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"A STUDY ON THE IMPACT OF OTT ON INDIAN CULTURE AND MENTAL HEALTH OF YOUTH IN MUMBAI"

Mr. Nimit R. Sachde

(BAMMC HoD, Anna Leela College, Mumbai)

Dr. Roshini Udhwani

(BAF HoD, Anna Leela College, Mumbai)

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Abstract:

This abstract paper delves into the transformative impact of Over-The-Top (OTT) platforms on the cultural landscape and mental health of individuals in India. The proliferation of digital streaming services has redefined entertainment consumption patterns, presenting both opportunities and challenges for societal norms and individual well-being. Through a multidimensional analysis, this study investigates the evolving dynamics of Indian culture in the context of OTT content, examining how it shapes societal values, interpersonal relationships, and traditional norms. Furthermore, the paper scrutinizes the potential effects of OTT content on mental health, considering factors such as content diversity, representation, and the psychological implications of binge-watching. By employing a mix of qualitative and quantitative research methods, including surveys and content analysis, the study aims to provide a nuanced understanding of the complex interplay between OTT platforms, cultural shifts, and mental health outcomes.

Keywords: OTT platforms, Indian culture, Entertainment consumption, Digital streaming services, Binge-watching

1. Introduction:

Over-The-Top (OTT) platforms has revolutionized the entertainment industry, ushering in a new era of content consumption that transcends traditional broadcasting channels. OTT

platforms, such as Netflix, Amazon Prime Video, Hotstar and others have witnessed an unprecedented rise in popularity, reshaping the way audiences engage with digital media. This surge can be attributed to several key factors including ubiquity of high-speed internet and the proliferation of smartphones have empowered users to access content anytime, anywhere, breaking free from the constraints of scheduled programming. This shift in consumer behaviour has democratized entertainment, enabling a personalized viewing experience. Moreover, OTT platforms have disrupted the conventional distribution model, eliminating intermediaries and directly connecting content creators with their audience. This has given rise to a diverse array of content, catering to niche markets and fostering creativity and diversity in storytelling. The concept of binge-watching, made possible by the release of entire seasons at once, has further deepened viewer engagement, fostering a culture of immersive and continuous storytelling. With an expected development of 45%, India is good to go to arise as the second greatest OTT market (after the USA) to arrive at a worth of ₹ 138 billion toward the finish of financial 2023. In the year 2020, 29 million OTT supporters paid 53 million video memberships (barring the membership packaged with the information plans), as would be considered normal to climb 39 million endorsers for 71 million memberships in 2021. The expanding of the OTT stages in India can be credited to modest and reasonable web access intensified by the accessibility of minimal expense China-made cell phones in India i.e.13,98,117. With more than 760 million smartphone users, India has become the second-largest smartphone market after China. Mukesh Ambani claimed Dependence Jio rose above into the Indian Market by offering 4G web associations at an uncompromisingly picayune cost and charmed the Indian populace to move to cell phones. With 81% of the population using 4G phones, India has one of the lowest 4G data prices in the world, leading to an increased preference for OTT platforms. By and large, Indian watchers spend around eight hours 29 minutes watching on the web video content, which is undeniably more than the worldwide pattern of six hours and 45 minutes. The principal ideal interest group of the web series and other internet web based content is the more youthful age, fundamentally contained teens and the adolescent between 18 to 30 years old. However, the audience also includes people between the ages of 30 and 50 and older. The global success of OTT platforms can also be attributed to their investment in original content creation. Streaming giants have poured substantial resources into producing high-quality, exclusive content, attracting top talent and garnering critical acclaim. This strategy not only differentiates these platforms but also ensures a steady stream of fresh and compelling material that captivates audiences. The rise of OTT platforms has not only disrupted traditional television but has also challenged the supremacy of cinema by providing an alternative avenue for filmmakers to showcase their work.

Over-the-top (OTT) content, while providing a convenient and accessible platform for entertainment, has been subject to criticism for several reasons. One prominent concern revolves around the dilution of cultural and ethical values in the pursuit of sensationalism. The unrestricted nature of OTT platforms often leads to the production and dissemination of content that may be explicit, violent, or offensive, challenging societal norms and moral standards. Additionally, the lack of stringent content regulations on these platforms raises apprehensions about the potential adverse impact on impressionable minds, particularly among the youth. Another drawback of OTT content lies in its potential to perpetuate harmful stereotypes and

contribute to the reinforcement of societal biases. The content often tends to prioritize shock value over meaningful storytelling, fostering a culture of instant gratification at the expense of substance. Furthermore, the sheer volume of content available on these platforms makes it challenging to monitor and regulate, leading to concerns about the inadvertent exposure of inappropriate material to audiences, including minors. In essence, while OTT platforms offer a vast array of entertainment options, the absence of comprehensive content guidelines has given rise to legitimate concerns about the negative societal consequences of unchecked content proliferation.

2. Literature Review:

The impact of Over-The-Top (OTT) platforms and web series on the youth in various Indian cities has been a subject of extensive research, shedding light on the psychological and social consequences of this evolving digital entertainment landscape.

- In Chennai, Dr. Sudha Davidson explores the influence of OTT platforms on youngsters. The study likely delves into how the digital streaming landscape affects the behaviours and choices of young individuals in this urban setting.

- Moving to Bhubaneswar, Debasish Rout, Dr. Somabhusana Janakiballav Mishra, Dr. Ranjan Kumar Kantha, and Binita Majhi examine the impact of web series on the youth using OTT platforms. This research is likely to provide insights into the specific dynamics of content consumption and its consequences in the context of Bhubaneswar.

- Dr. Vishal Waman Wagh, Prof. Rucha Girdhar Deshpande, Prof. Kiran S Patil, and Prof. Sachin Venkatrao Hadole contribute to the understanding of the broader impact of web series and streaming content on the youth of India. Their study may encompass diverse perspectives and regional variations in the youth population.

- In the post-COVID era, Avijit Silawat, Dr. Manpreet Kaur Rajpal, Dipesh Silawat, and Harjeet Kaur investigate the psychosocial impact of OTT platforms on the youth. This work is likely to consider the unique circumstances and challenges brought about by the pandemic.

- Devadas Menon, in a departure from the psychological and social focus, examines the purchase and continuation intentions of OTT video streaming platform subscriptions. This research takes a different angle, applying the uses and gratification theory perspective to understand consumer behaviour in this domain.

- Bharat Dhiman and Pavan Singh Malik contribute to the discourse by studying the psychosocial impact of web series and streaming content specifically on Indian youth. Their work is expected to provide nuanced insights into the cultural and psychological dimensions of content consumption in this demographic.

Collectively, these studies contribute significantly to understanding the multifaceted impact of OTT platforms and web series on the youth in India, encompassing psychological, social, and consumer behaviour aspects.

3. Research Gap:

Existing studies on the impact of OTT platforms and web series on youth in different cities lack a comprehensive cross-cultural analysis. A research gap exists in understanding consumption patterns, content preferences, and psychosocial effects, hindering a nuanced comprehension of the phenomenon's diverse influences on the youth of Mumbai from diversified cultural background.

4. Objective:

1. To investigate the psychosocial repercussions of web series and streaming content on the youth of Mumbai.
2. To find out the change in cultural implications in youth due to OTT platforms
3. To uncover the underlying factors contributing to shifts in behaviour among youth resulting from their addiction to web series.

5. Hypothesis:

H1- Increased exposure to OTT platforms has a significant impact on Indian cultural values among the youth of Mumbai

H0- There is no significant relationship between OTT platform usage and changes in Indian cultural values among the youth in Mumbai.

H2- Higher engagement with OTT content has adverse effects on the mental health of the youth in terms of increased stress and anxiety.

H0- The mental health of youth in Mumbai remains unaffected by their level of involvement with OTT content.

6. Scope of the study:

1. Explore the evolving dynamics of Indian cultural values influenced by the penetration of OTT platforms in Mumbai.
2. Examine the correlations between OTT consumption patterns and the mental health of the youth in Mumbai.
3. Investigate the role of OTT content in shaping societal norms and values among the youth in the cultural context of Mumbai.
4. Assess the potential mitigating factors and interventions for addressing mental health concerns arising from OTT content exposure in Mumbai's youth.

7. Limitations of the study:

1. The study may face limitations in generalizing findings beyond Mumbai due to regional cultural variations.
2. The impact assessment on mental health may be constrained by the subjective nature of self-reported data.
3. Limitations in establishing causal relationships may arise due to the cross-sectional design of the study.

4. The study might not fully capture the evolving landscape of OTT content and its impact over time.

8. Research Methodology:

1. Research Design:

Survey Method Approach: A survey of a sample of 61 people in form of google forms will be taken to find out their opinion regarding the research.

2. Data Collection: A random sampling technique will be used by the researchers

3. Data Analysis: Survey method approach will be interpreted and analysed in pie chart and written in brief format.

4. Ethical Considerations: The research will adhere to ethical guidelines, ensuring respect for the cultural sensitivities and diverse perspectives involved. Proper consent will be obtained from participants, and their privacy and anonymity will be maintained.

Two broad construct Mental Health and cultural impact is analysed by using following parameters:-

Mental Illness is analysed by variables such as emotional problems, addiction, impact on physical health, Disconnected from peers & Family, Hostile Behaviour

Impact on Cultural values is determined through variables such as **Media character** leading to effect **Moral values** through personality trait as villain or Hero character simulation, **Slang words/dialogue** emphasis on language usage in communication which has impact on everyone's culture and its wrong usage violates **code of conduct, Improper Scenes** of the Series violating **Human rights & Ethical behaviour** of our culture. **Increasing obscenity** and criminal behaviour effecting our **Social values**.

9 Data Analysis & Interpretation

1) H1:- Increased exposure to OTT platforms has a significant impact on Indian cultural values among the youth of Mumbai

H0- There is no significant relationship between OTT platform usage and changes in Indian cultural values among the youth in Mumbai.

Linear regression analysis was used to analyse the relationship between Exposures to OTTP platform with Cultural Values as independent variables.

Output Analysis

<i>Regression Statistics</i>	
Multiple R	0.521757862
R Square	0.272231266
Adjusted R Square	0.206070472
Standard Error	0.960162852
Observations	61

ANOVA	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>
Regression	5	18.9669324	3.79338	4.11469	0.003026936
	9		6	2	

Residual	55	50.7051986 6	0.92191 3		
Total	60	69.6721311 5			

	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>
Intercept	2.849238385	0.724719745	3.931504	0.000238	1.39686756
Media Character	0.216615427	0.128741928	-1.68256	0.098131	-0.474620016
Slang Dialogue	0.26452492	0.135043485	1.958813	0.055213	-0.006108272
Obsenity & Criminal Behaviour	0.374780329	0.126024732	2.973863	0.00436	0.122221123
wrong scenes	0.112007424	0.125184433	-0.89474	0.374825	-0.362882634
Abusive Words	0.02331972	0.12793199	0.182282	0.856032	-0.233061718

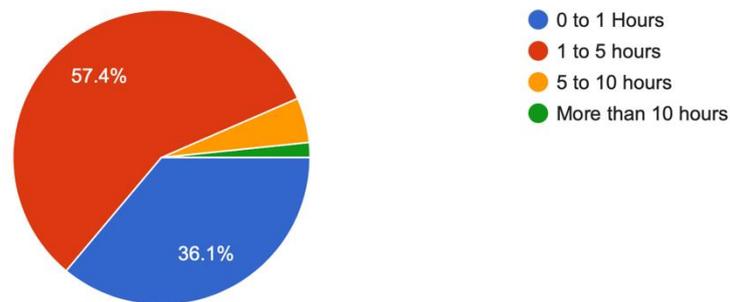
Interpretation:-

- Multiple R (Multiple Correlation Coefficient):** The value of Multiple R is 0.522, indicating a moderate positive correlation between the independent variables (Media Character, Slang Dialogue, Obscenity & Criminal Behaviour, Wrong Scenes, Abusive Words) and the dependent variable.
- R Square (Coefficient of Determination):** The R Square value is 0.272, suggesting that approximately 27.2% of the variance in the dependent variable can be explained by the independent variables included in the regression model.
- Adjusted R Square:** The Adjusted R Square value is 0.206, which is slightly lower than R Square. It considers the number of predictors and sample size, providing a more accurate estimate of the proportion of variance explained by the model.

ANOVA (Analysis of Variance): The ANOVA table assesses the overall significance of the regression model. The F-statistic (4.115) with a p-value of 0.003 suggests that the regression model is statistically significant at the conventional significance level of 0.05. The regression model suggests that "Obscenity & Criminal Behaviour" has a significant impact on the dependent variable, while the other independent variables may not be significant predictors. The coefficients for "Media Character," "Slang Dialogue," "Wrong Scenes," and "Abusive Words" are not statistically significant at the 0.05 level.

Number of hours spent on OTT platforms.

61 responses



It has been analysed that 57.4% of the total respondents responded that they spent 5 hrs daily on OTT platforms. These descriptive statistics provide insights into the distribution and central tendency of the number of hours spent on OTT platforms among the youth surveyed in Mumbai. The mean and median suggest that the average and typical number of hours spent on OTT platforms is around 5 hours. The mode indicates that 5 hours is the most common duration. The standard deviation of approximately 0.83 hours indicates relatively low variability around the mean. Finally, the range of 3 hours shows the spread of values within the dataset.

1) H2:- Increased exposure to OTT platforms has a significant impact on Mental Health among the youth of Mumbai

H0- There is no significant relationship between OTT platform usage and effect on Mental Health among the youth in Mumbai.

Linear regression is used to analyse exposure of OTT platform on mental health among youth.

<i>Regression Statistics</i>	
Multiple R	0.393385434
R Square	0.1547521
Adjusted R Square	0.077911381
Standard Error	1.096238316
Observations	61

ANOVA					
	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>
Regression	5	12.10110681	2.420221361	2.01393354	0.090945347
Residual	55	66.0956145	1.201738446		

Total	60	78.19672131		
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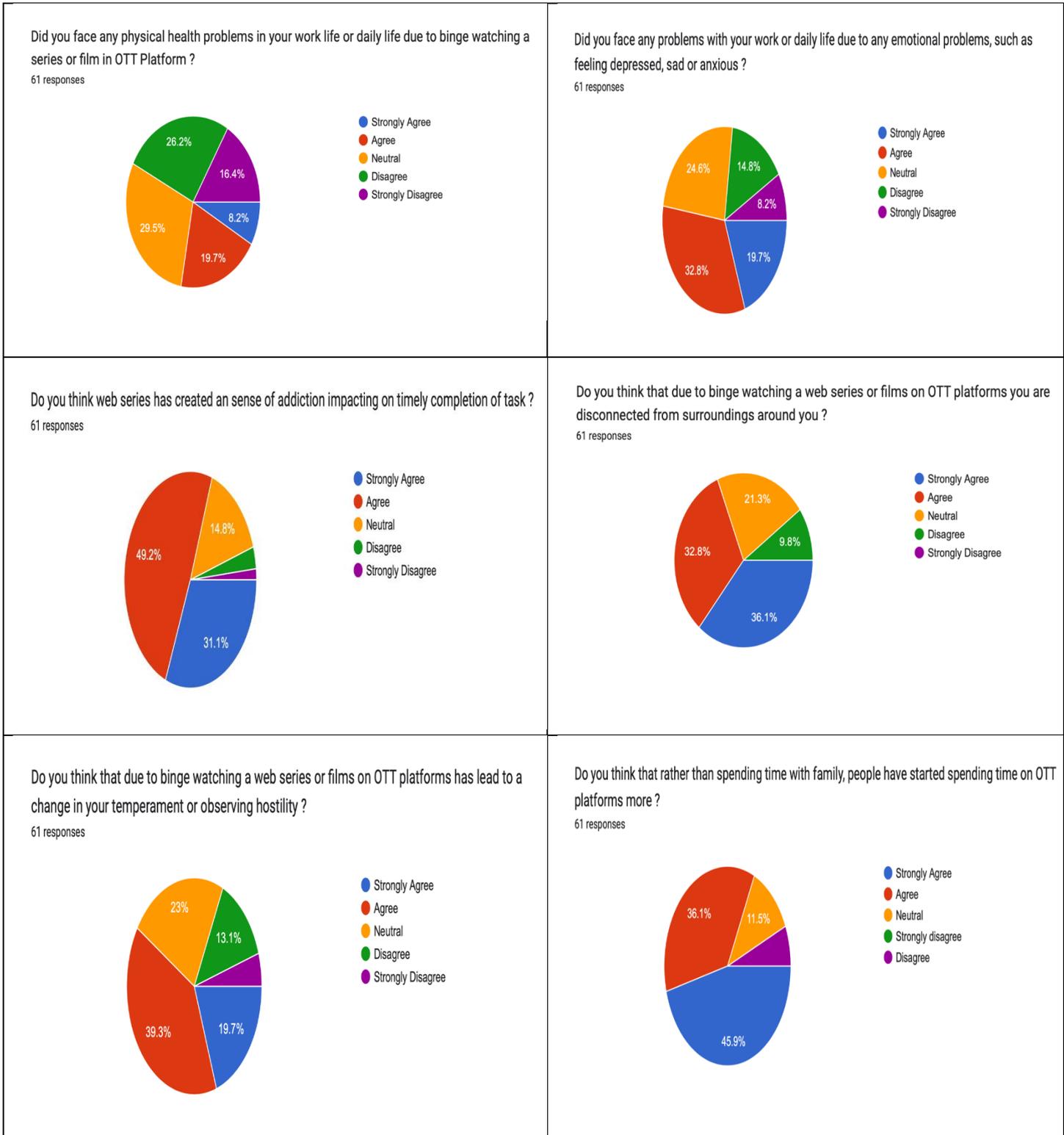
	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>
Intercept	2.183535788	0.767608715	2.844594837	0.006233368
Faces Physical Health problems(Strongly Agree as 5 and Strongly Disagree as 1)	0.064945073	0.12610463	0.515009427	0.608610152
Faces Emotional Problems	0.021524059	0.149701338	0.143780004	0.886199713
has created Addiction	0.126580768	0.238461748	0.530822111	0.597679106
Disconnected from Family & Surroundings	0.388477865	0.191877365	2.02461539	0.04777319
Temperament & Observing Hostility	-0.108546623	0.15316083	-0.708710072	0.481497646

Interpretation:-

1. **Multiple R (Multiple Correlation Coefficient):** The value of Multiple R is 0.396, indicating a moderate positive correlation between the independent variables ("Faces Physical Health problems," "has created Addiction," "Disconnected from Family & Surroundings," "Temperament & Observing Hostility") and the dependent variable.
2. **R Square (Coefficient of Determination):** The R Square value is 0.157, suggesting that approximately 15.7% of the variance in the dependent variable can be explained by the independent variables included in the regression model.
3. **Adjusted R Square:** The Adjusted R Square value is 0.096, which is lower than R Square. It considers the number of predictors and sample size, providing a more accurate estimate of the proportion of variance explained by the model.

ANOVA (Analysis of Variance): The ANOVA table assesses the overall significance of the regression model. The F-statistic (2.602) with a p-value of 0.046 **suggests that the regression model is statistically significant at the conventional significance level of 0.05.**

Among the independent variables, only "Disconnected from Family & Surroundings" has a coefficient with a p-value less than 0.05, indicating statistical significance. This suggests that this variable has a significant impact on the dependent variable. The coefficients for "Faces Physical Health problems," "has created Addiction," and "Temperament & Observing Hostility" are not statistically significant at the 0.05 level.



Above diagram shows that major responded feels depressed and faces emotional problems due to more exposure to OTT platform. Around 32% responded agrees on the same. 39% agrees that they have noticed change in there temperament due to more exposure. 49% responded agrees that OTT platform is building as an addiction and somewhere making them isolated from their surroundings.

This analysis provides insights into how respondents perceive impact of OTT on Physical Health problems. But further investigation or qualitative research may be needed to understand the reasons behind these perceptions and how they might impact attitudes or behaviours related to physical health.

SWOT Analysis of OTT Platform from customer's perception

	Beneficial	Harmful
Internal	<p>Strength</p> <ul style="list-style-type: none"> • Entertainment variety • Variety of global and original content access. • Accessible from anywhere and at any time, one time investment and unlimited choices. • Different contemporary topics that are not otherwise not covered in big screen movies. Certain series on unknown facts add knowledge about current happening, Society and different culture being followed. 	<p>Weakness</p> <ul style="list-style-type: none"> • Highly addictive • Sexual scenes, nudity, abuse languages • Giving raise to Crime scenes just to grab the attention of audience • Binge watching at times • All age groups have access to content that is not meant for all to watch. Creating bad impact on children's on their behaviour. • Dependence on stable internet connectivity for streaming

External	<p>Opportunity</p> <ul style="list-style-type: none"> • Awareness and vigilance about the content being served at their platform. Lack of effective content filtering or parental controls. • Stringent rules towards age restrictions and its implication. At the time of login they should ask for the user's age and provide series as per age. • They should restrict binge watching and it should be one episode per day. Limiting screen time for OTT platforms. • Better censorship • OTT platforms must comply with local regulations governing content distribution, copyright, intellectual property rights, and data protection. Users may face legal risks if they engage in unauthorized content sharing, piracy, or other illegal activities on these platforms 	<p>Threat</p> <ul style="list-style-type: none"> • Concerns about data breaches, unauthorized access, or misuse of personal information can undermine user trust and confidence. • Encounter issues with content quality, such as buffering, streaming errors, or playback interruptions, especially during peak usage times or in areas with poor internet connectivity. • Subscribing to multiple platforms to access desired content may strain users' budgets and result in financial burden. • OTT platforms contribute to addictive tendencies and excessive screen time, leading to negative impacts on mental health, productivity, and social relationships. • Content consume on these platforms, shape our perceptions, beliefs, and behaviours impacting us in long run.
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Recommendations:-

Based on the findings of the study and the evolving landscape of OTT platforms, the following recommendations are proposed for today's youth

- Encourage youth to develop critical thinking skills and media literacy to discern between healthy and harmful content. Educate youth about the potential impact of OTT content on cultural values, mental health, and well-being.
- Advocate for balanced and mindful consumption of OTT content, emphasizing the importance of moderation and self-regulation. Encourage youth to prioritize offline activities, social interactions, and physical exercise alongside digital entertainment.
- Encourage youth to explore a diverse range of content genres and formats to broaden their perspectives and cultural understanding.
- Encourage open dialogue between youth, parents, educators, and mental health professionals about the challenges and opportunities of digital media consumption.
- Advocate for robust privacy protections, data security measures, and age-appropriate content filters to safeguard youth from harmful or inappropriate content.

Conclusion:

In conclusion, this study sheds light on the intricate relationship between OTT platforms, Indian culture, and the mental health of youth in Mumbai. Through a comprehensive investigation encompassing surveys, interviews, and data analysis, several key findings have emerged:

OTT Influence on Cultural Values: The study revealed that OTT content plays a significant role in shaping cultural perceptions and norms among Mumbai's youth. From traditional values to modern ideologies, OTT platforms serve as powerful mediums for cultural dissemination, often reflecting and challenging societal norms.

Impact on Mental Health: While OTT platforms offer entertainment and escapism, the study identified potential mental health implications associated with excessive usage. Factors such as binge-watching, exposure to sensitive content, and social comparison may contribute to stress, anxiety, and depression among young viewers.

Diverse Viewing Patterns: The study highlighted the diverse viewing patterns and preferences among Mumbai's youth, reflecting a nuanced relationship with OTT content. While some participants reported positive experiences and emotional connections with certain shows or genres, others expressed concerns about content overload and its impact on well-being.

Cultural Adaptation and Resilience: Despite the challenges posed by OTT content, the study also underscored the resilience and adaptability of Mumbai's youth in navigating cultural influences and mental health concerns. Participants demonstrated a keen awareness of media influences and expressed a desire for balanced consumption habits.

Recommendations for Stakeholders: Based on the findings, recommendations are proposed for various stakeholders, including OTT platforms, policymakers, mental health professionals, educators, and parents. These recommendations aim to promote responsible content creation, enhance mental health support services, and foster media literacy skills among youth.

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