

OTT-A New Era of Entertainment: A study of its Influence on Engineering Graduates

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ABSTRACT

A new era of entertainment has begun with the advent of Over-The-Top (OTT) streaming services, which are upending established content consumption paradigms and altering viewer expectations. This abstract explores the dynamic influence of OTT programs on engineering graduates. This study explores the multifaceted waves of Over-the-Top (OTT) on youngsters, examining both the positive and negative aspects of their digital content consumption. As OTT services gain prominence in the mass media view, their sway on the younger demographic becomes increasingly significant. The positive impacts include exposure to diverse content, convenience, and flexibility in viewing, as well as the potential for global cultural enrichment. However, concerns arise regarding negative impacts, such as excessive screen time leading to physical and mental health issues, potential exposure to inappropriate content, social isolation, and the negative impact on academic performance. This research emphasizes the importance of parental guidance, content regulation, and the establishment of healthy screen time habits to optimize the benefits of OTT platforms while mitigating potential drawbacks in the progress of youngsters. The complex interaction between Over-The-Top (OTT) platforms and students is examined in this study, with a particular emphasis on the effects of rising digital entertainment consumption on sleep habits and academic achievement. The study is focused to find a strong link between students' excessive use of OTT and sleep cycle disruptions, linking the attraction of on-demand content and binge-watching behaviors to erratic sleep patterns. These disturbances consequently result in exhaustion, reduced focus, and impaired cognitive abilities, all of which have a substantial impact on academic endeavors.

Keywords: OTT influence, Engineering graduates, Social wellbeing, impact of OTT, psychological wellbeing. Sleep cycle

In the era of digital transformation, Over-the-Top (OTT) stands have emerged as powerful players in the amusement industry, revolutionizing the way the students spent time on these channels. Particularly for the younger demographic, these platforms, encompassing services like Netflix, Amazon Prime Video, and the other platforms, have become integral components of daily life. In a time when digital connectivity and on-

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demand content rule the roost, Over-The-Top (OTT) platforms have become ubiquitous entertainment sources that captivate people across the globe. Students are among these ardent users since they are a group recognized for their active use of technology. While it is undeniable that the variety and ease of use provided by OTT services enhance recreational opportunities, little is known about the effects these services may have on important facets of student life, such as sleep habits and academic achievement. This study reconnoiters the multifaceted association that occurs between students and over-the-top (OTT) platforms in an effort to govern how digital entertainment consumption affects two important aspects of students' well-being: academic accomplishment and sleep hygiene. It is critical for educators, parents, and legislators to comprehend the ramifications of extended engagement with over-the-top (OTT) content as the lines between work, play, and education grow increasingly hazy in the digital age. It's critical to walk the tightrope between the advantages of digital entertainment and the possible risks to students' health and academic goals as technology becomes more and more ingrained in daily life. By highlighting the need for a balanced viewpoint that recognizes the importance of entertainment while defending the population of students' well-being and educational accomplishment, this study work towards to give light on the complex processes at work.

LITERATURE REVIEW

There is extensive research done on this topic at various places. The present research aims to focus on engineering graduates studying at KL University, Vijayawada.

An article titled psychosocial Impact Of Web series And Streaming Content stated that We need to be mindful as we traverse this space as web series and OTT continue to transform the way we connect, consume, and communicate. Maintaining a healthy balance between fun and responsible consumption, encouraging critical media literacy, and encouraging candid discussions will enable us to take advantage on the benefits of OTT platforms while modifying any conceivable undesirable effects on young people. By doing this, we may promote personal well-being and society ideals while fully embracing the transformational power of digital material. (Timesprime)

Young people in India are perceived as social media addicts, which is why over-the-top (OTT) platforms are beginning to flourish and acquire traction. Web series are now used as venues to advertise drugs, marijuana, cigarettes, alcohol, and smoking without emphasizing the harmful effects. Among young individuals, obesity, depression, insomnia, and eye problems are on the rise. Web series have also had an impact on youth scholastic attainment. Consequently, their social lives and psychological health are impacted. Second, because there are insufficient laws, policies, or rules, the content that is displayed on these platforms is unregulated. A number of court petitions have been filed in an attempt to restrict the content that is posted on these websites, like Netflix and Amazon.com. There is no policy or authority governing the pre-screening of content for OTT services. (Avijit Silawat)

India's over-the-top (OTT) market is growing at an unprecedented rate, making it the fastest growing in the realm. This increase is the findings of a number of new competitors entering the marketplace and a move towards personalized content offers. International shareholders are pushing money into even smaller OTT platforms, and these are having a big drift on the market. Among the many noteworthy advantages of OTT platforms are their flexibility in use, accessibility to global entertainment, and boundless use of content that is suitable for various purposes. Moreover, the surge in OTT usage has been attributed to the growing

adoption of smartphones and the accessibility of reasonably priced internet connectivity in India. (Davidson)

RESEARCH METHODOLOGY

Embarking on a comprehensive survey involving 25 questions is a deliberate and meticulous effort aimed at capturing a nuanced understanding of the subject under investigation. The breadth of the questionnaire reflects a commitment to thorough exploration and analysis, allowing for a rich dataset that can produce awareness into various facets of the topic at hand. Each question, meticulously crafted, serves as a valuable piece in the puzzle, contributing to the holistic comprehension of the subject matter. The diversity of inquiries ensures that the survey encapsulates a wide range of perspectives, opinions, and experiences, thereby fostering a more robust and comprehensive portrayal of the phenomenon under scrutiny. As students engage with this survey, their responses are poised to provide a wealth of information, offering researchers a detailed tapestry from which to draw meaningful conclusions and contribute to the broader discourse on the chosen subject.

Sampling Techniques:

Convenience Sampling is used through Semi Structured Questionnaire.

Method of Contact: digital platforms to interact with the respondents for filling the prescribed questionnaire.

Area of Study: Vijayawada (Andhra Pradesh)

Research Design:

The descriptive research focuses on the impact of OTT on engineering graduates in Vijayawada, Andhra Pradesh. The present research involves almost zero cost and relatively less time to complete. The study has conducted through a questionnaire to evaluate the preferences of the students while using the OTT platforms.

Sample Size:

The sample size is the total number of participants, respondents, or observations that are part of the research. This expression is used to characterize the research participants who are selected from the general community in order to advance the investigation. The sample size is an important component of the entire research project since it enables us to assess the response, or the study's strength. A suitable sample size may enable you to obtain trustworthy results. 300 students from university were contacted online to make up the sample size for this study. But we got 161 responses. There might be some data error because the study's sample size is so small for the time being. There are thousands of students studying different courses in KL University, Vijayawada, Andhra Pradesh, India.

Data Collection:

The primary technique of data collection for this study was the survey approach. As part of the study, the respondents had to fill out a Structured Questionnaire. The hypothesis and the study's objectives were taken into consideration when developing the questionnaire. Closed-ended questions were given to the responders so they could easily and quickly respond. KL Outlook forms were used to create the questionnaire and collect responses from the students.

The secondary sources of data collection were articles written by various authors and thesis observation from the online repository.

Statistical Tools and Techniques:

Outlook forms used for primary data collection. Microsoft Excel operated for the data analysis through tabular forms. Percentage computations were also accomplished with the help of excel.

Objective of the Study:

- To evaluate how often youngsters use OTT on an average.
- To determine the choice of content on OTT
- To assess the mental wellbeing of the students for the prolonged usage of OTT
- To understand the motive behind using OTTs on regular basis
- To analyze the impact of OTT on youngsters.

Data Analysis and Interpretation

The data analysis was tabularized for the clear representation of the responses. This data analysis is very helpful in figuring out whether or not all of our goals have been achieved. Our study purpose might be achieved, and a conclusion can be reached with the help of data analysis.

161 responses in total from responders within the stipulated time.

Demographic Profile of Respondents:

Demographic Profile of Respondents:

Aspect	Description
Gender	Both male and female students were contacted with the same questionnaire.
Age	Professional under graduates
Occupation	Student
Place	Vijayawada, Andhra Pradesh

1.How often do you use OTT platforms?

Daily	57
Twice or Thrice in a week	50
One time in a week	22
Rarely	28
Never	4

Table - 1

Table 1 shows that 35% of the total respondents use OTT platform on a regular basis. 31% of the total sample is used twice or thrice in a week. 14% of them use it once a week. 18% of the students use it rarely and 2% of them are not using OTT at all. It is quite evident that 79% of the students are using it regularly.

2. What types of content do you typically watch on OTT platforms? (Select all that apply)

Movies	127
TV Shows	57
Documentaries	37
Web Series	103
Animated Content	40

Table-2

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Table-2 indicates the statistics of the choice of content. This section enables them to choose multiple options. 60% of the respondents chose movies and web series as their favorite pass time. 10% of the students opted for documentaries. 9% of the students opted for documentaries and the rest of the sample selected tv shows.

3. How much time, on average, do you spend watching content on OTT platforms per day?

Less than 1 hour	29
1-2 hours	53
2-3 hours	49
3-4 hours	16
More than 4 hours	14

Table-3

Table-3 is the pictorial representation of the average screen time of engineering graduates, 33% of them watch about 1-2 hours, and 30% about 2 -3 hours.

4. Do you believe that the content on OTT platforms influences your opinions and attitudes?

Strongly Agree	29
Agree	54
Neutral	57
Disagree	13
Strongly Disagree	2
Yes	6

Table-4

Table-4 statistics show almost 33 % of the students agree that the subjects of the OTT platform influence their attitudes and behaviours, and 35% have neutral responses. 18% strongly agreed that what they are watching affects their attitudes this shows the content are the most significant criteria in modelling the attitude and behaviours.

5. Are your parents or guardians concerned about your OTT consumption habits? If yes, what specific concerns do they express?

Yes	54
No	72
Not sure	33

Table-5

Table 5 indicate the statistics of the respondents, 33% stated that their parents are extremely worried about how they use OTT content, while 45% indicated they don't care at all. Furthermore, 20% of the respondents are unsure about the level of worry or lack thereof among others.

6. How has your use of OTT platforms affected your face-to-face social interactions with friends and family?

Improved	66
Stayed the same	72
Declined	7

Not applicable	16
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Table-6

Table -6 is based on the data, approximately 44% of the contributors stated that their use of OTT had not had a substantial bearing on their social contacts, and 40% said that their in-person interactions with friends and family had improved. Just 4% of respondents claimed that their interactions had decreased, and 9.9% responded that there is no correlation between OTT viewing and in-person social engagement.

7. Do you find yourself discussing OTT content with your friends or family in real-life social settings?

Frequently	55
Occasionally	69
Rarely	31
Never	6

Table-7

Table-7 is evident that in a social setting with relatives and friends, roughly 43% of the respondents would sporadically talk about the OTT content, 34% would talk about it and discuss their experiences, 20% would talk about it very infrequently, and only 6% would never talk about it.

8. Have you ever chosen to stay home and watch OTT content instead of participating in social gatherings or events?

Yes	61
No	80
Not sure	20

Table-8

Table-8 is about half of the respondents said they wouldn't forgo a social event to watch over-the-top content, while 38% said they would rather watch it at home than go to any events, and 12% of the sample wasn't sure which way to go.

9. How often do you use social media to share your opinions or reactions to OTT content?

Very often	20
Often	31
Occasionally	55
Rarely	36
Never	19

Table-9

Table-9 is shows Although 34% of respondents use social media occasionally, only 12% of respondents will use it to share their opinions and reviews about the content, according to the table. The figure indicates that nearly the same proportion of plaintiffs would use social media to share their opinions and reviews. an equivalent proportion of participants did not use social media to express their views.

10. Have you ever bonded with friends over a shared interest in OTT content?

Yes	101
No	40
Not sure	20

Table-10

Table-10 shows that According to the survey almost 63% of the respondents said their shared interest is one of the major reasons to form friendships and 25% responded, that OTT has no influence for bonding and making friendships and 12 % are not sure about their choices.

11. Do you feel that differences in OTT content preferences have ever caused conflicts or disagreements with friends or family?

Yes	44
No	93
Not sure	24

Table-11

Table-11 statistics shows that 58% of the respondents find no issue in the content differences as they watch in their mobiles when it comes to watch in a common spare in a digital TV 27% of the students agreed that they have conflict over the content selection. 15% of them remained unsure about this.

12. In your opinion, does the consumption of specific OTT content influence the way people form friendships or social groups?

Strongly Agree	21
Agree	60
Neutral	60
Disagree	14
Strongly Disagree	6

Table-12

Table-12 illustrates that 60% of the students approved that the specific OTT consumption influences the formation of friendship and social gatherings. This suggests that there is a growing trend of people finding common ground and forming connections based on their shared interests in OTT content. 9% disagreed to this statement 31 % remained neutral in this.

13. Have you ever compared your social life to the portrayals of social interactions on OTT content?

Yes	70
No	72
Not sure	19

Table-13

Table-13 elucidates that According to the responses, around 43.5% of the participants believed that the representations of OTT content were directly influenced by their social lives, meaning that the OTT content directly affects how people distinguish social interactions.

14. Have you ever felt pressure to conform to certain social norms depicted in OTT content?

Yes	40
No	87
Not sure	34

Table-14

Table-14 demonstrates the statistics that 24.8% of the people felt the pressure to conform to certain social norms depicted in OTT content. 22% of the respondents remain unsure about this but 53% of the respondents disagreed that they didn't have any pressure.

15. How often do you engage in physical activities (e.g., exercise, sports) compared to the time spent on OTT platforms?

Much more often	34
More often	53
About the same	36
Less often	29
Much less often	9

Table-15

Table-15 are the statistics says almost 56% of the respondents spends as much time in physical activity as they spent time on OTT but the minority of the respondents of about 24% are using OTT when compared to their physical activities.

16. Have you experienced any negative effects on your physical health, such as fatigue or discomfort, as a result of prolonged OTT platform use?

Yes	47
No	96
Not sure	18

Table-16

Table-16 is the Study shows 29.2% people have experienced negative physical uneasiness due to prolonged OTT platform usage. 11% are not sure about this but 60% people responded that they didn't experience any health issues.

17. Do you find yourself adopting sedentary behaviours, such as prolonged sitting, while using OTT platforms?

Frequently	29
Occasionally	59
Rarely	38
Never	35

Table-17

Table-17: The study reveals 18% of the people are adopting sedentary behaviours, and 54.8% of the respondents use frequently or occasionally adopt sedentary behaviour, this suggest that usage of OTT platform has made people to become more sedentary.

18. Has the quality or pattern of your sleep been impacted by using OTT platforms?

Yes	69
No	77
Not sure	15

Table-18

Table-18 is the representation that According to the research, 42.9% of the respondents said that their excessive use of OTT platforms was interfering with their sleep cycles and patterns. Rest of the respondents remained unaffected.

19. How do you feel after consuming OTT content for an extended period? (e.g., relaxed, stressed, entertained)

Relaxed	57
Stressed	14
Entertained	87
Anxious	3

Table-19

Table-19 shows Based on the data 49% of the people felt entertained after consuming OTT content whereas 29% felt relaxed and only about 7% of 26.7 the sample felt the stress. This shows that OTT platform has a major contribution to the entertainment media.

20. Have you ever experienced feelings of isolation or loneliness related to your OTT consumption habits?

Yes	43
No	99
Not sure	19

Table-20

Table-20 shows According to the study, 26.7% of the respondents felt being left out and lonely due to the excessive consumption of OTT content.

21. Do you think the portrayal of relationships, emotions, and conflicts on OTT platforms has influenced your mental well-being?

Strongly Agree	22
Agree	43
Neutral	56
Disagree	34
Strongly Disagree	6

Table-21

Table-21 is evident that based on the data, 40.2% of the respondent agreed that the portrayal of relationships and emotions and conflicts has definitely influenced their mental well-being, and equal number of respondents, 41% has felt that they don't have any significant effect on their mental health because of the over consumption of OTT content.

22. Have you ever felt that your use of OTT platforms negatively affects your productivity in daily activities (e.g., work, studies)?

Yes	51
No	95
Not sure	15

Table-22

Table-22 shows that According to the survey, 31.7% of the people felt there is a direct proportion to the consumption of OTT platform to their daily activities. This shows that consumption of OTT platform affects the productivity and the ability to focus.

23. How often do you find that you're using OTT platforms longer than you had planned?

Very often	29
Often	39
Occasionally	58
Rarely	23
Never	12

Table-23

Table-23 elucidates Based on the data majority of the respondents 68% of the sample have recorded that they end up watching the OTT content for more time when compared to their initial intended time, this shows that there is a definite addictive behaviour when it comes to consumption of OTT content.

24. Have you established specific time limits for OTT consumption to manage its impact on your daily routine?

Yes	76
No	73
Not sure	12

Table-24

Table-24 is the representation of the study shows 48% of the respondents establish time allocation difference in daily routine and almost equal number of respondents, of about 45% didn't find any difference in their daily routine.

25. When feeling stressed or overwhelmed, do you turn to OTT content as a form of relaxation or escapism?

Yes	105
No	41
Not sure	15

Table-25

Table-25 show that This study revealed that 65% of the respondents from the sample are switching to OTT consumption for relaxation and escapism. 35% of the students have other activities as their relaxation.

CONCLUSION

The most notable thing that find during the research is over consuming OTT content negatively impacted the students in terms of their sleep circle and academic performance. Numerous causes for this are most of the OTT consuming is happening during the night where they didn't find any restrictions upon the usage. It extends the whole nights during weekends. This habit made them to use during the weekdays which is directly affecting their academic performance. Most of the students established that they are unable to concentrate on first class and some students experienced drowsiness during the class hours. It is apparent that the one who is over consuming OTT content is vulnerable to sleep cycle changes. Directly if effects on their health and Education.

The study does, in fact, highlight the significance of acknowledging the role that entertainment plays in students' lives while also highlighting the vital necessity of balance. Although there is a wealth of interesting content available on OTT platforms, people—especially students—need to be aware of the probable adverse effects on their health and academic goals. Corresponding to the study, although entertainment is a worthwhile and essential part of life, it shouldn't compromise one's wellbeing or impede one's ability to pursue their professional goals.

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Conflict of Interest

The author(s) declared no conflict of interest.

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