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An exploratory virtual study of factors affecting mental health concerning to OTT shows

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Article Info

Abstract
Society has always been skeptical about mental health issues, and the recent pandemic has triggered emotional trauma due to prolonged isolation and lack of social communication. Steps taken by the government to curb the spread of the novel coronavirus, like quarantines, national and international travel restrictions, work-from-home culture etc., have impacted the lives of billions across the world by forcing them to be in their respective homes. The hindered socialization led to a surge in the usage of Over-the-Top platforms. The young generation finds it comforting to sit and binge-watch web series, which adversely affects their mental state. The suicidal rates have increased late at an alarming rate. Therefore, the current study is conducted to explore and get important information about mental health conditions concerning the population's behavioral changes due to OTT.

Introduction

The well-being of an individual encompasses the individual's cognitive, behavioural and emotional state. The fostering of dysfunctional behaviour within an individual hinders their normal functioning. The Society for Health Education and Promotion Specialists (SHEPS, 1997) proposes that emotional well-being likewise includes having an uplifting perspective of oneself and others, feeling euphoric and loving. Psychological maladjustments are categorized into clinically identified terms such as depression, anxiety, bipolar disorder, schizophrenia, obsessive-compulsive disorder, post-traumatic stress disorder, and many others.

The psychological disease has been concealed as fiction for a long time but is now a serious problem globally, including in India. WHO have highlighted mental health issues in India to bear the burden of 2443 disability-adjusted life years (DALYs) per 100,000 population; this has triggered the age-adjusted suicide rate per 100,000 population to 21.1. Between 2012 and 2030, USD 1.03 trillion of an estimated loss is expected owing to this grave situation of mental health conditions.

The Mental Health Policy 2014 upholds a participatory and right-based approach to quality service provisions. The Mental Healthcare Act of 2017 provides the legal framework for delivering assistance to protect, promote and fulfil the rights of individuals struggling with mental illnesses. The above policies are tuned in according to the guidance of the United Nations Convention on the Rights of People with Disabilities (UNCRPD).

The National Institute of Mental Health and Neurosciences (NIMHANS), Bengaluru, functioning under the Union Ministry of Health and Family Welfare, conducted the National Health Survey 2015-16. They determined that around 9.8 million young people (13-17 years old) are enduring melancholy and other psychological issues and are in dire need of fervent intercession.

An average of 3 therapists or clinicians are available to assist each 100,000-population suffering from mental health issues here in India. The WHO assessed that around 7.5 per cent of Indians are already dealing with psychological illnesses. In contrast, by the conclusion of 2021, the count shall engulf 20 per cent of the population in India. The surveys even portray the scenario where 56 million Indians suffer from sadness and 38 million combat nervousness problems.

Review of Literature

Mental health is an essential component of total health, which can be defined in at least three ways: as the absence of sickness, as a state of the organism that allows it to fulfil all of its tasks, or as a state of balance within and between oneself and one's physical and social surroundings (Bhugra *et al*., 2013) [4].

Mental health comprises psychological, emotional and social well-being (Harandi *et al*., 2017) [10]. It impacts how we think, feel, act, deal with stress, make decisions, etc. Mental health is vital at all stages of life, including childhood, adolescence, and maturity (Slade, 2010) [22]. Physical and psychological health are inextricably linked, as they directly and indirectly influence one another (Conversano *et al*., 2010) [7]. Various factors play an important role in affecting the mental health like feeling of loneliness or isolation, biological factors, chemical abnormalities, adverse life experiences (Mushtaq *et al*., 2014) [18].

Mental illnesses cause changes in emotion, thought, or behaviour (or a combination of these) (NCBI Bookshelf, n.d.). Mental illness can be managed. Mental illness has no gender, age, geography, social status, income, background, race/ethnicity, religion/spirituality, sexual orientation, or another component of cultural identification; it can impact anyone (NCBI Bookshelf, n.d.). While mental illness can strike at any age, three-quarters of all cases begin before 24 (Kessler *et al*. 2008).

Mental diseases can be categorized based on severity, i.e., moderate or severe (Zimmerman *et al*., 2018) [31]. Some conditions, like specific phobias (abnormal fears), are reasonable and only have a minor impact on daily life, e.g., Hydrophobia, Claustrophobia, and Globophobia. A severe mental illness is deined as a mental, behavioural, or emotional change that causes significant functional impairment in one or more essential living activities and may necessitate hospitalization. It includes anxiety, depression, and post-traumatic stress disorder (PTSD). Other disorders are schizophrenia, bipolar disorder, obsessive-compulsive disorder (OCD), and generalized anxiety disorder (NCBI Bookshelf, n.d).

Over the Top is a movie and television content platform delivered over a high-speed internet connection rather than through a cable or satellite provider.

The Over the Top (OTT) Market was valued at USD 101.42 billion in 2020 and is expected to grow to USD 223.07 billion by 2026, with a CAGR of 13.87 per cent between 2021 and 2026. (Gupta & Singhania, 2021) [9]. The introduction of more than 40 enterprises in only three years demonstrates the enormous potential of the OTT market in the future. At least four of every five smartphone owners in India watch content on at least one OTT app (Davey & Davey, 2014) [8]. According to a poll, Amazon's Prime Video, Netflix, MX Player, Hotstar and Zee5 lead the Indian OTT video content industry. The top five metro cities in Indiaccount for 55 per cent of all OTT video subscribers, while Tier one urban communities account for another 36 per cent (Starosta & Izydorczyk, 2020).

According to a report by the World Advertising Research Center (WARC) based on information from the mobile trade association GSMA, by 2025, more than 1.3 billion people will have access to the internet via smartphone and personal computer. India had 451 million monthly active Internet users at the end of 2019, with a projected increase to 666.4 million by 2023. In addition, India's rural population, which accounts for more than 70% of the country's overall population, lacks access to the internet. As a result, there is an excellent chance for expansion, which will further contribute to the growth of OTT.

OTT (Over-The-Top) digital apps gradually substitute traditional media channels such as television and cinema (Puthiyakath & Goswami, 2021) [20]. The primary reason why a more significant number of people are accepting OTT is that it bypasses broadcast, cable, satellite, and other platforms, which generally operate as a regulator, allowing more freedom to the content available.

Jio brought a revolution in the entertainment industry and gave access to unlimited data resulting in a sudden spike in consuming web series and movies over online platforms due to cheap data packs with better connectivity (Mishra Shivam Vyas, 2018) [15]. OTT is not regulated by the government, giving full access to content that the youth of the new generation can relate to by breaking all the stereotypical mentality of society. OTT provides the consumer with complete freedom and control to choose from various genres, the absence of commercial ads in between movies or series, and the availability of content free of cost (Moochhala, 2018) [17].

The censor board regulates films, and it will never give a green signal to any content which is politically oriented, adult content, dark, controversial, etc. (Deshpande *et al*., 2020). Also, the rise of OTT can be attributed to the fact that the market is filled with smartphones which can support digital media, allowing individuals to enjoy content from all over the world (Sundaravel & Elangovan, 2020) [25]. Almost 90% of youth watch movies and web series on mobile, followed by laptop and then Smart T.V. (Deshpande *et al*., 2020).

The proliferation of internet-enabled mobile phones, personalization of content, and affordability are all essential elements fueling the growth of the VoD business in India (Mobile Phone and Web 2.0 Technologies for Weight Management: A Systematic Scoping Review Multimedia Appendix 2-Codebook and Categorisation Tool Procedure, n.d.). On average youth of India spends almost 6.2 hours watching movies or series on OTT daily (Saini, 2020).

Inadvertently, OTT impacts youth directly or indirectly at various levels, which is usually not given much attention.

A study was conducted on the Navi Mumbai students, and most agreed that OTT negatively impacted them. (Deshpande *et al*., 2020). Web series present in OTT is designed so that it becomes tough for the individual to stop after the completion of one episode, which has affected their academic performance (Wagh *et al*., 2022). The individual is well aware that a lot of time will be wasted if he continues to watch the series, but the power of the web series rules over his own will, and he ends up spending hours watching it. Also, eyesight problems are a significant issue among the youth of the new generation, and a considerable role is played by blue lights coming out of mobile phones and laptops

(Zhao *et al*., 2018) [30]. Insomnia is also a significant problem in the youth involved in constantly binge-watching web series.

The consequences of watching a series unknowingly affect an individual's mind and judgement power. Series or movies change individuals' behaviour, belief, opinion or faith towards life (Kubrak, 2020) [14]. It also influences an individual's emotions, perceptions, and attitudes toward each other and life.

The genre a youth prefers to watch in OTT also plays a vital role in deciding their judgement skills (Sinha, 2020) [21]. Comedy, romantic, action, rom-com, horror, thriller, etc., are some common genres among youth. The problem arises when individuals forget the fine line between the reel and natural worlds and start associating both. Youths have a pre-decided notion about love, which is greatly influenced by the romantic stories they view in series or movies (Sinha, 2020) [21]. The idea of love shown in series or movies is entirely different from real love. Similarly, the youth easily imitate the aggressive, smoking or drinking scenes resulting in the child going in the wrong direction (Sinha, 2020) [21].

Objectives

1. To study the behavioural change and temper of an individual.
2. To understand the most popular genre youth prefers and its impact on critical skills.
3. To understand the reason behind such growing demand for OTT among youth.
4. To understand the role of OTT as a medium of causing depression and anxiety episodes.

Research Methodology
Survey Design
Participants
The study is based on both primary and secondary research. An online survey was conducted in January 2022. After doing a detailed literature study, a comprehensive questionnaire was prepared and circulated with the use of different social media channels (e.g., WhatsApp); with the inclusion of all the factors required to gather data, the questions were designed understandably and respond friendly. The survey was aimed to circulate among people with different demography who were more exposed to OTT media.

Table 1: Descriptive Data

		Number of respondents	Percentage
Age			
	11-17	9	2.9%
	18-24	266	85.3%
	25-31	32	10.3%
	32-38	1	0.3%
	39-45	1	0.3%
	46-52	3	1.0%
Gender			
	Male	161	51.6%
	Female	151	48.4%

Measures
As a measure five-point The Likert scale was adopted to check the different levels of satisfaction, agreement and disagreement, respectively, for understanding the interest captured by OTT media; the scale was used as 1(Not at all) to 5(very much), the same way the rating scale was used to check the genre and OTT platform preferred. In this manner, all the factors were examined to get information about the concerned variable. Respondents were screened initially based on awareness about OTT platforms and the actual use of OTT media, as the research study was concerned with OTT users and their mental health. So, 285 respondents were taken out of 313 individuals who were aware of the OTT platforms

and actually active on OTT media.

Drivers of OTT
Different variables which are attracting people towards OTT were analyzed. And it was found that the affordability of the subscription plays a significant role (66%), followed by ease of viewing across devices (18%) and flexible subscription model (11%); other variables are comparatively less influencing to use of OTT as an entertainment platform.

The variables which are attracting people's interest toward OTT are considered as stated variables, and the derived variable is time spent on the OTT (taken on a percentage scale).
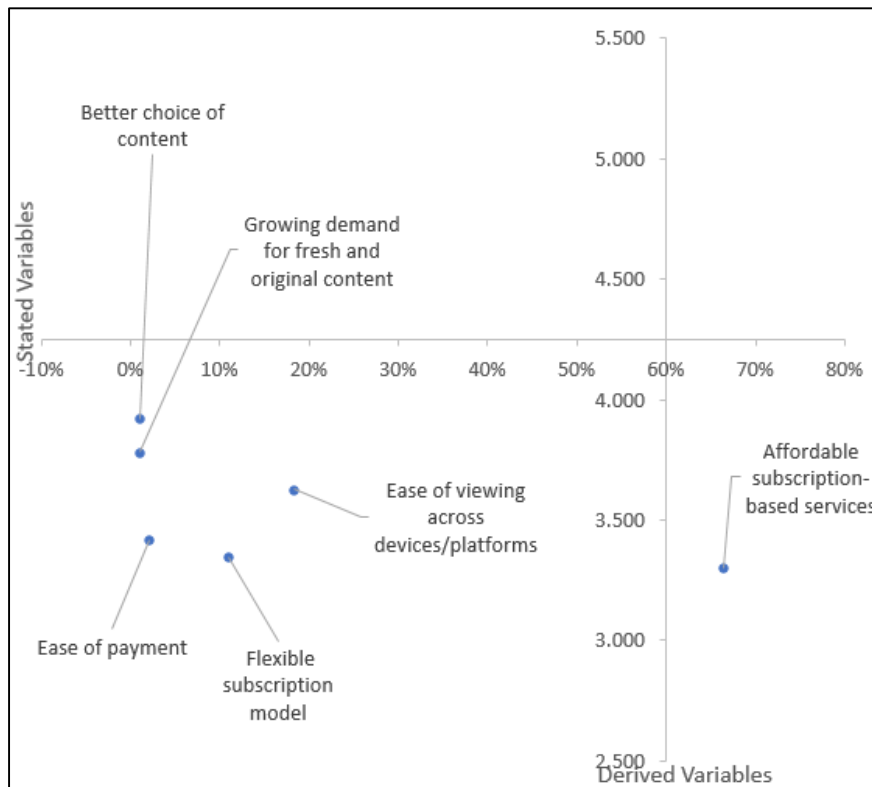
Fig 1: Drivers of Over-the-Top

Data Analysis

The study's main focus was on OTT users' mental health, so the main factors that affect the user's mental health were identified using different observed variables. The variables in the dataset were grouped using principle component analysis, and variables with a loading value of (>0.6) were considered significant. The variables with the highest loading value represented each component factor.

Before factorization, the KMO (Kiser-Mayer-Olkin) test was done to see if the sample was good enough for factor analysis. The result was 0.849, which means the model is sufficient for factor analysis. Bartlett's test of sphericity was also done to check the redundancy of the data. The value was found to be correct (>0.5) with a significant p-value of 0.000 (0.05), which shows that factorization can be done on sample data- Table II.

Table 2: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.849
Bartlett's Test of Sphericity	Approx. Chi-Square	6053.024
	df	465
	Sig.	.000

The output obtained from factor analysis shows that the data has a commonality of more than 0.5, stating more than 50% of the variance of the data. It also found that the data has five significant variables, which have sign values more than 1.0 (>1), which allowed us to go for a further in detail analysis of the factors generated, as mentioned in Table III.

All of the experiments above were conducted using IBM SPSS V23 software. To confirm the factorization of the data, a confirmatory factor analysis was performed in IBM AMOS V23 software, and structural equation modelling was conducted according to the previously hypothesized model to examine the relationship between the various derived factors that are believed to be the cause of mental health disturbance. To evaluate the dependability of these criteria, Cronbach's α (Table IV) test was performed, and values signify a satisfactory level (>0.5) (Taber, n.d.), and this also means that the grouping done for factorization by principle component analysis are closely related to the each other. Hence a green light to go for the structural equation modelling (SEM) on the determined data set. After performing PCA and factorization, to prove that hypothesized model is a perfect fit, it has been drawn AMOS graphics, all endogenous and exogenous variables were arranged appropriately, and error factors were required to use with endogenous variables. Eventually, all the variables were connected by using arrows to test the hypothesized research theory. After calculating estimates, the factor loading number is inspected by hand, and the model's fit is evaluated using the following statistics: CFI (Comparative Fit Index) ((Xia & Yang, n.d.)), RMSE (Root Mean Square Error), and TLI (Tucker Lewis Index) ((Cai *et al*., 2009)). Ideally, the values should be close to the standards to achieve a good fit.

Table 3: Component Pattern Matrix[a]

	Component				
	1	2	3	4	5
Driving factors					
Flexible subscription model	0.862				
Ease of viewing across devices	0.848				
Improved connectivity	0.842				
User-friendly interface	0.840				
Better choice of content	0.826				
Fresh content available	0.818				
Affordable subscription	0.811				
Ease of payment	0.785				
Emotional Connect with platforms					
Netflix		0.905			
Prime videos		0.895			
Alt Balaji		0.894			
Mx player		0.862			
Voot		0.832			
Sonyliv		0.830			
Hotstar		0.668			
Behavioural Change					
Aggression			0.851		
Loss of temper			0.844		
Frustration			0.839		
Distraction			0.740		
withdrawal			0.718		
Emotional changes			0.692		
Interest captured by genre					
Action				0.950	
Horror				0.939	
Drama				0.904	
Psychological impact of genre					
Anger					0.817
Fear					0.801
sadness					0.763
Enjoyment					0.723
Extraction Method: Principal Component Analysis.					

Table 4: Descriptive Statistics

	N	MEAN	Std. DEVIATION	CRONBACH'S α
TENDENCY FOR **OTT**				**0.94**
TFO1	285	3.30	1.40	
TFO2	285	3.63	1.35	
TFO3	285	3.35	1.38	
TFO4	285	3.42	1.41	
TFO5	285	3.92	1.33	
TFO6	285	3.78	1.30	
TFO7	285	3.60	1.31	
TFO8	285	3.68	1.32	
BEHAVIOURAL CHANGE WITH TIME				**0.87**
BCT1	285	3.30	1.44	
BCT2	285	2.77	1.40	
BCT3	285	2.52	1.42	
BCT4	285	2.44	1.40	
BCT5	285	1.85	1.23	
BCT6	285	2.34	1.38	
PSYCHOLOGICAL CHANGE WITH GENRE				**0.62**
PIG5	285	2.89	1.40	
PIG6	285	2.78	1.31	
PIG7	285	2.65	1.42	
PIG8	285	3.08	1.37	

INT... *Factors influencing and Tendency to go for OTT*				*Psychological impact with Preferred genre to watch on OTT*	.29
IC1		285	3.14		
IC2		285	3.13	1.46	
IC3	*Behavioural Change with Time Spent on OTT*	285	3.13	1.34	
EMOTIONAL CONNECT					0.93
OE3		285	4.37	1.15	
OE4	*Emotional Attachment with OTT shows and its impact*	285	3.86	*Interest Captured by OTT platforms*	
OE5		285	3.88		
OE6		285	3.56	1.42	
OE7		285	3.93	1.43	
OE8		285	3.45	1.51	
OE9		285	3.48	1.50	
VALID N (LISTWISE)		285			

In the above exploratory hypothesized model (Figure II) the behavioral changes (Irritability and restlessness, angry outbursts, withdrawing from once pleasurable activities, hostility etc.) which are majorly considered as the primary indication of mental health disturbance ((Ogundele, 2018) [19] whether it leads to Euphoria(positive or Negative) ((Jabs *et al*., 2001) [12] or OCD (Obsessive Compulsive Disorder) towards OTT, is considered as the deciding factor with respect to the time spent on the OTT media while the influencing factor that is engaging people on the OTT is regarded as correlated to time, along with interest captured by OTT over all the stuff people used to do in their free time, and a psychological impact a preferred genre is creating because of emotional attachment factor is supposed to be responsible for behavioral changes occurred among respondents, and on the other hand if we see logically the behavioral change can again itself be responsible for more capturing interest and making people engage on the same note the emotional and psychological factor may get more worse with impact of behavioral change. The same hypothesized model has been checked in AMOS graphics (Figure III), and with some modifications, desired model fit was obtained. The statistical values of the various model fit parameters obtained are Comparative Fit Index (CFI) of 0.889, Root mean square error (RMSEA) of 0.081, and Tucker Lewis Index (TLI) of 0.877. The CFI value indicates that the model has good results to be considered a good model fit. The probability level achieved was also significant (P = 0.000) (Byrne, 2016).
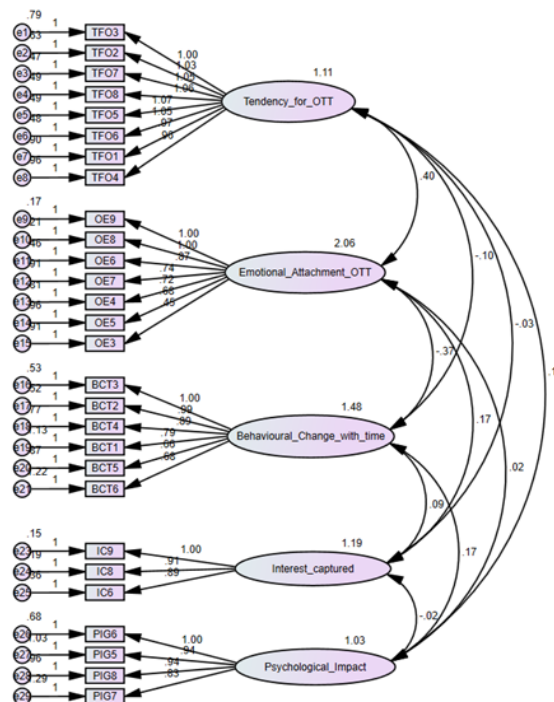

Fig 3: Amos Output

Table 5: Estimates of different factors

			Estimate	S.E.	C.R.	P
Tendency_for_OTT	<-->	Emotional_Attachment_OTT	0.401	0.10	4.05	***
Emotional_Attachment_OTT	<-->	Behavioural_Change_with_time	-0.368	0.11	3.23	**0.00**
Behavioural Change_with_time	<-->	Psychological_Impact	0.165	0.09	1.89	**0.05**

Above results By examining estimates in AMOS, it was determined that Table V was acceptable since there are variables in the table that have a substantial influence on each other (95% confidence; p-value = 0.001; denoted by an asterisk). Similar to table 06, there is a significant association (P = 0.000) between OTT inclination and emotional attachment to OTT. Further, emotional attachment (P = 0.00) and psychological impact (P = 0.05) have a significantly strong relation with change in behaviour concerning time spent on OTT media. It is evident in practical life. If an individual starts spending time on OTT shows, he gets emotionally attached to that show cast on the OTT platform. In reverse, the platform (OTT) compels him to watch the same performance again and thus increase usage; likewise, if an individual spends more time on OTT shows with a specific genre, it does affect typical behaviour. For example, if the shows are violent (crime, harsh language), their behaviour in real life is hostile; or if a person spends more time on genres related to emotions, such as gloomy material, this might alter their normal behaviour. So, with a 95% confidence interval, we can say that increased time spent on OTT can affect an individual's behaviour.

Results
After performing data analysis (Descriptive, PCA, CFA, SEM), we found that the observed variables are significantly correlated, and the grouping was confirmed using factor analysis (Principle component analysis). For performing this, the Eigenvalue KMO and bartlett test are the prerequisites, so completed and significant values were obtained. After performing confirmatory analysis in AMOS, all different statistical outputs were checked and found satisfactory to call it a good model fit. Finally, SEM analysis showed that the factors influencing behavioural changes are significant, with a value >0.05. And this model showed us that spending more time on OTT media can influence people emotionally, leading to psychological changes because specific influence genres and eventually leading to behavioural changes, which can affect the routine life of the individuals.

Conclusion
After analyzing several aspects, it can be clearly stated that OTT and the genre that a youth prefers to watch on it significantly impact their mental health and behaviour. The most preferred OTT among youth was Netflix (33.7%), Hotstar (29.5%), Amazon prime (18.2%), MX Player (11.2%), followed by Voot (4.6%), Sony LIV (1.8%). The factors like the affordability of the subscription (66%), ease of viewing across devices (18%), and flexible subscription model (11%) are majorly influencing the use of OTT as an entertainment platform. Furthermore, it was shown that OTT has both emotional attachments and psychological impacts, hugely affecting individuals' behaviour. It is evident in real life; for instance, if an individual begins to spend time on OTT shows, he becomes emotionally attached to the show that is broadcast on the platform, and in turn, the medium (OTT) compels him to watch the same show again, and thus usage increases; similarly, if an individual begins to spend more time on OTT shows of a specific genre, it does affect routine behaviour; for instance, if the shows are violent (crime, abusing language), their behaviour in real life might be aggressive.

Realizing the effect of OTT on mental health, it is necessary to restrict hours of watch. This new generation's youth must understand that they must face their problems rather than avoid them. They need to talk openly and build a friendly relationship with each other rather than watching web series or movies the whole day.

Also, it is essential to realize the importance of OTT in today's world, where everything is under the censor board. The OTT's content broke society's stereotypical mentality by revealing community truths. Because of the freedom to show OTT content, many path-breaking ranges initiated a conversation among the youth.

Limitations
- The respondent population majorly belonged to the 18-24 (85.3%). It will have been more precise if candidates of all age groups have participated.
- The major driving factor found to be more attractive to respondents towards OTT would have been different if the self-learning age group of respondents were there as most of the respondents were students who are upcoming economy builders.
- The actual data related to time spent on the OTT platforms and mental health would have helped to refine the study.

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