MOTIVATIONS BEHIND BINGE-WATCHING AMONG YOUTH AND THE GRATIFICATIONS ACHIEVED

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ABSTRACT
Binge-watching is a new concept which saw its rise from 2013 onwards, it became one of the significant ways especially for youth to spend free time. It has become one of the popular ways especially for youth to spend free time. Present study attempts to explore the motivations behind binge-watching among youth and the gratification achieve by that. Uses and Gratification Theory, is used to provide theoretical framework. The current theory explains that people use media to satisfy their desires. Bing watching has many effects, the main argument refers to swift gratification and desires related to entertainment, engagement, and relaxation. Survey method was used with purposive sampling technique. Total 110 respondents filled the survey. Findings illustrates that motivation behind binge-watching is the need of learning. Youth indulge in this behavior to feel connected and to fulfil curiosity, moreover youth find binge-watching a good viewing pattern as it relieves their stress. According to the findings binge-watching have positive effects.

Keywords: Binge-Watching, Stress, Curiosity, Traditional media, Netflix.

INTRODUCTION
Current research attempts to find out the motivations behind binge watching and the gratification achieved by that. The researcher has employed Uses and Gratification theory to build a theoretical framework of this research. A new trend which occurred among media consumers is of binge watching. The term “binge” is defined as the excess or over consumption of media content (Anghelcev, 2021). The definition of binge watching is still under process, it is described as the attempt to consume number of episodes of a tv program in one sitting, usually by the means of DVDs or streaming platforms. Binge watching can also be defined as watching between two or six episodes of the same show in one go. This trending phenomena has many benefits as many merits such as gratifying consumer desires but it also has demerits, such as online media addiction (Panda, & Pandey, 2017). Binge watching is also described as a sort of engagement for people, or as the linkage between online streaming and social media, which has increased technological dependency of the society (Yakimov, 2018).

In an extremely technological world, it is not surprising that people are using technology to spend their casual, leisure time. This young generation, named “Generation Next” use different forms of media and they have far more online presence than previous generations. The majority of students report watching television on a regular basis (Jacobsen, & Forste, 2011). The digital culture is being penetrated in young generation as they have forgotten traditional media and has cultivated digital media by using mobile and other latest technologies to watch television programs online (Sobral, 2019).

The Internet, one of the mediums of everyday communication, has revolutionized human life significantly and developed a ‘binge watching’ behavior among people while gratifying their need for relaxation and entertainment (Schweidel, & Moe, 2016). An interesting point about binge-watching is

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that people can have full control over their screen-time and it shows greater number of young subscribers of online streaming platforms. Online streaming has changed the conventional viewing patterns and has broken the shackles of viewing a show for a particular period of time on a fixed timetable. Television consumers now have control and choice over media content. “Binge viewing endangers to shatter television's status quo, according to a viewer, 'Now I have complete control on content, It's like television according to my schedule,” (Chmielewski, 2013). 91% of the respondents of TiVo subscribers survey of 2014 reported binge watching as normal watching pattern (“Viewers' New TV,” 2014). Now with more technological advancement those figures will keep growing because more media content is easily available for everyone. Netflix, Amazon Prime, Disney Plus, HBO GO and others are playing a key role in making binge watching business friendly and suitable for television consumers. Binge watching is changing the patterns in the way viewers use to consume content and also benefiting the industry (Jurgensen, 2012).

In such scenario, the present research attempts to study motivations of binge-watching pattern in today’s youth and to know what gratification they achieve. Nowadays it is a popular viewing behavior among youth, and the actual motivations of binge watching is yet to be examine. In the light of uses and gratification it would be evident that there are numerous contributing factors.

Significance of the study
The researcher is working on the motivations behind binge watching and the gratifications achieved by that. It is a recent viewing behavior where people consume a large number of episodes of a single show in one go. The binge-watching phenomenon became so popular that it was added in Oxford English Dictionary in 2013, it was also runner up in the word of the year, this indicates its importance and impact in present times (Oxford Dictionaries, 2013).

Binge watching provides immediate gratification to media consumers. If an individual want to watch a particular drama or film, he can go through multiple episodes or can even watch whole seasons on streaming platforms like Netflix and others, instead of tuning into traditional television, this phenomenon has revolutionized media consumption. This study will help to find core reasons for binge watching, which will be not only be helpful for future studies but will also provide an idea to find positive factors linked with binge watching.

Statement of the problem
Binge watching is a new phenomenon, due to increasing popularity of binge watching and how frequently this viewing pattern is been used has become the reason for media studies (MarketCast, 2013). Today’s youth is glued to the screens in order to consume their favorite content that they even don’t care about their schedule. This phenomenon has become so popular that now every three fourth of individual identify himself as binge watcher (Exelmans, & Van den Bulck, 2017). The area which has not been studied yet is the motivations of binge-watching, there are certain gratifications that motivates youth into binge watching (Panda, & Pandey, 2017). In this scenario it is important to find out the reasons for binge-watching. Aim of current study is to explore this phenomenon and to understand those reasons and the satisfaction linked with binge watching.

Objectives of the study
1: To check out the motivational factors that indulge youth into Binge Watching.
2: To study the gratification achieved by Binge Watching.
3: To check out the effects that are linked with Binge Watching.

REVIEW OF LITERATURE
Rubenking and Bracken, (2021) studied the evolution of content consumption pattern in U.S university students. Research indicated that, binge-watching has been remarkably expanded during the 5-year period of 2015 to 2020, which saw considerable decrease in traditional appointment TV viewing. Binge watching saw its height during Coronavirus pandemic.

Devasagayam, (2014) identified motivation of binge watching, he stated that due to the excessive advertisements on traditional appointment tv, binge watching became a preferable viewing pattern for people because it has less commercials as compare to traditional tv.

Conlin, Billings, and Averset, (2016), in their research illustrates that the fear of missing out (FOMO) urges college students and youngsters to watch a particular program, and if they don’t watch it they will not be included in the conversations. Specifically, FOMO plays a vital role in the watching pace of the drama series, because people binge-watch so that they can catch up with the conversations
about the drama series. In addition to that other contributing factors such as recommendations and feedback from friends and family increase the likelihood of one’s opinion about a drama series or season.

Ramayan and Est’s, (2018) explains that the factors why people binge-watch as mention by his respondents, is that because of the genre of the particular television show and the schedule of the show. According to them they binge-watch because they can choose interesting shows from their favorite genre and those shows have less duration which gave them suspense.

Umesh and Bose, (2019) mention that the possible reason for binge watching in India is affordability and availability of high-speed Internet, and the domination of social media, and allocated couch time. These emerging trends have captivated people to digital streaming services. Rubin, 2008 explains that binge-watching is a form gratification for the consumer because it gives the feeling of fulfilment and creates positive energy in a person’s life. Schweidel and Moe (2016) stated that majority of media consumers find online video streaming more appealing than traditional broadcast channels. In the past, people were restricted to follow a schedule given by the broadcaster, i.e. one series a week. Nowadays Video-OnDemand with technological development has given more control to the viewer as they can consume media content according to their own schedule.

Marketcast, (2013) found that youngsters are more inclined to binge watch than those of older age groups. Furthermore, the study points out that huge portion of the binge-watching group as part of the “millennial” generation. His study further states that binge-viewing pattern is gender neutral. Bothun and lieberman, (2014), research participants in the focus group saw a surprising result where the majority of the group did not watch traditional tv shows when they are having access to Netflix and HBO which gives them the command or control as what they want to watch, which results in over consumption of the same program in one sitting.

Pittman and Sheehan, (2015) studied the motivations regarding the frequency and planning of binge-watching, as in watching a whole season of a fiction program in 24 to 48 hours. According to the results, when a viewer is engaged with a story it eventually leads him to binge watch frequently. The quality of content may not usually result in audience engagement but it also determine by the consumer desire to limit distraction.

Steiner and Xu, (2018) studied the behavior of US college students and their motivations behind binge-watching. The results stated that social relations, escape from reality, easy accessibility to content, motivated US college students to binge watch, which showed that the more students binge watch the higher the tendency to spend more time subsequently. Their main motivations include, relaxations, sense of completion and improved viewing experience.

We need to understand the phenomenon behind binge-watching which lies in the context of digital era, this new era gave rise to many technologies which resulted in the emergence of new consumer behavior (Flayelle et al., 2019).

THEORETICAL FRAMEWORK

This study is theoretically connected with Uses and Gratifications Theory. This Theory study behavior of individuals related to the selection of specific media to satisfy their needs.

Uses and Gratification Theory

In 1959 Elihu Katz presented this theory. Earlier uses and gratification was used in order to study traditional media but with the development of social media this theory gained new momentum. The uses and gratifications (UGT) theory study consumer needs as an essential part of their selection of media content, (Katz, Blumler & Gurevitch, 1974). This theory explains why and how people chose specific media to satisfy and fulfill their needs. It argues what people do with media rather than what media does with people. UGT was first used in research by Katz, Blumler & Gurevitch to investigate media effects. They studied the viewpoint of what people use media for rather than what media does to its audience.

Uses and gratification argues that individuals chose media according to their own desire, mood and choice. Some people might use social media to stay well informed, others might use it to stay connected with their loved ones, some might use social media for business purpose, same platform can be used by multiple people to satisfy different needs. Likewise binge watching is an emerging phenomenon and people binge watch to gratify certain needs, in order to understand this phenomenon, the researcher has used UGT as a theoretical framework.
Framework of this study explains about the motivations and gratifications of people. The gratifications audience often search for can be; 1) To gain information, 2) To escape reality, 3) To ease curiosity, 4) To feel connection, 5) To manage negative emotions. As for the motivations of binge watching, there are different motivations: Peer pressure, spend leisure time, habit, learning, escape, arousal, passing time, relaxation and social interactions.

**Research questions**
1: What are the motivations linked with binge-watching among youth?
2: What gratifications are achieved by Binge-Watching?
3: What are the effects that are linked with Binge-Watching?

**Hypothesis**
1: It is more likely that youth indulge in Binge-Watching because of the need of learning more than the peer pressure.
2: It is more likely that Binge-Watching satisfies the need of curiosity and connectedness more than escape and fantasy.
3: It is more likely that effects of Binge-Watching on youth’s sleep and household chores is more than the relief it provides during stressful moment.

**METHODOLOGY**
To carry out research effectively, an appropriate research methodology is important. While carefully looking at the objectives of this study, Quantitative research method is suitable for current study. The Survey method is used in order to study motivations behind Binge-Watching among youth and the gratification achieved by that phenomenon. The researcher has designed survey questionnaires for the data collection.

**Operationalization**
Following definitions will help researcher to understand the study better.

**Binge-Watching**
The word “binge” is often associated with some sort of excessiveness and overconsumption of food or maybe an immoderation of alcohol. In the context of exposure to media, bingeing emerged as a new phenomenon which changed the viewing pattern of the audience (Jenner, 2017).

Binge-watching is described as a common practice of viewing many episodes of a television show in one go. The term gained exponential rise in contemporary times with the rise of streaming services that usually provides entire TV series or seasons on their websites without advertising disturbances.

**Youth**
Definition of youth provided by The United Nations states that a person between the ages of 15 to 24 is considered youth.

**Survey Method**
Survey method is a quantitative research technique in which researcher provide a questionnaire to the respondents in order investigate a phenomenon in a realistic setting, (Wimmer and Dominick, 2003, p. 168). Questionnaire contains multiple questions regarding the phenomenon under study.

Survey method is a research technique that studies human behavior, it is used in social science studies, in order to know the perceptions, attitudes and opinions of the sample about the problem, (Singleton and Straits 2009).

**Population**
A complete set of elements that possess some common characteristic defined by researcher of the study. The targeted population of the research is youth of Pakistan.

**Sample size**
The total number of the population which participates in a study called sample. Sample size of in-hand research is 110 respondents that fall in the age group of youth.

**Sampling Technique**
Purposive sampling is a sampling technique in which researcher chose respondents of the study on the basis of their eligibility to understand and explain the problem under investigation. Purposive sampling is used in the research study. Only those individuals are selected to fill survey who are not only aware of the binge-watching phenomenon but are also indulge in this behavior.
Research Tool
A survey questionnaire consists of 26 close ended questions is used as research tool in the present study. A Google form questionnaire was distributed through the help of social media.

Data Analysis and Presentation
The researcher has collected a total of 110 surveys. Presentation of the data is the part of this chapter.

Table No. 1 Motivation from Peer Discussions

<table>
<thead>
<tr>
<th>Gender</th>
<th>Most of the times</th>
<th>Some of the times</th>
<th>Rarely</th>
<th>Never</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>16.4%</td>
<td>11.8%</td>
<td>4.5%</td>
<td>1.8%</td>
</tr>
<tr>
<td>Female</td>
<td>29%</td>
<td>18.2%</td>
<td>9%</td>
<td>4.5%</td>
</tr>
<tr>
<td>Others</td>
<td>0.9%</td>
<td>0.9%</td>
<td>0.9%</td>
<td></td>
</tr>
<tr>
<td>Prefer not to say</td>
<td>0.9%</td>
<td>0.9%</td>
<td>0.9%</td>
<td></td>
</tr>
<tr>
<td>Total = 110</td>
<td>45.45%</td>
<td>31.8%</td>
<td>14.45%</td>
<td>8.18%</td>
</tr>
</tbody>
</table>

The above mention table shows that 45.45% of the respondents are of the view that they most of the times binge watch a series because of the discussions among their peers, while 31.8% are of the view that they sometimes do this, 14.45% rarely binge watch because of the discussions among the peers and only 8.18% never follow their peer’s discussions.

Table No. 2 Binge Watch to learn new things

<table>
<thead>
<tr>
<th>Gender</th>
<th>Most of the times</th>
<th>Some of the times</th>
<th>Rarely</th>
<th>Never</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>10%</td>
<td>16.4%</td>
<td>8.2%</td>
<td>1.8%</td>
</tr>
<tr>
<td>Female</td>
<td>25.5%</td>
<td>20.9%</td>
<td>9.1%</td>
<td>3.6%</td>
</tr>
<tr>
<td>Others</td>
<td>1.8%</td>
<td>1.8%</td>
<td>0.9%</td>
<td></td>
</tr>
<tr>
<td>Prefer not to say</td>
<td>0.9%</td>
<td>0.9%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total = 110</td>
<td>36.4%</td>
<td>40%</td>
<td>18.2%</td>
<td>5.45%</td>
</tr>
</tbody>
</table>

Table 2 reveals that 36.4% respondents are of the view that they most of the times binge watch to learn new things, while 40% are of the view that they some of the times binge watch in order to learn new things, 18.2% selected rarely and only 5.45% respondents never binge watch to learn new things.

Table No. 3 Binge Watch due to connection with story

<table>
<thead>
<tr>
<th>Gender</th>
<th>Most of the times</th>
<th>Some of the times</th>
<th>Rarely</th>
<th>Never</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>19.1%</td>
<td>10.9%</td>
<td>4.5%</td>
<td>0.9%</td>
</tr>
<tr>
<td>Female</td>
<td>39.1%</td>
<td>11.8%</td>
<td>6.4%</td>
<td>2.7%</td>
</tr>
<tr>
<td>Others</td>
<td>1.8%</td>
<td>1.8%</td>
<td>0.9%</td>
<td></td>
</tr>
<tr>
<td>Prefer not to say</td>
<td>0.9%</td>
<td>0.9%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total = 110</td>
<td>60.9%</td>
<td>23.6%</td>
<td>10.9%</td>
<td>4.5%</td>
</tr>
</tbody>
</table>

Table 3 shows that 60.9% respondents are of the view that they most of the time binge watch because they feel connected to the story, while 23.6% are of the view that they sometimes binge watch when they feel this connection, 10.9% rarely binge watch because they feel connected to the story, and only 4.5% respondents selected never.

Table No. 4 Binge Watching out of curiosity

<table>
<thead>
<tr>
<th>Gender</th>
<th>Most of the times</th>
<th>Some of the times</th>
<th>Rarely</th>
<th>Never</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>15.5%</td>
<td>11.8%</td>
<td>5.5%</td>
<td>3.63%</td>
</tr>
<tr>
<td>Female</td>
<td>23.6%</td>
<td>21.8%</td>
<td>10.9%</td>
<td>2.7%</td>
</tr>
<tr>
<td>Others</td>
<td>0.9%</td>
<td>0.9%</td>
<td></td>
<td>0.9%</td>
</tr>
<tr>
<td>Prefer not to say</td>
<td>0.9%</td>
<td>0.9%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total = 110</td>
<td>40%</td>
<td>35.45%</td>
<td>17.3%</td>
<td>7.3%</td>
</tr>
</tbody>
</table>

Table 4 shows that 40% respondents are of the view that they most of the time binge watch drama or film series out of curiosity, while 35.45% are of the view that they sometimes binge watch out of curiosity, 17.3% selected rarely, and only 7.3% respondents are of the view that they never binge watch out of curiosity.

Table No. 5 Escape from reality

<table>
<thead>
<tr>
<th>Gender</th>
<th>Most of the times</th>
<th>Some of the times</th>
<th>Rarely</th>
<th>Never</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>12.7%</td>
<td>14.5%</td>
<td>3.6%</td>
<td>4.5%</td>
</tr>
</tbody>
</table>

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Table 5 shows that 41.8% respondents are of the view that they most of the time binge watch to find an escape from the world, while 32.7% are of the view that they sometimes binge watch to find escape, 14.5% rarely binge watch, and only 10.9% respondents are of the view that they never binge watch to find an escape from the world.

**Table No. 6 Binge Watch to reinforce fantasies**

<table>
<thead>
<tr>
<th>Gender</th>
<th>Most of the times</th>
<th>Some of the times</th>
<th>Rarely</th>
<th>Never</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>11.8%</td>
<td>13.6%</td>
<td>4.5%</td>
<td>5.4%</td>
</tr>
<tr>
<td>Female</td>
<td>18.2%</td>
<td>21.8%</td>
<td>11%</td>
<td>9.1%</td>
</tr>
<tr>
<td>Others</td>
<td>0.9%</td>
<td>0.9%</td>
<td>0.9%</td>
<td></td>
</tr>
<tr>
<td>Prefer not to say</td>
<td>0.9%</td>
<td>0.9%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total = 110</td>
<td>30.9%</td>
<td>37.27%</td>
<td>17.3%</td>
<td>14.5%</td>
</tr>
</tbody>
</table>

Table 6 shows that 30.9% respondents are of the view that they most of the time binge watch to reinforce their fantasies, while 37.27% are of the view that they sometimes binge watch to reinforce their fantasies. 17.3% rarely binge watch, and only 14.5% respondents are of the view that they never binge watch in order to reinforce their fantasies.

**Table No. 7 Change in sleeping habits due to Binge Watching**

<table>
<thead>
<tr>
<th>Gender</th>
<th>Most of the times</th>
<th>Some of the times</th>
<th>Rarely</th>
<th>Never</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>17.3%</td>
<td>8.2%</td>
<td>8.2%</td>
<td>1.8%</td>
</tr>
<tr>
<td>Female</td>
<td>29.1%</td>
<td>12.7%</td>
<td>10%</td>
<td>8.2%</td>
</tr>
<tr>
<td>Others</td>
<td>1.8%</td>
<td></td>
<td>0.9%</td>
<td></td>
</tr>
<tr>
<td>Prefer not to say</td>
<td>0.9%</td>
<td>0.9%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total = 110</td>
<td>49.1%</td>
<td>21.8%</td>
<td>18.2%</td>
<td>10.9%</td>
</tr>
</tbody>
</table>

Table 7 shows that 49.1% respondents are of the view that they most of the time sacrifice their sleep to binge watch, while 21.8% are of the view that they sometimes sacrifice their sleep, in order to binge watch drama or film series, 18.2% rarely sacrifice their sleep, and only 10.9% respondents are of the view that binge watching never effected their sleeping habits.

**Table No. 8 Negligence towards household chores**

<table>
<thead>
<tr>
<th>Gender</th>
<th>Most of the times</th>
<th>Some of the times</th>
<th>Rarely</th>
<th>Never</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>12.7%</td>
<td>11.8%</td>
<td>9.1%</td>
<td>1.8%</td>
</tr>
<tr>
<td>Female</td>
<td>27.3%</td>
<td>16.4%</td>
<td>7.3%</td>
<td>9.1%</td>
</tr>
<tr>
<td>Others</td>
<td>0.9%</td>
<td></td>
<td>0.9%</td>
<td>0.9%</td>
</tr>
<tr>
<td>Prefer not to say</td>
<td>0.9%</td>
<td>0.9%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total = 110</td>
<td>40.9%</td>
<td>28.2%</td>
<td>18.2%</td>
<td>12.7%</td>
</tr>
</tbody>
</table>

Table 8 illustrates that 40.9% respondents are of the view that they most of the time neglect household chores to spend more time in binge watching, while 28.2% are of the view that they sometimes neglect household chores, 18.2% rarely do that, and only 12.7% respondents are of the view that they never neglect household chores to binge watch.

**Table No. 9 Binge Watching helps to manage stressful moments**

<table>
<thead>
<tr>
<th>Gender</th>
<th>Most of the times</th>
<th>Some of the times</th>
<th>Rarely</th>
<th>Never</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>16.36%</td>
<td>12.7%</td>
<td>5.5%</td>
<td>0.9%</td>
</tr>
<tr>
<td>Female</td>
<td>26.36%</td>
<td>16.4%</td>
<td>12.7%</td>
<td>5.5%</td>
</tr>
<tr>
<td>Others</td>
<td>1.0%</td>
<td></td>
<td>0.9%</td>
<td></td>
</tr>
<tr>
<td>Prefer not to say</td>
<td>0.9%</td>
<td>0.9%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total = 110</td>
<td>43.6%</td>
<td>30%</td>
<td>20%</td>
<td>6.4%</td>
</tr>
</tbody>
</table>

Table 9 shows that 43.6% respondents are of the view that most of the times binge watching helps them to manage stressful moments, while 30% are of the view that sometimes binge watching
helps them to manage their stressful moments. 20% binge watching rarely helps them, and only 6.4% respondents believe that binge watching never helped them to manage their stressful moments.

**FINDINGS AND DISCUSSIONS**
Motives of in-hand study is to understand the motivations and gratification achieve by binge-watching. It is an emerging phenomenon and many researches are done on the effects of binge-watching behavior, but motivations that indulge youth in this behavior is yet to be explored.

H1 examines the motivational factors that motivates youth to Binge Watch. Survey was conducted to determine this. According to the table 1.1; 45.45% of the respondents are of the view that they most of the times binge watch a series because of the discussions among their peers, while 31.8% are of the view that they sometimes indulge into binge watching due to the peer pressure. 14.5% rarely binge watch because of the discussions, and 8.18% never follow their peer’s discussions when it comes to binge watch a particular series. Table 1.2 reveals that 40% respondents sometimes binge watch to learn new things, while 36.4% are of the view that they most of the times binge watch in order to learn new things, 18.2% rarely binge watch and only 5.45% respondents never binge watch to learn new things. As this study discusses motivations behind binge-watching results indicates that majority of the youth binge-watch to satisfy the need of learning. Media is a great source of information and people use it to gain knowledge. The internet has multiple such series that helps people to learn new things about their field. The birth of the binge-watcher has been an unexpected development in the past five years. People also binge learn by observing different types of learning content to solve a problem in real time. (Pang, 2014; Stelter, 2013). Learning is considered to be a strong motivation for youth to binge-watch. Binge-watching have been helpful in learning languages as well. People learn about their field through binge-watching, if they find a content which is interesting and informative, they watch it continuously (Moses, 2013).

H2 of this research work examines the gratification achieved by binge-watching. According to the table 2.1; 60.9% respondents are of the view that they most of the time binge watch because they feel connected to the story, while 23.6% sometimes binge watch because they feel connected to the story, 10.9% rarely binge watch because they feel connected to the story, and only 4.5% respondents selected never. Table 2.2 shows that 40% respondents are of the view that they most of the time binge watch drama or film series out of curiosity, while 35.45% are of the view that they sometimes binge watch out of curiosity, 17.3% rarely binge watch, and only 7.3% respondents are of the view that they never binge watch out of curiosity. Table 2.3 shows that 41.8% respondents are of the view that they most of the time binge watch to find an escape from the world, while 32.7% are of the view that they sometimes binge watch to find an escape, 14.5% rarely binge watch, and only 10.9% respondents are of the view that they never binge watch to find an escape from the world. Table 2.4 shows that 30.9% respondents are of the view that they most of the time binge watch to reinforce their fantasies, while 37.27% are of the view that they sometimes binge watch to reinforce their fantasies, 17.3% rarely binge watch, and only 14.5% respondents are of the view that they never binge watch in order to reinforce their fantasies. According to the majority of the respondents they feel connected to the story when they binge-watch it. Connection they feel with the story or the characters motivates them to indulge into binge-watching. Whenever they binge-watch a drama, they tend to feel curious. And ask themselves to watch one more episode before they go to sleep. The gratification achieved by binge-watching is that it fulfils the curiosity. Youth satisfy the curiosity need when they glued to screen for more than 3 to 4 hours in order to find out what is going to happen next. The conventional experience of watching TV shows is the process of waiting for the airing of one episode of 25 or 45-minute, once a week for a few months. Now, that experience has been completely transformed. Another important idea that has been used to explain this behavior is flow, which is “the holistic sensation that people feel when they are completely involved” (Chou & Ting, 2003). College students experience this while binge watching because they were completely invested and were watching with concentration and lost the track of time. They feel connected to what they are seeing and out of curiosity they continue watching it (Panda & Pandey, 2017).

H3 examines the effects that are linked with binge watching. According to the table 3.1; 49.1% respondents are of the view that they most of the time sacrifice their sleep to binge watch, while 21.8% are of the view that they sometimes sacrifice their sleep, 18.2% rarely sacrifice their sleep to binge watch, and only 10.9% are of the view that binge watching never effected their sleeping habits. Table
3.2 shows that 40.9% respondents are of the view that they most of the time neglect household chores to spend more time to binge watch, while 28.2% are of the view that they sometimes neglect household chores for binge watching, 18.2% rarely neglect household chores to binge watch, and only 12.7% respondents never neglect household chores to binge watch. Table 3.3 shows that 43.6% respondents are of the view that most of the times binge watching helps them to manage stressful moments, while 30% are of the view that sometimes binge watching helps them to manage their stressful moments. 20% are of the view it rarely helps them and only 6.4% respondents believe that binge watching never helped them to manage their stressful moments. Survey revealed that respondents neglect household chores to binge-watch, they even compromise their sleep. When asked if they minimize the time if someone mention they are binge-watching a lot, majority of the respondents were of the view that they rarely minimize their time. When it comes to the effects majority of the respondents were of the view that binge-watching helped them to manage their stressful moments. Survey revealed that positive effects of binge-watching are more than negative effects. There is scientific evidence that People dealing with high intensity of anxiety and depression tend to use binge-watching as a source of positive effect. In order to receive positive satisfactions, to feel a sense of fulfilment and to find an escape from the negative emotional state people overconsume media content (Panda, & Pandey, 2017). People get escapes from negative emotional states by consuming media content. This type of behavior can be either a distraction or a mean of gratification. It leads the viewer to lose control over the time spent on binge-watching (Grzegorzewska, & Cierpialkowska, 2018).

CONCLUSIONS

Present study investigates binge-watching phenomenon by studying the motivations that may play a vital role for the youth to indulge in this behavior. The researcher has also investigated the effect of binge-watching among youth. The researcher identified relation among these variables; curiosity, connectedness, escape, fantasy, learning, peer pressure and stress.

Youth is indulged in binge-watching and consider it a source of learning. According to the findings people gain fast information through binge-watching as compare to traditional watching. typically, media consumers of conventional appointment tv watch a short segment of the complete story as they wait for the next schedule airing of that story, in order to know what happens next. Binge watching gives people the right to watch a long story in a sequence, in one go. This pattern of viewing enhances an individual’s excitement which leads to further binge watching of a particular show (McCracken, 2013; The New Yorker, 2013).

Findings of the study states that binge-watching have become a good activity for youth. It is a mean to find an escape from reality and to deal with negative emotions. People use this behavior as a coping mechanism to avoid problems which lead towards the decrease of other more suitable ways of dealing with negative emotions (Panda, & Pandey, 2013).

Findings of the research illustrate that binge-watching is helpful for youth to learn new things. People gain fast information. It also helps them to deal with stressful moments. Binge-watching gives them relief during stressful moments. It is a sort of coping mechanism for most of the people. Some people might believe that binge watching during late night and weekends are nothing but just the waste of time, but the benefits it provides is significant because it helps in catharsis. “Most people believe that spending time on media is worthless, that really diminishes the possible gains which people get from the media that helps us to relax, it lets us into a fictional world where we calm our emotions and come back to our real world, to our loved ones, to our duties — just to feel revitalized and ready to deal with whatever comes in our way.” (Nabi, 2020).

While considering this research paper, overall binge-watching is better viewing pattern than traditional watching. It helps youth to learn new things, gain fast information and understand complex stories. Also binge-watching give them a relief during stressful moments. People continue to binge watch because it satisfies their need of learning, make them feel connected and fulfil the gratification of curiosity.

Limitations of the study

While the current study provides an understanding about the motivations and gratifications of binge watching, but still, it has some limitations. Researcher opted online survey and it took a lot of time to receive the responses, moreover researcher is not aware if they are actually fill by the actual sample or someone younger or older. Because of no financial support research is limited. Another challenge which
researcher faced was the term Binge-watching itself. As many people are indulge in this but they are not aware about it. Which makes it more difficult for researcher. Due to time constrains and micro level research, the researcher couldn’t conduct a focus group study to define the variables.

**Future Research Directions**

While this research has some limitations future researchers can work to improve this phenomenon. More motivations should be examined in future studies such as FOMO fear of missing out can be a reason for youth and teenagers to consume particular content. While working on this study the researcher has realized that people are doing unintentional binge-watching, they are not aware of the phenomenon but they are also binging. Future researchers should study on intentional and unintentional binge-watching. Much work is not done in this area so future researchers should do research with more variables and mix methodologies. Research with qualitative approach will give considerable findings.

**REFERENCES**


Bhatti, Khalid, & Khalid


