due to binge-watching among young Indian adults. Examples of these items included “I rewatch my favourite shows most of the time.,” “I put aside work for watching a newly released show” and “I easily get caught in the suspense and push myself to watch the next episode”.

Binge-watching Subscale 3: Psychological changes due to Binge-watching

Items 21 to 30 were developed to specifically assess psychological changes due to binge-watching. Items were developed to assess the psychological changes due to binge-watching among young Indian adults. Examples of these items included “Binge-watching makes me feel euphoric”, “I feel a kind of emptiness inside me after a series has ended.”, and “I cannot help the urge to binge-watch all the time.”

RESULTS

Preliminary Analyses and Revision of the Scale

Internal Consistency

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on standardized Items	N of Items
.954	.954	36

The reliability of the scale was first tested in pilot study. Cronbach's alpha was computed for the entire 36-item scale for pilot study, $\alpha = 0.954$. Since the value of Cronbach alpha is greater than 0.6, the psychometric tool is said to be highly reliable.

Scale statistics

Mean	Variance	Std. Deviation	N of Items
84.79	716.780	26.773	36

The total mean score of 36 items obtained from the main study was 84.79, with a SD of 26.773.

Main Analysis

Internal consistency

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.882	.884	30

The reliability of the scale was tested in main study. Cronbach's alpha was computed for the entire 30-item scale for main study, $\alpha = 0.884$. Since the value of Cronbach alpha is greater than 0.6, the psychometric tool is said to be highly reliable.

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Scale Statistics

Mean	Variance	Std. Deviation	N of Items
76.9777	330.552	18.18110	30

The total mean score of 30 items obtained from the main study was 76.9777, with a SD of 18.18110.

DISCUSSION

A total of 20 items for each dimension were generated based on literature reviews and theoretical frameworks and sent to the Subject Matter Experts to determine the reliability of the scale. Based on their review and feedback, a few of the items were discarded or modified. Items that were 3 were improved, and items rated 4 and 5 were retained as they were considered as consistent in measuring the construct. In the physiological dimension, item no's: 6, 7, 8, 9, 11, 13, 14, and 17 were discarded, In the Behavioral dimension item no's: 1, 6, 8, 9, 10, and 12 were discarded. In the Psychological dimension item no's: 3, 16,17, 23, and 25 were discarded based on the feedback given by SME. The items that were suggested to be discarded were repetitive, ambiguous, or were not intended to measure Binge watching. After making the suggested changes, 12 items were finalized for each dimension i.e., Physiological, Psychological, and Behavioral thereby giving a total of 36 items. A google form was created and shared through social media platforms. The scoring was done through a 5-point Likert scale with options as 1= Very rarely,2= Rarely, 3= Sometimes, 4= Often, and 5 = Always. The pilot study was conducted on a sample of 184 which included both males and females. The responses were then transferred to the excel sheet and the scores were calculated. The data was then transferred to IBM SPSS software for further analysis of reliability and validity of the psychometric tool development. The reliability of the scale was first tested in pilot study. Cronbach's alpha was computed for the entire 36-item scale for the pilot study, $\alpha = 0.954$. Since the value of Cronbach alpha is greater than 0.6, the psychometric tool was said to be highly reliable.

Based on the data analysis of pilot study, all the items had good internal consistency and validity. Therefore all 36 items were retained for the final questionnaire. Based on the feedback from the subject matter experts, two of the items from each dimension were removed and the total number of items for the scale was 30. For the main study, data was collected offline. A sample of N=314 (M= 133, F= 181) was collected. The data provided by 314 participants were considered for the main study. Reliability analysis and normality analysis were performed. Cronbach's alpha was computed for the entire 30-item scale for main study, $\alpha = 0.884$. Since the value of Cronbach alpha is greater than 0.6, the psychometric tool is said to be highly reliable. The total mean score of 30 items obtained from the main study was 76.9777, with a SD of 18.18110.

This finding can also be used to control and regulate the screen time. This scale gives us a proper understanding of the use of binge-watching to have an impact on the physiological, psychological and behavioral changes of the young adults. The results have implications on research purposes, to screen the three levels of functionality of an individual and help to formulate any intervention strategies if required.

The sample was only restricted to young adults within the limited age category of 18- 25, it restricts the generalizability of the study. Larger sample size could have been considered for a better representative of the population and will hence provide even more accurate results.

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These limitations can offer valuable insights for shaping the direction of future research studies and improving the robustness of the findings.

In order to advance the field, forthcoming research endeavours might delve into exploring alternative methodologies, encompassing larger and more diverse sample sizes, conducting cross-cultural comparisons, and integrating a wider array of variables.

APPENDICES

Table 1 showing the item statistics

	Mean	Std. Deviation	N
I spent my night watching the series without sleeping.	2.3631	1.20252	314
My eyes tend to get strained after watching a couple of episodes but I still keep watching.	2.4236	1.21053	314
I do not get headaches from continuously watching the series.	2.6497	1.25307	314
I have physical discomfort due to prolonged sitting for watching my favorite series.	2.1624	1.1343	314
I do not skip my daily routine to watch the series."	2.8217	1.38685	314
I feel drowsy after continuously watching episodes.	2.4809	1.15616	314
I have poor posture due to the slumped position while watching the series.	2.3949	1.25506	314
I do not feel so tired the whole day from spending late nights watching a series.	2.5318	1.22302	314
I feel a lack of physical activity due to increased time of watching series has led to bodily changes.	2.7994	1.27693	314
I have noticed dark circles around my eyes due to excessive use of gadgets.	2.586	1.29163	314
I do not like to complete a series quickly	2.7102	1.37368	314
I put aside work to watch a newly released show.	2.2866	1.27673	314
I take the phone to the washroom while watching the series	2.2134	1.44406	314
I rewatch my favorite shows most of the time.	2.6338	1.43538	314
I do not track my food intake while watching my favorite show.	2.4299	1.34587	314
I easily get caught in the suspense and push myself to watch the next episode	3.0637	1.37612	314
I 3 get absorbed in the series that I lose track of time.	2.8694	1.22754	314
I do not keep a track of the release date of new episodes.	2.8917	1.36632	314
I watch too many episodes in a single sitting.	2.7293	1.35419	314
Binge-watching makes me procrastinate on my duties."	2.5541	1.2404	314
I feel regretful after watching plenty of episodes.	2.4682	1.22563	314
I get really agitated if I don't get the next few episodes in time.	2.3949	1.21365	314
I do not feel an irresistible tension that makes me continuously watch the next episodes.	2.5605	1.25037	314
I get attached to the characters in each show that I watch.	2.9363	1.3168	314
Binge-watching makes me feel euphoric	2.5064	1.14798	314
I feel a kind of emptiness inside me after a series has ended."	2.672	1.22176	314
I do not feel pleasure when I discuss the shows I have watched.	2.4299	1.19231	314
I feel excited to keep track of the release date of new episodes.	2.4904	1.31162	314
I cannot help the urge to binge-watch series all the time.	2.4299	1.19498	314
I do not feel disheartened after watching a tragic scene	2.4936	1.25691	314

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Table 2 showing the Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
I spent my night watching the series without sleeping.	74.6146	305.861	0.553	0.441	0.876
My eyes tend to get strained after watching a couple of episodes but I still keep watching.	74.5541	305.468	0.558	0.431	0.875
I do not get headaches from continuously watching the series.	74.328	319.921	0.202	0.133	0.883
I have physical discomfort due to prolonged sitting for watching my favorite series.	74.8153	315.18	0.35	0.309	0.88
I do not skip my daily routine to watch the series."	74.1561	320.26	0.169	0.177	0.884
I feel drowsy after continuously watching episodes.	74.4968	313.395	0.386	0.296	0.879
I have poor posture due to the slumped position while watching the series.	74.5828	310.589	0.416	0.304	0.878
I do not feel so tired the whole day from spending late nights watching a series.	74.4459	315.545	0.311	0.235	0.881
I feel a lack of physical activity due to increased time of watching series has led to bodily changes.	74.1783	306.677	0.497	0.373	0.877
I have noticed dark circles around my eyes due to excessive use of gadgets.	74.3917	311.185	0.388	0.256	0.879
I do not like to complete a series quickly	74.2675	319.213	0.193	0.185	0.884
I put aside work for watching a newly released show.	74.6911	303.85	0.563	0.449	0.875
I take the phone to the washroom while watching the series	74.7643	305.491	0.455	0.295	0.878
I rewatch my favorite shows most of the time.	74.3439	310.904	0.347	0.226	0.88
I do not track my food intake while watching my favorite show.	74.5478	306.025	0.482	0.31	0.877
I easily get caught in the suspense and push myself to watch the next episode	73.914	305.101	0.49	0.372	0.877
I 3 get absorbed in the series that I lose track of time.	74.1083	306.729	0.519	0.495	0.876
I do not keep a track of the release date of new episodes.	74.086	319.037	0.198	0.205	0.884
I watch too many episodes in a single sitting.	74.2484	302.5	0.557	0.48	0.875
Binge-watching makes me procrastinate on my duties."	74.4236	304.481	0.567	0.458	0.875
I feel regretful after watching plenty of episodes.	74.5096	307.069	0.512	0.369	0.876
I get really agitated if I don't get the next few episodes in time.	74.5828	308.129	0.492	0.357	0.877
I do not feel an irresistible tension that makes me continuously watch the next episodes.	74.4172	309.777	0.436	0.33	0.878
I get attached to the characters in each show that I watch.	74.0414	307.982	0.451	0.403	0.878
Binge-watching makes me feel euphoric	74.4713	304.48	0.618	0.482	0.874
I feel a kind of emptiness inside me after a series has ended."	74.3057	309.363	0.458	0.383	0.878
I do not feel pleasure when I discuss the shows I have watched.	74.5478	320.383	0.205	0.238	0.883
I feel excited to keep track of the release date of new episodes.	74.4873	305.918	0.499	0.359	0.877
I cannot help the urge to binge-watch series all the time.	74.5478	307.124	0.525	0.425	0.876
I do not feel disheartened after watching a tragic scene	74.4841	316.57	0.277	0.226	0.881

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ITEMS

S.NO	Items
1	I spent my night watching the series/movies without sleeping.
2	My eyes tend to get strained after watching a couple of episodes but I still keep watching.
3	I do not get headaches from continuously watching the series.
4	I have physical discomfort due to prolonged sitting for watching my favorite series.
5	I do not skip my daily routine to watch the series.
6	I feel drowsy after continuously watching episodes.
7	I have poor posture due to the slumped position while watching the series.
8	I do not feel so tired the whole day from spending late nights watching a series.
9	I feel a lack of physical activity due to increased time of watching series has led to bodily changes.
10	I have noticed dark circles around my eyes due to excessive use of gadgets.
11	I do not like to complete a series quickly.
12	I put aside work to watch a newly released show.
13	I take the phone to the washroom while watching the series
14	I rewatch my favorite shows most of the time.
15	I do not track my food intake while watching my favorite show.
16	I easily get caught in the suspense and push myself to watch the next episode
17	I sometimes gets absorbed in the series that I lose track of time.
18	I do not keep a track of the release date of new episodes.
19	I watch too many episodes in a single sitting.
20	Binge-watching makes me procrastinate on my duties.
21	I feel regretful after watching plenty of episodes.
22	I get really agitated if I do not get the next few episodes in time.
23	I do not feel an irresistible tension that make me continuously watch the next episodes.
24	I get attached to the characters in each show that I watch.
25	Binge-watching makes me feel euphoric.
26	I feel a kind of emptiness inside me after a series has ended.
27	I do not feel pleasure when I discuss the shows I have watched.
28	I feel excited to keep track of the release date of new episodes.
29	I cannot help the urge to binge-watch all the time.
30	I do not feel disheartened after watching a tragic scene

NOTE: Items 1 – 10 measures the Physiological dimension, Items 11 – 20 measures the Behavioural dimension, and Items 21 – 30 measures the Psychological dimension.

Reversed Items 3, 5, 8, 11, 15, 18, 23, 27, 29, and 30.

SCORING INSTRUCTIONS

The Binge-watching Questionnaire consists of 30 items in the scale, Items 1 to 10 measures the Physiological dimension, Items 11 to 20 measures the Behavioural dimension and Items 21 to 30 measures the psychological dimension. To score the scale, “**Very Rarely**” is scored (1); “**Rarely**” is scored (2); “**Sometimes**” is scored (3); “**Often**” is scored (4); “**Always**” is scored (5).

NORMS TABLE

NORMS	
<i>The Binge-watching Questionnaire can be administered on an Indian population belonging to the age range of 18-25.</i>	
<i>Each dimension has a maximum score of 50. The score range and interpretation is given below:</i>	
SCORE RANGE	INTERPRETATION
1 – 17	Mild
18 - 34	Moderate
35 – 50	Severe

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Scoring is kept continuous; the total score is calculated by adding the total scores of each dimension. The score range and interpretation of total score is given below:

SCORE RANGE	INTERPRETATION
1 – 50	Mild
51 - 100	Moderate
101 – 150	Severe

DIMENSIONS	INTERPRETATIONS	
Physiological	Mild	Indicates the absence of major physical disturbances which does not cause any major deviation from their normal level of functioning.
	Moderate	Indicates the presence of physical disturbances at an average level and might cause significant distress if left unsupervised.
	Severe	Indicates the presence of chronic physical disturbances such as sleep problems, poor posture, fatigue, eye strain, and headache.
Behavioural	Mild	Indicates the absence of major behavioural variations which does not cause any significant impairment from their normal level of functioning.
	Moderate	Indicates the presence of evident behavioural deviations and might cause significant distress if left unsupervised.
	Severe	Indicates the presence of considerable behavioural disturbances such as procrastination, dependency, negligence, and absent mindedness.
Psychological	Mild	Indicates the absence of significant psychological disturbances which does not cause any major deviation from their normal level of functioning.
	Moderate	Indicates the presence of psychological disturbances at an average level and might cause significant distress if left unsupervised.
	Severe	Indicates the presence of significant psychological disturbances such as remorsefulness, pessimism, exhilaration, lack of motivation, and social alienation.

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Conflict of Interest

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