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Research Paper

Time Usage Efficiency on Binge Watching & Life Satisfaction Among 3 Age Groups

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ABSTRACT

This study examined the relationships among age, time usage efficiency, binge watching, and life satisfaction across three groups of 60 participants each. Descriptive statistics, Spearman's rho correlations, and regression analyses revealed a slight increase in time usage efficiency (M = 29.3 to 30.6) and life satisfaction (M = 20.9 to 24.9) with age, while binge watching decreased (M = 76.2 to 70.7). Correlations showed a negative link between time efficiency and binge watching (r_s = -0.34, $p < .001$), a positive association with life satisfaction (r_s = 0.31, $p < .001$), and a negative tie to binge watching (r_s = -0.24, $p = .001$). Regression models (R^2 = 5.54%– 9.81%) confirmed these trends, with non-normal data suggesting further research. Findings highlight the potential of enhancing time management and reducing binge watching to boost life satisfaction, especially among younger adults.

Keywords: *Time Usage Efficiency, Binge Watching, Life Satisfaction*

The advent of digital media has transformed how individuals consume entertainment, with binge-watching emerging as a hallmark of modern viewing habits. Defined as watching multiple episodes of a series in one sitting, binge-watching has grown exponentially with the rise of streaming platforms like Netflix, Hulu, and Amazon Video, which cater to audiences seeking instant access to entire seasons (Sung et al., 2018). This shift, accelerated by technological advancements and affordable internet access, has made binge-watching a global phenomenon, with weekly averages reaching 6 hours and 48 minutes worldwide, and even higher in India at 8 hours and 33 minutes, particularly during the COVID-19 pandemic (Limelight Networks, 2023; Nielsen, 2020). The cultural shift toward on-demand viewing reflects not only technological progress but also changing social dynamics, as individuals increasingly turn to digital content for entertainment, escapism, and social connection amidst global challenges like pandemics and economic uncertainty (PwC, 2021).

While binge-watching offers convenience and enjoyment, it poses challenges to time usage efficiency, a critical factor in achieving personal and professional goals. Time usage efficiency, the ability to optimize time through strategic task management, is essential for productivity and well-being, yet it is often undermined by excessive media consumption

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(Zimbardo & Boyd, 1999). Binge-watching, linked to procrastination and reduced self-control, can disrupt daily schedules, leading to sleep deprivation, neglected responsibilities, and diminished life satisfaction (Pandey, 2023). This is particularly relevant for young adults, who may struggle with self-regulation, and older adults, whose leisure time management significantly influences their quality of life (Adams et al., 2011).

Life satisfaction, a comprehensive measure of well-being, extends beyond momentary happiness to reflect an individual's overall evaluation of their life based on personal values (Veenhoven, 1996). It is shaped by various factors, including personality, social connections, and the ability to manage time effectively, with research suggesting that efficient time use can enhance satisfaction by fostering a sense of control and accomplishment (Macan et al., 1990). However, the growing prevalence of binge-watching raises concerns about its impact on these dynamics, as it may detract from meaningful activities and contribute to physical and mental health challenges (Exelmans & Van den Bulck, 2017). This study aims to explore these interconnections, examining how binge-watching affects time usage efficiency and, consequently, life satisfaction across different age groups, with a focus on psychological mechanisms and potential interventions to promote healthier media consumption habits.

Binge-Watching: A Double-Edged Sword

Binge-watching, the prolonged consumption of entertainment content, has surged in the digital age, fueled by platforms like Netflix that release full seasons at once. Globally, people average 6 hours and 48 minutes weekly on this activity, with India seeing 8 hours and 33 minutes, a trend amplified during the COVID-19 pandemic (Limelight Networks, 2023; Nielsen, 2020). While enjoyable, binge-watching carries a negative undertone, often labeled a "guilty pleasure," and can mirror addictive behaviors, eroding self-control and leading to excessive viewing (Flayelle et al., 2019; Ramsay, 2013). Adolescents are especially vulnerable due to underdeveloped self-regulation, with dopamine-driven reward cycles reinforcing the habit (Steinberg, 2008). Social factors like group viewing and escapism from stress further drive this trend, with 85% preferring it over weekly episodes (PwC, 2021). However, prolonged binge-watching is linked to anxiety, depression, sleep issues, and unhealthy eating, with studies showing increased consumption of sugary drinks and high-fat foods among viewers (Exelmans & Van den Bulck, 2017; Robinson et al., 2017).

Loneliness and stress often fuel binge-watching among students, who form parasocial bonds with characters for companionship, though post-binge regret is common (Eyal & Cohen, 2006; Panda & Pandey, 2017). Physically, it correlates with sedentary lifestyles, raising risks of cardiovascular disease, diabetes, and cognitive decline (Grøntved & Hu, 2011; Hoang et al., 2016). Research gaps remain, particularly around self-compassion's role in moderating these effects and gender differences in viewing habits (Neff, 2003).

Time Usage Efficiency and Its Benefits

Time usage efficiency, the ability to achieve goals with minimal wasted time, is vital in both personal and professional contexts. It involves strategic task prioritization, reducing distractions, and adopting smart habits like automation (Zimbardo & Boyd, 1999). Kelly (2002) outlines that efficient individuals are time-aware, understand their activities, and use positive work habits, enhancing focus and discipline. Benefits include higher productivity, lower stress, and better work-life balance, allowing more time for personal pursuits (Macan et al., 1990). Inefficient time use, however, can lead to poor academic or work outcomes,

stress, and job loss, underscoring the need for reliable measures like the Time Structure Questionnaire (Bond & Feather, 1988).

Time operates as a zero-sum resource, with modern pressures like "time poverty" persisting despite technological advances (Robinson, 2002). Positive time use, as Boniwell (2005) suggests, involves aligning activities with personal values, balancing life domains, minimizing procrastination, and mastering time control, all of which enhance well-being (Ryan & Deci, 2017).

Life Satisfaction: A Broader Perspective

Life satisfaction, distinct from fleeting happiness, reflects an overall evaluation of one's life based on personal values (Buetell, 2006; Veenhoven, 1996). Unlike well-being models like Seligman's PERMA, it prioritizes subjective criteria over objective factors (Seligman, 2011). Influenced by personality traits like low neuroticism and high extraversion, as well as self-esteem and optimism, life satisfaction often increases with age (DeNeve & Cooper, 1998; Palgi & Shmotkin, 2009). For older adults, meaningful leisure activities combat loneliness and boost self-esteem, enhancing quality of life (Adams et al., 2011).

Interconnections and Implications

Efficient time use significantly enhances life satisfaction, especially for older adults, where leisure activities improve physical and social health (Adams et al., 2011). However, excessive time without income can lower satisfaction, highlighting the need for balance (Hershfield et al., 2016). Conversely, binge-watching undermines time efficiency, with strong correlations to bedtime procrastination ($r=0.674$, $p<.001$) and academic procrastination ($r= 0.450$), reflecting poor self-regulation among young adults (Pandey, 2023). This behavior disrupts schedules, increases stress, and may reduce life satisfaction by limiting productive time. Interventions promoting self-regulation and balanced leisure could mitigate these effects, fostering healthier lifestyles across age groups.

METHODOLOGY

Aim

This study to explore the relationship between binge-watching tendencies, time usage efficiency, and life satisfaction, while examining the potential influence on adults.

Research Design

The study follows a correlational, quantitative design, utilizing standardized psychological scales to assess relationships between variables. Data was collected through an offline survey method from participants in Delhi-NCR.

Rationale of the Study

With the rise of digital consumption and the widespread normalization of binge-watching, especially among youth and middle-aged adults, there is growing concern about its psychological and behavioral consequences. Time management and life satisfaction are two key domains that may be directly influenced by screen time habits. This study seeks to fill gaps in the existing literature by examining how binge-watching behaviors interact with perceived time efficiency and satisfaction with life, across varied age groups.

Objectives

- To assess the correlation between binge-watching and time usage efficiency.
- To examine the relationship between time usage and life satisfaction.

- To determine whether age and life satisfaction predict levels of binge-watching.
- To explore whether time usage efficiency varies across age groups.
- To assess the overall impact of age and psychological well-being on time efficiency and binge- watching behavior.

Hypotheses

- **H1**. Effective time usage will be negatively correlated with binge-watching tendencies.
- **H2.** Time usage will be positively correlated with life satisfaction across all age groups.
- **H3**. Binge-watching behavior will show a **negative correlation** with life satisfaction.
- **H4.** Age and life satisfaction will influence **time usage efficiency**.
- **H5.** Age and life satisfaction will be **negatively correlated** with binge-watching.

Sample

The study included a total of 204 participants from the Delhi-NCR region, equally distributed among the following age groups:

- 20–30 years
- 30–40 years
- 40–50 years

Each group included a near-equal representation of gender. The sample was selected through convenience sampling, with care taken to ensure participants fell within the specified age ranges.

Tools Used:

Three standardized psychological tools were used in this study:

1. **Time Usage Efficiency Scale (Kelly, 2002)**
    - Measures individuals' awareness of time, understanding of time use, and productive work habits.
    - Reliability: Cronbach's alpha values reported in previous literature range from 0.78 to 0.85.
    - Validity: Shows good construct and convergent validity with time management and productivity measures.
2. **Binge-Watching Engagement and Behavior Scale (Adapted from Panda & Pandey, 2017)**
    - Assesses duration, frequency, and compulsive tendencies related to binge-watching.
    - Reliability: Cronbach's alpha > 0.80 in prior studies.
    - Validity: Validated through content analysis and expert review.
3. **Satisfaction With Life Scale (SWLS; Diener et al., 1985)**
    - A 5-item scale measuring global cognitive judgments of one's life satisfaction.
    - Reliability: Cronbach's alpha reported as 0.87 to 0.90.
    - Validity: High convergent validity with well-being and self-esteem measures.

Data Collection Method

Data was gathered through an offline paper-based survey, which was administered to participants in colleges, workplaces, and community spaces across Delhi-NCR. Participants

were briefed about the study purpose and were required to complete the questionnaire individually in a distraction-free environment.

Ethical Considerations

- Participants provided informed consent before participating.
- All responses were kept anonymous and confidential.
- No sensitive personal data was collected, and participants were informed of their right to withdraw at any stage without consequence.
- The study was conducted in alignment with ethical guidelines outlined by the American Psychological Association (APA, 2017) for research involving human participants.

Data Analysis

Upon data collection, statistical analysis was performed using SPSS and R software to identify relationships among social media usage, sleep quality, and anxiety levels. The following statistical techniques were utilized:

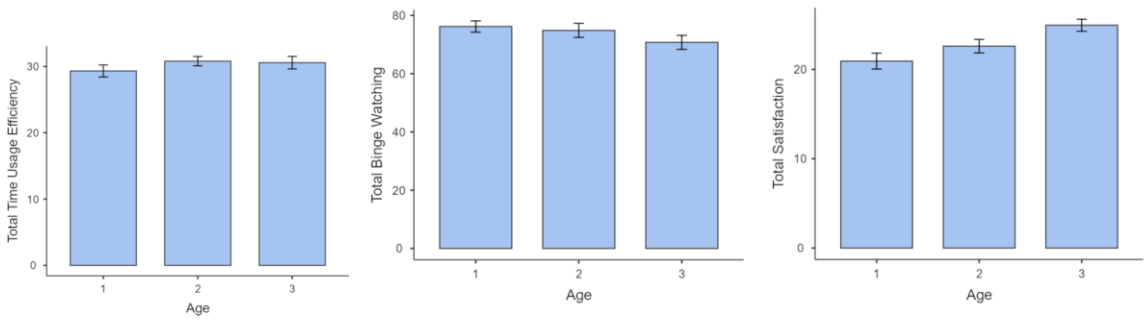
- **Descriptive Statistics:** Summarized participant characteristics, including social media usage patterns, sleep quality, and anxiety levels.
- **Correlation Analysis:** Examined associations between social media usage, sleep quality, and anxiety levels.
- **Regression Analysis:** Assessed whether social media usage predicted changes in sleep quality and anxiety levels.

RESULTS AND INTERPRETATION

Table 1 Descriptive Statistics by Age Group for Time Usage Efficiency, Binge Watching, and Life Satisfaction

Age Group	Variable	M	SD	95% CI
20-30	Time Usage Efficiency	29.3	7.01	27.5 – 31.1
20-30	Binge Watching	76.2	14.80	72.3 – 80.0
20-30	Life Satisfaction	20.9	6.88	19.2 – 22.7
30-40	Time Usage Efficiency	30.8	5.41	29.4 – 32.2
30-40	Binge Watching	74.8	18.70	70.0 – 79.7
30-40	Life Satisfaction	22.6	5.85	21.1 – 24.1
40-50	Time Usage Efficiency	30.6	7.31	28.7 – 32.5
40-50	Binge Watching	70.7	18.70	65.9 – 75.6
40-50	Life Satisfaction	24.9	5.23	23.6 – 26.3

Note: M = Mean; SD = Standard Deviation; CI = Confidence Interval. Each age group includes 60 participants.



Descriptive statistics were calculated for **Time Usage Efficiency**, **Binge Watching**, and **Life Satisfaction** across three age groups. Each group consisted of 60 participants.

Time Usage Efficiency

- **Group 2** (M = 30.8, SD = 5.41) and **Group 3** (M = 30.6, SD = 7.31) reported slightly higher average time efficiency scores than **Group 1** (M = 29.3, SD = 7.01).
- The 95% confidence intervals for all groups overlapped, suggesting that these differences may not be statistically significant.
- The variability was lowest in Group 2, indicating more consistent time use among that age group.

Binge Watching

- A decreasing trend in average binge-watching scores was observed from **Group 1** (M = 76.2, SD = 14.8) to **Group 3** (M = 70.7, SD = 18.7).
- This suggests that older participants may engage slightly less in binge-watching behaviors.
- The highest variability was also found in Groups 2 and 3, suggesting broader differences in media consumption within those age groups.

Life Satisfaction

- **Group 3** reported the highest life satisfaction (M = 24.9, SD = 5.23), followed by Group 2 (M = 22.6, SD = 5.85) and Group 1 (M = 20.9, SD = 6.88).
- This increasing trend implies that **life satisfaction tends to improve with age**.
- Confidence intervals do not strongly overlap between Group 1 and Group 3, indicating a potentially meaningful difference in satisfaction levels.

Table 2 Spearman's Correlation Matrix for Time Usage Efficiency, Binge Watching, Life Satisfaction, and Age

	1. Time Usage Efficiency	**2. Binge Watching**	**3. Life Satisfaction**	**4. Age**
1. Time Usage Efficiency	—	-.34***	.31***	.10
2. Binge Watching	-.34***	—	-.24**	-.11
3. Life Satisfaction	.31***	-.24**	—	.26***
4. Age	.10	-.11	.26***	—

Note: Values are Spearman's rho. N = 180. **p < .01. ***p < .001.

- **Total Time Usage Efficiency** was:
  - **Negatively correlated** with **Binge Watching** (r_s = -0.34, p < .001), suggesting that individuals who binge-watch more tend to use their time less efficiently.
  - **Positively correlated** with **Life Satisfaction** (r_s = 0.31, p < .001), indicating that better time management is associated with higher life satisfaction.
  - **Not significantly correlated** with **Age** (r_s = 0.10, p = .204), implying no meaningful relationship in this sample.

- **Total Binge Watching** was:
  - **Negatively correlated** with **Life Satisfaction** (r_s = -0.24, p = .001), showing that increased binge-watching is associated with lower satisfaction levels.

- **Not significantly correlated** with **Age** (r_s = -0.11, p = .137), indicating that binge-watching behaviors do not vary meaningfully across age groups.

- **Life Satisfaction** was:
- **Positively correlated** with **Age** (r_s = 0.26, p < .001), suggesting that older individuals in the sample reported higher satisfaction with life.

Table 3a: Model coefficients - total time usage efficiency

Intercept[a]	37.923	2.2332	16.981	<.001
Total Binge Watching	-0.113	0.0273	-4.143	<.001
Age:				
2 – 1	1.333	1.1597	1.149	0.252
3 – 1	0.636	1.1685	0.544	0.587

A multiple linear regression was conducted to examine whether **Total Binge Watching** and **Age Group** predicted **Life Satisfaction**.

- The **intercept** was statistically significant (B = 37.92, SE = 2.23, t = 16.98, p < .001), representing the estimated life satisfaction score for participants in Age Group 1 with average binge-watching behavior.
- **Total Binge Watching** was a **significant negative predictor** of Life Satisfaction (B = -0.11, SE= 0.03, *t_ = -4.14, p < .001). This indicates that as binge-watching increases, life satisfaction significantly decreases, holding age constant.
- **Age Group 2 (vs. Group 1)** had a non-significant effect on life satisfaction (B = 1.33, p = .252), and **Age Group 3 (vs. Group 1)** also showed no significant difference (B = 0.64, p = .587). These findings suggest that **age group alone did not significantly influence life satisfaction** after accounting for binge-watching behavior.

Table 3b: Model coefficients: Time Usage Efficiency

Intercept[a]	24.367	1.8923	12.877	<.001
Total Satisfaction	0.236	0.0810	2.918	0.004
Age:				
2 – 1	1.089	1.1936	0.913	0.363
3 – 1	0.300	1.2298	0.244	0.807

A multiple linear regression was conducted to assess whether **Life Satisfaction** and **Age Group** significantly predicted **Total Time Usage Efficiency**.

- The **intercept** was statistically significant (B = 24.37, SE = 1.89, *t_ = 12.88, p < .001), representing the baseline time usage efficiency for individuals in Age Group 1 with average life satisfaction.
- **Life Satisfaction** emerged as a **significant positive predictor** of Time Usage Efficiency (B = 0.24, SE = 0.08, *t_ = 2.92, p = .004). This indicates that for each unit increase in satisfaction, time efficiency increased by approximately 0.24 units, controlling for age.
- The comparison between **Age Group 2 and Group 1** (B = 1.09, p = .363) and between **Age Group 3 and Group 1** (B = 0.30, p = .807) were **not statistically significant**, suggesting that **age group differences did not significantly contribute** to variations in time efficiency.

Table 3c: *Model coefficients: Binge Watching*

Intercept[a]	93.5850	4.897	19.1099	<.001
Total Satisfaction	-0.8321	0.210	-3.9677	<.001
Age:				
2 – 1	0.0535	3.089	0.0173	0.986
3 – 1	-2.0911	3.183	-0.6571	0.512

- **Intercept[a] (93.5850, p < 0.001):** The baseline value of the dependent variable (likely **Total binge eating**
- or a similar outcome) when all predictors are zero is 93.5850, and this is highly significant.
- **Total Satisfaction (-0.8321, p < 0.001):** For each unit increase in Total Satisfaction, the dependent variable decreases by 0.8321 units, and this effect is statistically significant ($p < 0.001$).
- **Age (2 – 1, 0.0535, p = 0.986):** The difference between Age group 2 and Age group 1 has a negligible effect (0.0535) and is not significant ($p = 0.986$).
- **Age (3 – 1, -2.0911, p = 0.512):** The difference between Age group 3 and Age group 1 shows a decrease of 2.0911 units, but this is not statistically significant ($p = 0.512$).

Interpretation:

- **H1** (Time usage and binge-watching): Supported
- **H2** (Time usage and life satisfaction): Supported
- **H3 (**Binge-watching and life satisfaction): Supported
- **H4** (Age/life satisfaction and time usage): Partially supported
- **H5** (Age/life satisfaction and binge-watching): Partially supported

DISCUSSION

This study explored how age, time usage efficiency, binge watching, and life satisfaction interact across three age groups of 60 participants each. Descriptive statistics (Table 1) showed a slight rise in time usage efficiency from Group 1 ($M = 29.3$, $SD = 7.01$) to Group 2 ($M = 30.8$, $SD = 5.41$) and Group 3 ($M = 30.6$, $SD = 7.31$), suggesting older individuals may manage time better, though overlapping confidence intervals indicate limited significance (Macan et al., 1990). Binge watching decreased with age ($M = 76.2$, $SD = 14.8$ in Group 1 to $M = 70.7$, $SD = 18.7$ in Group 3), reflecting shifting priorities, while life satisfaction increased ($M = 20.9$, $SD = 6.88$ in Group 1 to $M = 24.9$, $SD = 5.23$ in Group 3), aligning with research on age-related well-being gains (Carstensen et al., 2011).

Correlations (Table 2) revealed a negative link between time usage efficiency and binge watching ($r_s = -0.34$, $p < .001$), supporting findings that excessive screen time hampers productivity (Twenge & Campbell, 2019). Time efficiency positively correlated with life satisfaction ($r_s = 0.31$, $p < .001$), while binge watching showed a negative association ($r_s = -0.24$, $p = .001$), indicating its potential to reduce well-being (Primack et al., 2017). Age positively correlated with life satisfaction ($r_s = 0.26$, $p < .001$), but not with time efficiency or binge watching. Regression models (Tables 3a–3c) explained 5.54%–9.81% of variance, with binge watching negatively predicting life satisfaction ($B = -0.11$, $p < .001$) and life satisfaction positively predicting time efficiency ($B = 0.24$, $p = .004$).

Limitations include non-normal data distributions (Shapiro-Wilk tests, $p < .001$) and low R^2 values, suggesting unmeasured factors like personality may play a role. The sample (N =

180) lacks diversity, limiting generalizability. Future research could use experimental designs to explore causality and mediators like stress, enhancing practical applications for improving time management and reducing binge watching.

CONCLUSION

This study highlights that effective time management boosts life satisfaction, while excessive binge watching detracts from it across three age groups (Tables 1–3). Life satisfaction rose with age, particularly in Group 3 (M = 24.9), suggesting wisdom enhances well-being (Carstensen et al., 2011). However, low R^2 values (5.54%–9.81%) and non-normal data indicate further research is needed. These findings suggest that fostering time management skills and limiting screen time could improve well-being, especially for younger individuals. Future studies using experimental or qualitative methods could offer deeper insights, paving the way for a more balanced life.

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Conflict of Interest

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