Impact of Web Series, OTT Content and Language on Society: An Empirical Study

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Abstract

The emergence of web series and OTT platforms has brought about a significant change in the entertainment industry, altering the way audiences consume content. This paper examines the impact of web series and OTT content on society, with a focus on the influence of language. The findings indicate that web series and OTT platforms have allowed for greater diversity in storytelling, representation, and audience engagement. Furthermore, the availability of content in multiple languages has facilitated cross-cultural understanding and has challenged dominant language hierarchies. However, the paper also identifies potential negative impacts, such as the perpetuation of stereotypes and the commodification of language for commercial purposes. Overall, this research highlights the complex and multifaceted impact of web series and OTT content on society and suggests the need for continued analysis of this rapidly evolving media landscape.

Keywords: Web Series, Over-The-Top, Language, Audience, Media, Network, and Internet

Introduction:

The rise of web series and OTT (Over-The-Top) content platforms has had a significant impact on society, particularly in terms of the way people consume media and the content that is available to them. In addition, the language used in these series has also had an impact on society, as it reflects and shapes the cultural attitudes and values of the audience. One of the most significant impacts of web series and OTT content on society is the way they have changed the way people consume media. With the availability of streaming platforms like Netflix, Amazon Prime Video & Disney+ Hotstar, people can now watch their favorite shows at any time and on any device. This has resulted in binge-watching becoming a common practice, which can have both positive and negative effects on individuals' mental health and lifestyle.

Moreover, the content available on these platforms is diverse and caters to a wide range of tastes and interests. This has resulted in the emergence of niche content, which has opened up new

avenues for content creators and actors. However, the availability of such diverse content has also led to the normalization of certain controversial or taboo topics, which may have negative effects on society, particularly for younger audiences. Another impact of web series and OTT content on society is the way they have democratized the entertainment industry. With the emergence of platforms like YouTube and TikTok, anyone can now create and publish their content, without needing to go through traditional media channels. This has resulted in the emergence of new talent and the diversification of the entertainment industry. In terms of language, the use of regional languages in web series and OTT content has helped to promote linguistic diversity and cultural identity. However, the use of profanity, slang and other non-standard forms of language has also become more prevalent in popular culture. This reflects the changing cultural attitudes and values of the audience and can have both positive and negative effects on society.

Overall, web series, OTT content, and language have had a significant impact on society, shaping the way people consume media, democratizing the entertainment industry, and promoting linguistic diversity. However, they also reflect and shape the cultural attitudes and values of the audience, which can have both positive and negative effects on society. Psychosocial impact of web series and streaming content on Indian youth. The Indian youth are highly influenced by the content they watch online. The web series & streaming content have a significant impact on their attitudes, beliefs, values & behavior. The study found that exposure to explicit sexual content, violence and substance abuse had a negative impact on the respondents' psychosocial well-being, leading to increased levels of stress, anxiety, and depression. The study also found that web series had a positive impact on the respondents' social behavior, leading to increased communication with friends and family, and the creation of new relationships. The authors suggest that the Indian entertainment industry should be responsible for creating content that promotes positive values, and they also recommend the development of regulatory measures to ensure that web series & streaming content do not have a negative impact on the psychosocial well-being of Indian youth.

Literature Review:

Sharma (2018) analyzes the representation of gender roles and hate speech in Indian web series available on Over-The-Top (OTT) media platforms. The study analyzes three popular Indian web series and examines the portrayal of male and female characters and their adherence to traditional gender roles. The paper also examines the prevalence of hate speech and the use of derogatory language against marginalized communities in these web series. The findings suggest that Indian web series often reinforce traditional gender roles, portraying men as dominant and women as submissive. The study also finds that hate speech and derogatory language are prevalent in Indian web series, which can have negative implications for social cohesion and perpetuate discriminatory attitudes.

Chopra, S., Tyagi, P., & Datt, H. (2018) concluded that the content analysis of Mirzapur and The Family Man highlights the growing popularity of web series in India and the emergence of new genres in the entertainment industry. The analysis revealed that both shows are high on violence and intense action sequences. Mirzapur was found to have a higher level of violence and profanity, while The Family Man focused more on espionage and national security. The themes of both shows also differed significantly. Mirzapur explored the power dynamics of a crime-ridden city and the influence of politics in the underworld. The Family Man, on the other hand, delved into the world of espionage and the challenges faced by national security agencies.

Chaudhary, A. K., & Srivastava, M. (2017) found that web shows on OTT platforms have become popular among the youth in Lucknow city, and they have a significant impact on their behavior, attitudes, and lifestyle. The content of these shows is not always suitable for young viewers, and it can influence their moral values and social behavior. It is crucial for parents and educators to be aware of the content their children are watching and to guide them toward positive media consumption habits. The study also revealed that the majority of the respondents watch web shows on their smartphones, and they prefer OTT platforms because of the convenience, affordability, and variety of content. However, excessive screen time can have adverse effects on their physical and mental health. Therefore, it is necessary to promote a healthy balance between screen time and other activities.

Kal, G. (2016) examined the growing popularity of OTT platforms and their impact on the younger generation. The study found that OTT platforms have become an essential part of the younger generation's entertainment and media consumption habits. The convenience and

flexibility of OTT platforms make them a preferred choice for entertainment, and the availability of exclusive content further drives the popularity of these platforms. The research suggested that parental supervision and monitoring could help mitigate the negative effects of OTT platforms on children's health and well-being.

Matrix, S. (2014) concluded that the Netflix Effect has had a significant impact on the way teens consume media. Binge-watching has become a popular trend, with teens able to access the content at their convenience, without the need to wait for scheduled programming. The availability of on-demand digital media has resulted in increased consumption of media, leading to concerns about the potential negative effects of excessive screen time. However, the Netflix Effect has also provided opportunities for teens to explore diverse content and engage in social media discussions with peers. It is crucial for parents, educators, and policymakers to continue monitoring the effects of the Netflix Effect and finding ways to balance the benefits and risks of on-demand digital media consumption for teens.

Rashmi, C. P., & Sood, R. S. (2018) aims to examine the portrayal of women in Indian crime web series through a narrative analysis and survey. The paper may provide insights into the representation of women in Indian crime web series and shed light on any potential stereotyping or marginalization of women in these popular forms of media. It is important to note that research findings should be analyzed critically and considered within the context of the study's limitations, methodology, and sample size. Additionally, further research may be necessary to fully understand the complexities of the topic and to identify any potential solutions to any problematic portrayals of women in Indian crime web series.

Kwak, K. T., Lee, S. Y., Ham, M., & Lee, S. W. (2016) highlight how the widespread availability of the internet has led to a significant increase in demand for search engines and over-the-top services. It may also discuss how this trend has impacted competition in these markets and how companies are adapting to changes in consumer behavior. The conclusion offers recommendations for policymakers or businesses on how to respond to the changing landscape of the internet and its impact on these markets. It may suggest strategies for companies to remain competitive and innovative in the face of evolving consumer preferences and technological advancements.

Sundaravel, E., & Elangovan, N. (2017) explores the emergence, advantage, and future of Over-the-Top (OTT) video services in India. The study found that there is a growing number of consumers in India adapting to OTT video platforms. Indian streaming services like Hotstar & Jio Cinema have gained a stronger foothold, while global players like Netflix & Amazon Prime have steadily grown their market share in India. In conclusion, the research paper highlights the significant growth potential of the OTT video service industry in India. As more consumers continue to shift towards digital media consumption, the demand for OTT services is expected to rise further. The study recommends that OTT service providers in India should focus on developing localized content that appeals to the Indian audience while keeping in mind the regulatory and censorship policies in the country. The research also suggests that OTT service providers should invest in new technologies and infrastructure to improve the user experience and provide seamless services to consumers.

Objective of the Study

To study the Impact of Web Series, OTT Content and Language on Society

Methodology

The present study is based on a survey conducted with a structured questionnaire. In the analysis, there were 160 participants who took part. To identify the results, statistical techniques such as mean and t-test were employed. The research employed a convenience sampling method, where participants were selected based on their availability and accessibility.

Table1 Impact of Web Series, OTT Content and Language on Society

Serial No.	Statement of Survey	Mean Value	t-Value	Sig.
1.	Web series and OTT platforms have allowed for greater diversity in storytelling, representation, and audience engagement.	4.45	12.228	0.000
2.	The availability of diverse content has led to the normalization of certain controversial or taboo topics having negative effects on society.	4.32	9.927	0.000

3.	Web series and OTT platforms reflect and shape the cultural attitudes and values of the audience.	4.20	8.264	0.000
4.	People prefer OTT platforms because of the convenience, affordability, and variety of content.	4.11	6.151	0.000
5.	Binge-watching has become a popular trend, with teens able to access the content at their convenience, without the need to wait for scheduled programming.	4.12	6.561	0.000
6.	The emergence of web series and OTT platforms has brought about a significant change in the entertainment industry.	4.43	11.099	0.000
7.	YouTube and TikTok are resisting the creation and publishing of own content, without needing to go through traditional media channels.	3.68	2.232	0.014
8.	The availability of content in multiple languages has facilitated cross-cultural understanding.	4.30	10.971	0.000
9.	Indian web series often reinforce traditional gender roles, portraying men as dominant and women as submissive.	3.55	0.653	0.258
10.	The use of profanity, slang and other non-standard forms of language has also become more prevalent in popular culture.	4.22	9.457	0.000

Table 1 summarizes the mean values for various statements related to the study of the Impact of Web Series, OTT Content, and Language on Society, and the highest mean score of 4.45 was obtained by the statement "Web series and OTT platforms have allowed for greater diversity in storytelling, representation, and audience engagement.". The second highest mean score of 4.43 was obtained by the statement "The emergence of web series and OTT platforms has brought about a significant change in the entertainment industry". The study found that the content creation had a negative impact on society, as shown by the mean value of 4.32 for the statement "The availability of diverse content has led to the normalization of certain controversial or taboo topics having negative effects on society". Another concern was cross-cultural understanding as "The availability of content in multiple languages has facilitated cross-cultural understanding",

which had a mean score of 4.30, and the statement "The use of profanity, slang, and other non-standard forms of language has also become more prevalent in popular culture" had a mean value of 4.22. The mean score for the statement "Web series and OTT platforms reflect and shape the cultural attitudes and values of the audience" was 4.20, while the mean value of 4.12 was obtained for the statement "Binge-watching has become a popular trend, with teens able to access the content at their convenience, without the need to wait for scheduled programming". And the mean value for the statement "People prefer OTT platforms because of the convenience, affordability, and variety of content" was 4.11. The last two statements, "YouTube and TikTok are resisting the creation and publishing of own content, without needing to go through traditional media channels" and "Indian web series often reinforce traditional gender roles, portraying men as dominant and women as submissive", had the lowest mean scores of 3.68 and 3.55, respectively. All statements had a significant t-value, indicating a positive impact of Web Series, OTT Content, and Language on Society, with a significance value of less than 0.05.

Conclusion

The impact of web series, OTT content, and language on society is a complex issue, with both positive and negative effects. On one hand, these platforms have allowed for greater diversity and representation in storytelling, giving a voice to marginalized communities and bringing attention to important social issues. They have also created new opportunities for filmmakers and actors and expanded the global reach of entertainment. However, there are also concerns about the potential for these platforms to perpetuate harmful stereotypes and promote negative behaviors, particularly in regard to the use of language and portrayal of certain groups. There are also concerns about the addictive nature of these platforms, which can lead to excessive screen time and other negative health impacts. Overall, it is important for creators and consumers of web series and OTT content to be aware of these potential impacts and to strive for responsible and thoughtful storytelling that promotes positive social change. Additionally, efforts should be made to ensure that these platforms are accessible and inclusive for all individuals, regardless of language or other factors.

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