

Background

- Binge-watching has been characterized as the watching of multiple episodes of a series in one session and has become the norm for the way that a majority of television viewers choose to enjoy shows (Flayelle, et al., 2019).
- The term “binge” in any context is most often associated with behaviors involving high levels of devotion and time commitment (Sung et al, 2018). In this context, it would make sense that psychological states, both negative and positive, would have a significant influence on the frequency and length of binge watching.
- Research shows that for people who are deemed low binge - watchers, entertainment is the most significant factor motivating them to binge-watch, while both entertainment and a desire to pass time were predictors for those with high levels of binge-watching (Sung et al., 2018).
- Emotional triggers have been found to have significant influence on a person's behavior and how they choose to regulate their response. A lack of self-regulation is usually the impetus for high levels of indulgent behaviors like binge-watching (Rubenking et al., 2018). Individuals seek out a form of entertainment and engagement from binge-watching, which in turn builds the habit of doing so.

Objective

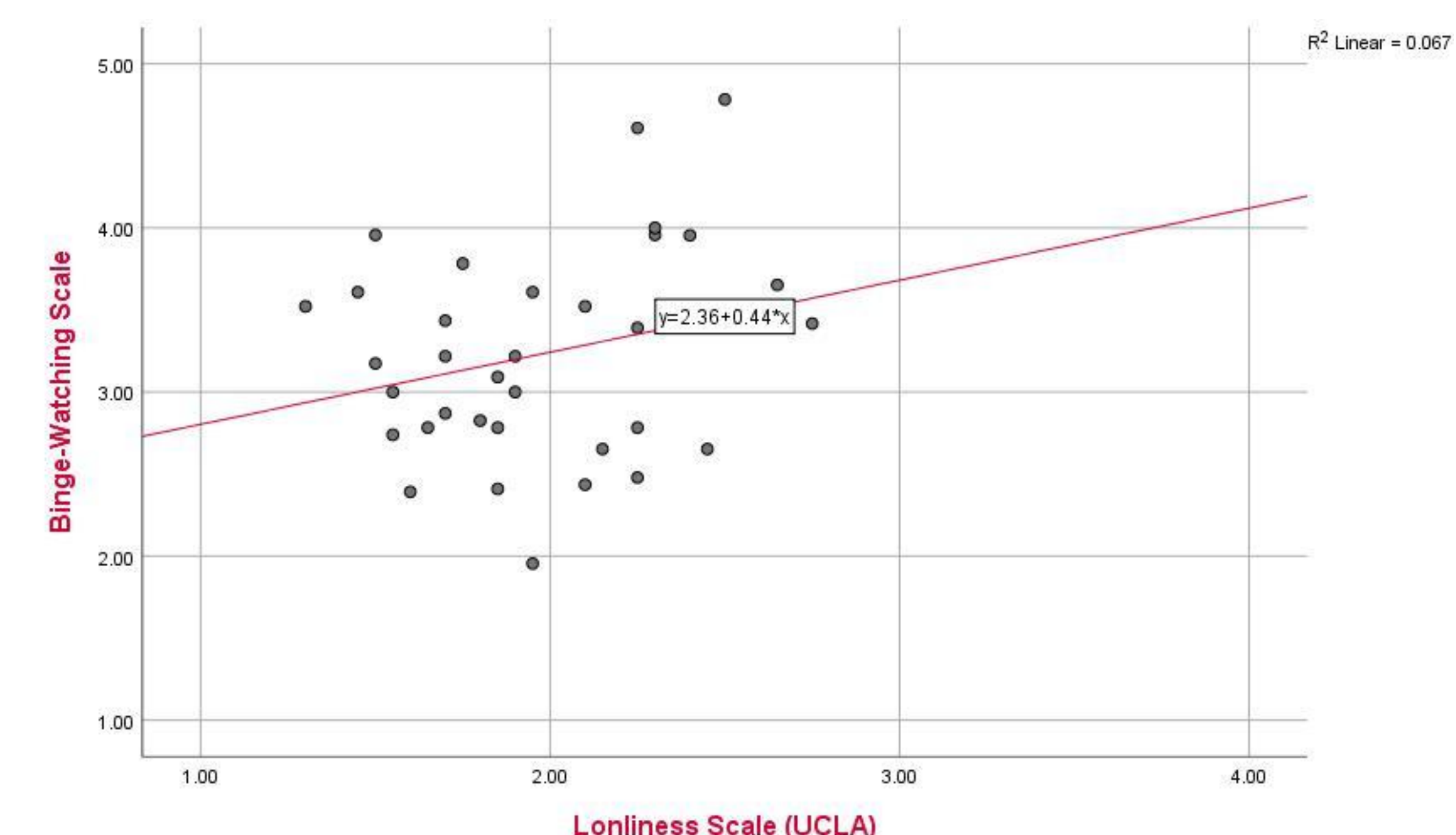
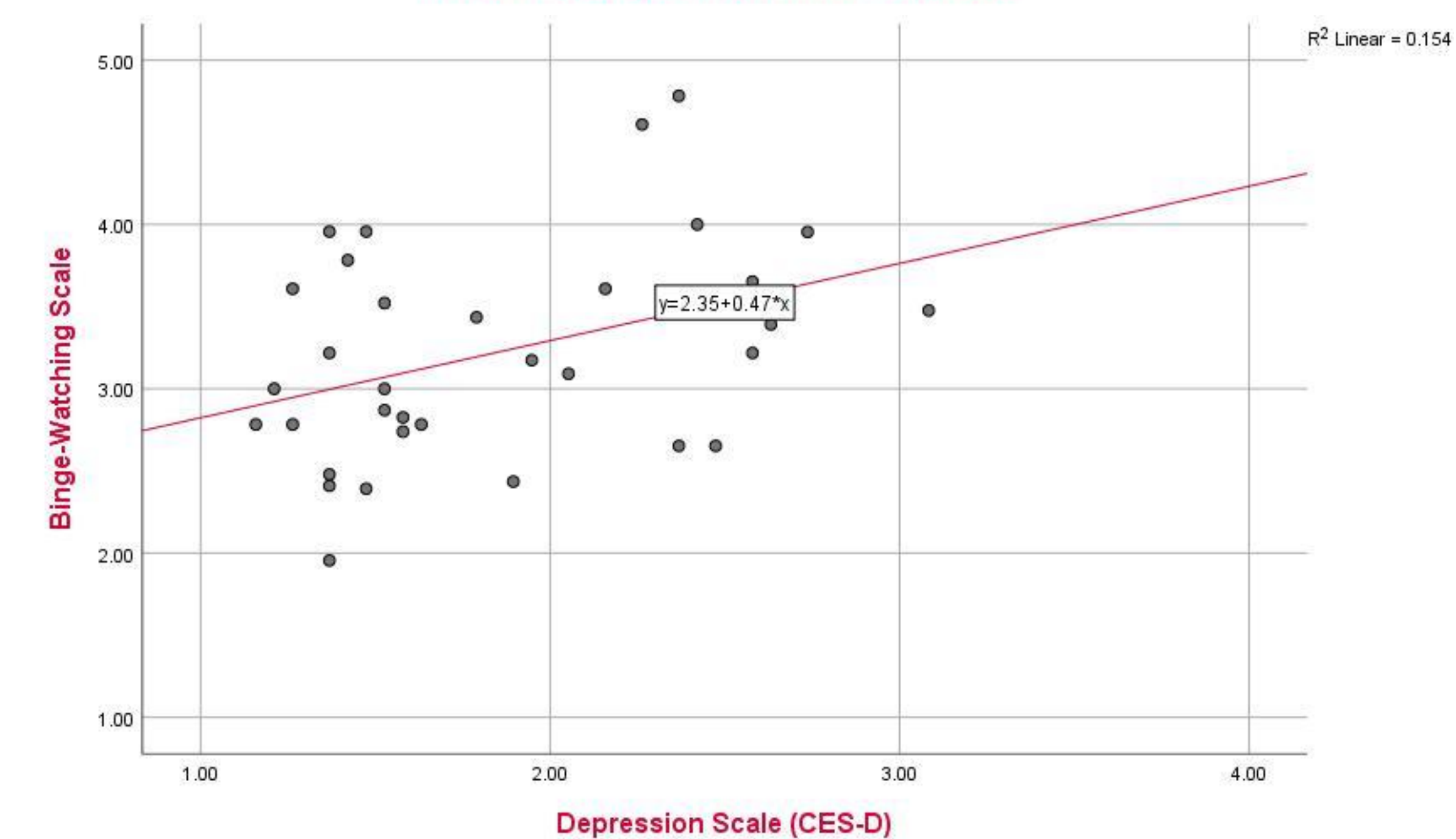
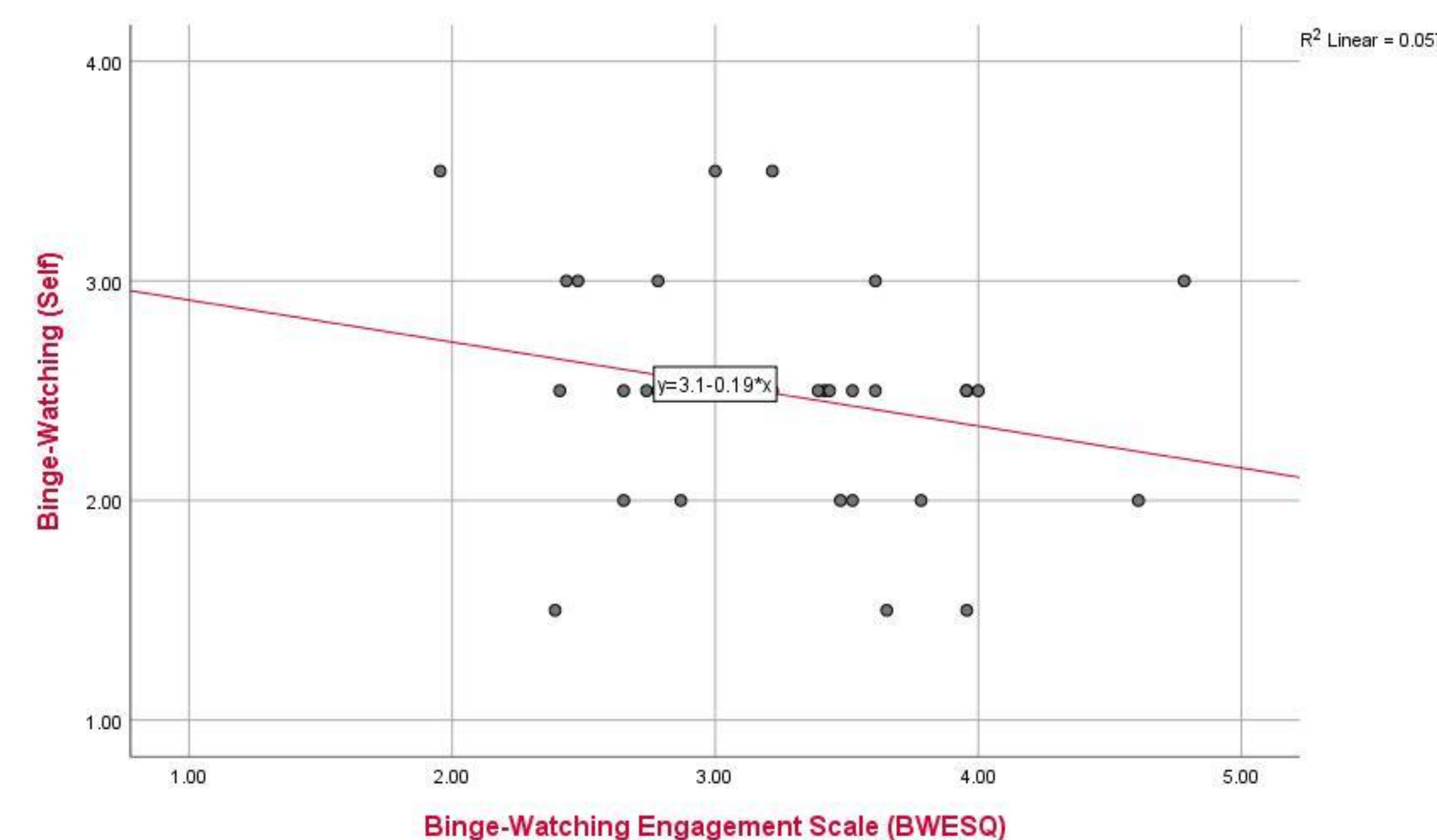
- This study investigated whether people binge-watched television as a consequence of negative or positive psychological states and the influence that emotional factors like depression and loneliness have on binge-watching in comparison to factors like engagement and entertainment.
- We also evaluated how people judge the binge-watching habits of themselves relative to their estimation of the binge-watching habits of others.

Methods

- **Participants:** 53 people completed the online survey ($M_{Age} = 20.49$, $SD = 3.46$).
- **Materials:** The Binge-Watching Engagement Survey (BWESQ), UCLA Loneliness Scale, and The Center for Epidemiologic Studies of Depression: CES-D Scale.
- **Procedure:** Participants completed an online self-report survey where they were asked to rate themselves on a combination of 3 different scales. Comparison measures between the participants' levels of their binge-watching behavior versus what they anticipated the average binge-watching behavior of other people was, was also measured.

Results

- Preliminary analysis shows that there was a lack of significance in the effect of the two predictors of loneliness, measured by the UCLA scale and engagement, measured by the BWESQ scale on binge-watching levels in participants.
- However, there was some significance seen with the predictor of depression in relation to predicting higher levels of binge-watching unlike the other predictors, ($F(1,32) = 4.829$, $p = .047$, with a $R^2 = .344$).



Results cont'd.

- According to the stepwise regression we used for analysis of the independent variables, the predictors of depression, loneliness, and engagement accounted for approximately 14% of the self-reported binge-watching levels. This showed that the predictors did account for some of the variance, just not a significant amount. Depression was the predictor that accounted for the most at about 11%.
- There was also no significant relationship between participants' estimation of their binge-watching habits versus their estimations of others'.

Discussion

- The goal of this study was to assess binge-watching behaviors and determine whether negative or positive psychological states related to people's binge-watching habits, specifically predicting that those who scored higher in the negative psychological states would have higher levels of binge-watching behavior as well.
- The results of this study did not display a much significance, as no major differences were examined between the psychological states as predictors and participants self-reported binge-watching habits.

Limitations

- Smaller sample size
- Most of the participants were college students
- Self-reported measures

Conclusions

- In general, the negative psychological states of depression, and loneliness were not significant predictors of high levels of binge-watching behaviors displayed in participants, and neither was the positive psychological state of engagement.
- There also was no significance shown in relation to the way that people perceived their own binge-watching habits in comparison to their assumed binge-watching habits of others.
- **Future research** may choose to further explore the influence of added factors like isolation, with regards to the nature of the 2020 covid-19 pandemic in relation to its effect on psychological states and binge-watching behaviors.

References upon request

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