

The Impact of OTT Platforms on Youth: An Analysis of Viewing Habits and Social Consequences

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ABSTRACT

This research article explores the impact of over-the-top (OTT) platforms on the viewing habits and social consequences of youth. A content analysis was conducted on a sample of popular OTT platforms to identify common patterns and trends in the content available, as well as any messages or values that may be communicated to young viewers. The study found that a significant amount of content on these platforms contains explicit language, violence, and sexual content, and reinforces gender stereotypes. Additionally, there was a lack of diversity and representation for marginalized groups. The findings suggest that the content available on OTT platforms may have negative impacts on the viewing habits and social consequences of young people, contributing to the perpetuation of harmful social norms and inequality. This study highlights the need for more critical evaluation of the content available on OTT platforms and its potential impact on youth.

INTRODUCTION

Over the past decade, the use of over-the-top (OTT) platforms has become increasingly popular among youth. These platforms offer a wide variety of content that can be accessed at any time, from anywhere. However, concerns have been raised about the potential impact of OTT platforms on the viewing habits and social consequences of young people. While OTT platforms have undoubtedly revolutionized the entertainment industry, their impact on the youth audience is a relatively unexplored area of research. Given the increasing amount of time that young people spend on these platforms, it is essential to understand how the content available on OTT platforms may affect their behavior, attitudes, and perceptions.

The purpose of this study is to conduct a content analysis of popular OTT platforms and examine the potential impact of the content on the viewing habits and social consequences of youth. By analyzing the themes, plotlines, characters, and language used in the content, this study seeks to identify any common patterns or trends and evaluate their potential impact on young people.

This research article will provide an overview of the methodology used to conduct the content analysis, the results of the analysis, and a discussion of the potential implications of these findings. The study will

conclude by highlighting the need for more critical evaluation of the content available on OTT platforms and its potential impact on youth.

REVIEW OF LITERATURE

The impact of media on youth behavior and attitudes has been a topic of research for many years. Several studies have explored the potential negative effects of media exposure on youth, including increased aggression, sexualization, and the perpetuation of harmful social norms.

One study conducted by Gentile et al. (2017) found that exposure to violent media, including TV shows, movies, and video games, was significantly correlated with increased aggression in youth. Similarly, a study by Zurbriggen et al. (2017) found that exposure to sexualized media was linked to a range of negative outcomes, including increased objectification of women, body dissatisfaction, and risky sexual behavior.

In addition to the potential negative effects of media exposure, several studies have explored the impact of media representation on youth attitudes and beliefs. One study by Smith et al. (2016) found that exposure to media portrayals of gender stereotypes was linked to the perpetuation of traditional gender roles and beliefs among youth.

Furthermore, with the rise of OTT platforms in recent years, concerns have been raised about the potential impact of the content available on these platforms on youth viewers. A study by Park et al. (2020) found that the content available on OTT platforms often contains explicit language, violence, and sexual content, and reinforces gender stereotypes. They also found a lack of diversity and representation for marginalized groups, including people of color, LGBTQ+ individuals, and people with disabilities.

Based on this review of literature, it is clear that media exposure and representation can have a significant impact on youth behavior and attitudes. Furthermore, there is a need to explore the potential impact of the content available on OTT platforms on youth viewers, given their growing popularity among this demographic.

Research objective -The primary objective of this research study is to conduct a content analysis of popular OTT platforms and examine the potential impact of the content on the viewing habits and social consequences of youth. The specific objectives of the study are as follows:

- To identify the themes, plotlines, and characters present in popular OTT platform content.

- To analyze the language used in the content and identify any messages or values that may be communicated to young viewers.
- To identify any common patterns or trends in the content available on OTT platforms, including similarities or differences across platforms and genres.
- To evaluate the potential impact of the content on the viewing habits and social consequences of young people, including its potential to perpetuate harmful social norms and inequality.
- To highlight the need for more critical evaluation of the content available on OTT platforms and its potential impact on youth.

RESEARCH METHODOLOGY

The research methodology for this study involved conducting a content analysis of popular OTT platforms, including Netflix, Amazon Prime Video, and Hulu. The following steps were taken to conduct the content analysis:

- **Selection of the Sample:** A representative sample of content was selected from each OTT platform, using a stratified random sampling method. The sample was selected based on the popularity of each platform, the variety of genres available, and the availability of content aimed at the youth audience.
- **Categorization of Content:** The content selected was categorized into different genres, including comedy, drama, and documentary. Each piece of content was then analyzed to identify its themes, plotlines, and characters.
- **Analysis of Language:** The language used in each piece of content was analyzed to identify any messages or values that may be communicated to young viewers. This involved examining the language used to describe characters, their actions, and the situations they were in.
- **Identification of Common Patterns and Trends:** The results of the content analysis were then analyzed to identify any common patterns or trends in the content available on the OTT platforms. These patterns and trends were compared across platforms and genres to identify any similarities or differences.
- **Interpretation of Findings:** The findings of the content analysis were interpreted in light of existing research on the impact of media on youth behavior and attitudes. This involved analyzing the potential implications of the findings for the viewing habits and social consequences of young people.

DATA ANALYSIS

The data analyses for this study involved conducting a content analysis of popular OTT platforms, including Netflix, Amazon Prime Video, and Hulu. The following steps were taken to analyze the data:

SAMPLE SELECTION:

- A representative sample of content was selected from each OTT platform, using a stratified random sampling method. The sample was selected based on the popularity of each platform, the variety of genres available, and the availability of content aimed at the youth audience.

CATEGORIZATION OF CONTENT

- The content selected was categorized into different genres, including comedy, drama, and documentary. Each piece of content was then analyzed to identify its themes, plotlines, and characters.

ANALYSIS OF LANGUAGE

The language used in each piece of content was analyzed to identify any messages or values that may be communicated to young viewers. This involved examining the language used to describe characters, their actions, and the situations they were in.

IDENTIFICATION OF COMMON PATTERNS AND TRENDS:

- The results of the content analysis were then analyzed to identify any common patterns or trends in the content available on the OTT platforms. These patterns and trends were compared across platforms and genres to identify any similarities or differences.
- Interpretation of Findings:
- The findings of the content analysis were interpreted in light of existing research on the impact of media on youth behavior and attitudes. This involved analyzing the potential implications of the findings for the viewing habits and social consequences of young people.

BASED ON THE DATA ANALYSES, THE FOLLOWING FINDINGS WERE OBSERVED:

- The content available on OTT platforms often contains explicit language, violence, and sexual content, which may not be suitable for young viewers.
- The themes and plotlines present in the content often reinforce gender stereotypes and traditional gender roles, which may contribute to the perpetuation of harmful social norms.
- The lack of diversity and representation for marginalized groups, including people of color, LGBTQ+ individuals, and people with disabilities, is also a concerning issue.

There are some differences in content across platforms and genres, but overall, the patterns and trends identified suggest that there is a need for more critical evaluation of the content available on OTT platforms and its potential impact on youth.

Overall, the data analyses suggest that the content available on OTT platforms has the potential to impact the viewing habits and social consequences of young people, and there is a need for more critical evaluation of the content available on these platforms.

FINDINGS

The content analysis of popular OTT platforms revealed several concerning trends that could impact the viewing habits and social consequences of young people. The findings of the study are as follows:

- The content available on OTT platforms often contains explicit language, violence, and sexual content, which may not be suitable for young viewers.
- The themes and plotlines present in the content often reinforce gender stereotypes and traditional gender roles, which may contribute to the perpetuation of harmful social norms.
- The lack of diversity and representation for marginalized groups, including people of color, LGBTQ+ individuals, and people with disabilities, is also a concerning issue.

The content available on OTT platforms can potentially impact the viewing habits and social consequences of young people, and there is a need for more critical evaluation of the content available on these platforms.

CONCLUSION

The findings of the study suggest that the content available on OTT platforms has the potential to impact the viewing habits and social consequences of young people. Given the popularity of these platforms among the youth audience, it is essential to consider the potential implications of the content available on these platforms.

The study highlights the need for more critical evaluation of the content available on OTT platforms, with a particular focus on the potential impact on young people. This evaluation should include consideration of the language used in the content, the themes and plotlines present, and the representation of marginalized groups.

Furthermore, the study underscores the importance of promoting media literacy among young people. Educating young people about the potential impact of media on their attitudes and behaviors can help them make more informed choices about the content they consume.

Overall, the study calls for increased awareness and attention to the potential impact of the content available on OTT platforms on youth viewers. By promoting media literacy and critical evaluation of content, we can help young people make more informed choices and mitigate any potential negative impact on their attitudes and behaviors.

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