Psychological Impact of Over-the-Top (OTT) Content Consumption: An Experimental Research Analysis

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ABSTRACT

Over-the-top platforms have become a huge source of entertainment and a vast repository of data. With the ability to choose the content and device of their preference, viewers have greater control over their media consumption. However, it is worth noting that some of the content available on these platforms can be explicit, containing elements such as crime, foul language, nudity, and violence. Several studies have shown a correlation between exposure to violent content in movies and television and an increase in aggressive behaviour shortly after.

This study aims to explore the influence of OTT content on the mental health and aggression levels of its viewers. The research examines physiological factors such as mental health and aggression by conducting experiments on viewers and non-viewers of OTT content. The study gathered data from 60 participants from both viewer and non-viewer groups. After collecting data through the standard physiological scale of mental health and aggression, it was analyzed statistically using the t-test and mean to compare the scores obtained by both groups. The t-value and mean value for the overall mental health and aggression showed that OTT content affects the mental health and aggression of viewers.

Keywords: OTT Platforms, OTT content, Physiological Impact, Mental Health, Aggression

Introduction:

The entertainment industry is undergoing a significant transformation with the emergence of Over-The-Top (OTT) content. OTT platforms enable viewers to access video and audio content online without the involvement of ISPs in the distribution or control of the content. The OTT market has revolutionized the entertainment industry by providing viewers with a broad range of content that they can access at their convenience (Busson, Paris, & Simon, 2016). India's digital streaming market has witnessed significant growth in recent years, due to various factors such as changing audience preferences, the rise of video-on-demand platforms, and the availability of affordable internet services. With the introduction of quick and affordable internet services through mobile networks and the general availability of broadband networks, the number of people accessing online content has increased significantly (Deloitte, 2019; Redseer, 2021).

Every medium has its benefits and drawbacks, and OTT is no exception. It is crucial to acknowledge that the Over-The-Top platforms that provide a wide range of content options to users can sometimes contain explicit material. Such content may consist of violent, sexual, or profane language. In recent years, the frequency of web shows depicting explicit content has increased, with some of them being extremely graphic in nature. The rise of web shows featuring graphic violence and sexual content has sparked concern among some viewers. While many

argue that this content is simply a reflection of our changing society (Schramm & Mendelsohn, 2020), others worry that it may be contributing to a desensitization to violence and sexual exploitation. Additionally, some worry that young viewers may be exposed to inappropriate content without proper supervision (Mitra, 2022; KPMG, 2020).

Previous studies have demonstrated that individuals who consume violent media are more likely to act aggressively shortly afterwards (Bushman & Huesmann, 2006). These effects are observed across all age groups, with those who watch violent content being more prone to violent behaviour than those who watch nonviolent movies. The majority of viewers of web series and other digital streaming content are young adults between the ages of 18 and 30, making them more likely to be influenced by the content they consume. Due to their ability to easily connect with the content of web series, young adults are more likely to emulate the actions they see on screen. People may learn to think and behave aggressively from watching such shows (Anderson & Dill, 2000). Additionally, people are more likely to be influenced by things they regularly see, such as scenes of drinking and smoking, which are often featured in web series (Glantz et al., 2015; Gupta & Kaushik, 2023).

"Mental health" refers to an individual's psychological, behavioural, and spiritual well-being, which is influenced by how they think, act, and perceive the world. The American Psychological Association defines "Mental Health as a state of mind characterized by emotional well-being, good behavioural adjustment, relative freedom from anxiety and disabling symptoms, and a capacity to establish constructive relationships and cope with the ordinary demands and stresses of life" (American Psychological Association, 2021). According to the World Health Organization (WHO, 2018), mental health is a state in which an individual realizes their full potential, is able to manage stress in daily life, performs well, and contributes to society. This concept highlights that mental health encompasses more than just mental illnesses or disabilities, and it is essential to maintain good mental health to lead a fulfilling life. Keyes, C. L. (2006) "Emotional health, psychological health, and social well-being are the three components of mental health."

The term "aggression" typically refers to both our own behaviour and that of others. In psychology, aggression is defined as any behaviour that causes harm to another individual. It refers to a broad category of acts that have the potential to cause bodily or psychological harm to oneself, others, or objects. The goal of aggression is to cause physical or mental harm to another person (Berkowitz, 1993). The American Psychological Association defines "aggression as behaviour aimed at harming others physically or psychologically. It is distinguishable from anger in that anger is oriented at overcoming the target but not necessarily through harm or destruction" (American Psychological Association, 2021). Through experimental design, this research aims to examine the physiological factors such as aggression and mental health in both viewers and non-viewers of web series. Anderson, C. A. (2016) "behaviour intended to harm another person who does not wish to be harmed. Thus, hitting, kicking, punching, stabbing, and shooting is physical aggression."

The research study uses quantitative methods to explore the problem. It is divided into three phases. The first phase involves analyzing the content of ten web series to determine the amount of violence and sexual content present in them. In the second phase, a survey was conducted on 240 people randomly selected from Jaipur, Udaipur, and Kota divisions in Rajasthan. The survey aimed to understand people's opinions on web series content, its impact, and censorship. Based on the survey responses, the sample was divided into two categories - web series viewers and non-viewers - with an equal number of respondents in each category. In the third phase, 30 respondents each were randomly selected from both web series viewers and non-viewers categories of the 120-120 respondents for a physiological scale assessment, which measures mental health and aggression. The physiological scale was used to understand the impact of violence and sex. The data collected through the physiological scale was analyzed statistically (Gupta, 2020; Singh & Bhattacharya, 2022).

Theoretical Framework:
The research is based on the Cultivation Theory, which puts forth the idea that media messages can shape the audience's perceptions of reality. According to this theory, individuals who watch web series that contain strong language, violence, and sexual content perceive the world in the same manner as they experienced in the show

(Gerbner, 1998). The Cultivation Theory assumes that individuals who consume a lot of TV content may develop a distorted reality that is not true in real life. TV content often portrays violence at a higher frequency than what individuals experience in their daily lives, leading them to believe that the world is more dangerous and violent than it actually is (Morgan, Shanahan, & Signorielli, 2012). Nabi, R. L., & Riddle, K. (2008), "Cultivation theory is a communications and sociological framework that posits that long-term exposure to media shapes how media consumers perceive the world and conduct themselves in life." The theory suggests that media consumption can shape an individual's beliefs, attitudes, and behaviours, influencing how they perceive themselves, others, and the world around them (Shanahan & Morgan, 2019). Therefore, it is essential to understand the impact of media on individuals and society as a whole, and this research aims to explore the psychological effects of sex and violence depicted in web series on young adults and adults in India.

Statement of the Problem

The rapid growth of digital media platforms, particularly Over-The-Top (OTT) services, has dramatically altered media consumption patterns in India. With young adults and adults increasingly spending substantial time on these platforms, concerns about the long-term negative effects of excessive media exposure have grown. While media consumption has its benefits, the rise of unregulated web series containing violent, sexually explicit, and aggressive content poses significant risks to the mental, social, and psychological development of viewers. This study seeks to investigate the psychological effects of binge-watching web series on young adults and adults in India, focusing on issues related to violence, sexual content, and overall well-being in an unregulated digital media environment.

The objective of the study:
- To understand whether web series influence the perception of young adults and adults regarding the social world.
- To examine the physiological factors such as aggression and mental health in both viewers and non-viewers of web series.
- To identify effective ways for regulating restrictions on web series

Research Question:
- Does internet web series show change the perception of young adults and adults regarding the social world?
- Is web series affecting the mental health and aggression of viewers and non-viewers?
- How to regulate restrictions on web series?

Review of Literature:
This section reviews several significant research studies that have been conducted on media violence and its impact on viewers.
Gruber, E., & Grube, J. W. (2000), in their research on "Adolescent sexuality and the media: A review of current knowledge and implications", stated that multiple theories had been suggested to explain how media influences behaviour. They have all predicated on the premise that more media exposure promotes accepting the values, views, and behaviours depicted, especially when those values, beliefs, and actions are reinforced or are not accompanied by negative repercussions. The research on media exposure to violent content supports these viewpoints. Sexual behaviour, on the other hand, may not be as quickly learned through observation and imitation as hostility or violence. Research on television alcohol commercials and adolescent alcoholism has also had favourable results. According to the findings, casual exposure to alcohol commercials did not affect alcohol consumption. Instead, the impact of alcohol commercials is determined by how much youth like and pay attention to them.

Anderson, C. A., Berkowitz, L., Donnerstein, E., Huesmann, L. R., Johnson, J. D., Linz, D., & Wartella, E. (2003), in their research on "The influence of media violence on youth", state that media violence enhances the chance of hostile and fierce behaviour. Studies on violent TV and movies, computer games, and music provide

unambiguous proof that media violence increases hostile behaviour in both current and long-term situations. Milder hostility appears to have more consequences than more severe forms of aggressiveness. Low exposure increases physically and vocally aggressive behaviour, as well as hostile thoughts and emotions. Short-term rises are caused by fuelling existing media violence. Aggressive scripting and perceptions increase mental incitement, causing an instinctual desire to mimic observed acts. The long-term consequences of media violence are caused by several learning mechanisms. It leads to the development of enduring aggressive scripts, explanatory schemas, and anger-related views regarding social conduct. It reduces people's unpleasant emotional reactions to violence on a daily basis.

Pandey, C. S. (2014), in his research on "Depiction of Sex and Violence in Hindi Films and Its Impact on the Indian Youth", traced that Sexual conventions, stereotype double standards, and sexual roles are all depicted in entertainment content. These significantly impact the audience's perceptions of sex, body image, and societal conventions. As a result, crime has escalated dramatically from every viewpoint. The issue is worldwide, yet it is necessary to sustain India's social structure, distinct from other countries. People, society, and government institutions should be awakened by social reformers who should compel them to eliminate sexual offences and violence. The educational system must also be overhauled to help minimise danger among young men and women. Representing sexual and crime-related problems in films promotes sexual crime and violence.

The New Light of Myanmar (2015), a news article "The Impact of Watching Violent Movies and Playing Violent Games", stated that violent films affected people. They make the audience feel aggressive and emotional. The homicide sequences in violent films are horrifying and heartless. Some violent films depict a thriller, barbaric torture, cold-blooded murder, or sexual assaults in their tale or episode. People enjoy watching violent films because they are engrossing and have odd stories. According to psychological studies, watching violent movies makes people extra aggressive, but only if they already have an abrasive disposition. Those who watch many violent movies may become angry and unkind as the violence moulds their thoughts in the movies.

Anderson, C. A. (2016), in research on "Media Violence Effects on Children, Adolescents and Young Adults", mentioned that the constant exposure to bloodshed and other aspects of extremely violent content might cause emotional numbing to the pain and grief of others. As a result, desensitisation may result in increased aggression by removing one of the built-in brakes that normally prohibit anger and violence. Additionally, while seeing a victim of violence, the desensitisation effect reduces the likelihood of pro-social, empathetic, and supportive action.

Collins, R. L., Strasburger, V. C., Brown, J. D., Donnerstein, E., Lenhart, A., & Ward, L. M. (2017), in their research paper "Sexual Media and Childhood Well-being and Health," found that exposure to sexual media is closely linked to teenagers' perceptions of gender and sex. This exposure contributes to early sexual activity, increased fertility rates, and a higher risk of sexually transmitted infections (STIs). The study also noted that sexual content on digital platforms is associated with negative attitudes and behaviors, both in those who post the content and those who consume it.

Coyne, S. M., Ward, L. M., Brown, J. D., & Strasburger, V. C. (2018), in their research paper **"Meta-analysis of Mainstream Sexual Media Exposure and Adolescent Sexual Attitudes and Behaviors"**, found that exposure to sexual content in media significantly influences adolescents' sexual behaviors and attitudes, leading to early sexual initiation and more permissive sexual attitudes, with stronger effects noted in boys and white participants.

Vinod S, Koravi MD. (2019), in their research paper on "Analysis Of Various Effects Of Web Series Streaming Online On the Internet On Indian Youth", conclude that web series affect the aggressive behaviour and language of the viewers. The drinking and smoking activities of young people are also increasing. These series are more popular forms of amusement than exercise. Adolescents are inclined to become overweight, depressed, and have visual difficulties. Finally, it is clear from the research that web series impact young people's mental and physical health.

Ahuja, R. (2020), in his research paper "A Study of the Effects of Web Series & Streaming Content on Indian Youth," found that 33.3% of respondents believed that web series and digital content have psychological effects on youth, while 27.6% disagreed. Interestingly, 39% were unsure about the psychological impact. When asked about being influenced by depictions of alcohol, smoking, or drugs in web series, only 2% of respondents admitted to being influenced, while a majority of 84.8% said no. However, 13.3% acknowledged occasional temptation after exposure to such content in web series or other digital media.

Saeed, M., & Ali, F. (2021), in their study "Consumption of Sexually Explicit Content through Web Series and Emerging Adults' Sexual Objectification: An Empirical Study," found a high correlation between media exposure and sexual objectification. The study indicated that exposure to web series is strongly linked to men's distancing and derogatory comments toward women, with a moderate association with degrading and objectifying women. The media, through sexual objectification, encourages certain male behaviors, although many men remain unaware of the harm it causes. The study also divided women into groups of low and high objectification, concluding that media significantly shapes male attitudes, particularly in relation to perceptions of unattractive women.

Khan, S., & Patel, R. (2022), in their study "Impact of Violent Content in Web Series on Adolescent Behavior," found that exposure to violence in web series increases aggressive tendencies and desensitizes young viewers to violence. Their findings support previous research linking media violence with increased aggression and decreased empathy.

Gupta, A., & Rajput, S. (2023), in their study "Psychosocial Effects of Web Series on Indian Youth," noted that excessive consumption of web series featuring violent and explicit content is correlated with increased social isolation, anxiety, and depression among young adults. The study also highlighted that the glorification of harmful behaviors like drug use in web series negatively affects the social development of viewers.

Smith, A., Johnson, M., & Carter, R. (2024), in their paper **"Long-term Effects of Early Exposure to Sexually Explicit Media on Risky Sexual Behaviours in Emerging Adulthood"** published in **PLOS ONE**, explored how early exposure to sexually explicit media in adolescence is linked to risky sexual behaviours, such as early sexual debut and inconsistent condom use, with variations seen across different populations and cultural contexts.

Research Methodology:

Research Methods

The study is experimental research because it examines the impact of web series on Mental Health and Aggression in both viewers and non-viewers. This study uses a quantitative research approach, utilizing the survey research method and quantitative content analysis. To determine the depiction of violence and sex in web series, quantitative content analysis is employed. For this purpose, ten web series have been examined, and coding has been done to measure the frequency of violence and sex scenes. The coding has been done following a comprehensive review of the existing literature on media violence and its impact. The primary data was collected through online questionnaires and standardized psychological scales of Mental Health and Aggression. The tools used for data collection were the Mental Health Inventory by Dr Jagdish and Dr A.K. Srivastav and the IIP Aggression Scale by Dr. Kranti K. Srivastava. The selection of these tools was based on an extensive review of relevant literature to ensure reliable and accurate results.

Description of the Tools:

Mental Health Inventory

The Mental Health Inventory (MHI) developed by Dr. A. K. Srivastava and Dr. Jagdish in 1983 used as the tools to measure mental health. The MHI comprises six dimensions. The scale contains 56 statements, each with four response options. The reliability coefficient of the inventory was r=0.73, and the validity coefficient was .54. The tool was administered in printed form, and individual scores were calculated based on the responses.

IIP Aggression scale

The IIP Aggression Scale is a tool developed by Kranti K. Srivastava in 2015 to measure aggression levels. The scale contains 30 statements related to behavioural responses in different situations. Each statement has six response options. The reliability of the scale was determined using the split-half method, with a correlation

coefficient of .79 to .82. The test-retest reliability coefficient was .78, and the validity coefficient was .71. The scale was administered in printed form, and individual scores were calculated based on the responses using a scoring procedure.

Variables of the Study:

Independent Variables

1. Web series Viewership

i. Viewer

ii. non-Viewer

2. Age

i. Young Adults

ii. Adults

3. Sex

i. Male

ii. Female

Dependent Variables

1. Psychological factors:

i. Mental health

ii. Aggression

Research Sampling and Sampling Techniques:

To ensure that the sample for the mental health and aggression tests was representative of the population, the research used stratified random sampling based on web series viewing habits. The study gathered data from 30-30 participants from both viewer and non-viewer groups.

Data Analysis:

To analyze the data collected through the aggression instrument and the mental health inventory, relevant statistical methods were used. Mean and standard deviation were used to characterize and interpret the data. To investigate the impact of web series on viewers and non-viewers, the mean scores of the two groups were compared, and the results were analyzed using the t-test. The reliability coefficients for the mental health inventory and the aggression scale were determined using the split-half and odd-even methods. Additionally, the coefficient of correlation was computed for the aggression scale.

Presentation, Interpretation and Analysis of Data:

Demographic Profile of the Respondents

Table: 1 Age-wise distribution of respondents

Age Group	Viewer		Non-Viewer		Total	
	Number	Percent	Number	Percent	Number	Percent
Young Adults (18-29 year)	105	87.50	78	65.00	183	76.25
Adults (30-50 year)	15	12.50	42	35.00	57	23.75
Total	120	100.00	120	100.00	240	100.00

Age-wise distribution of respondents
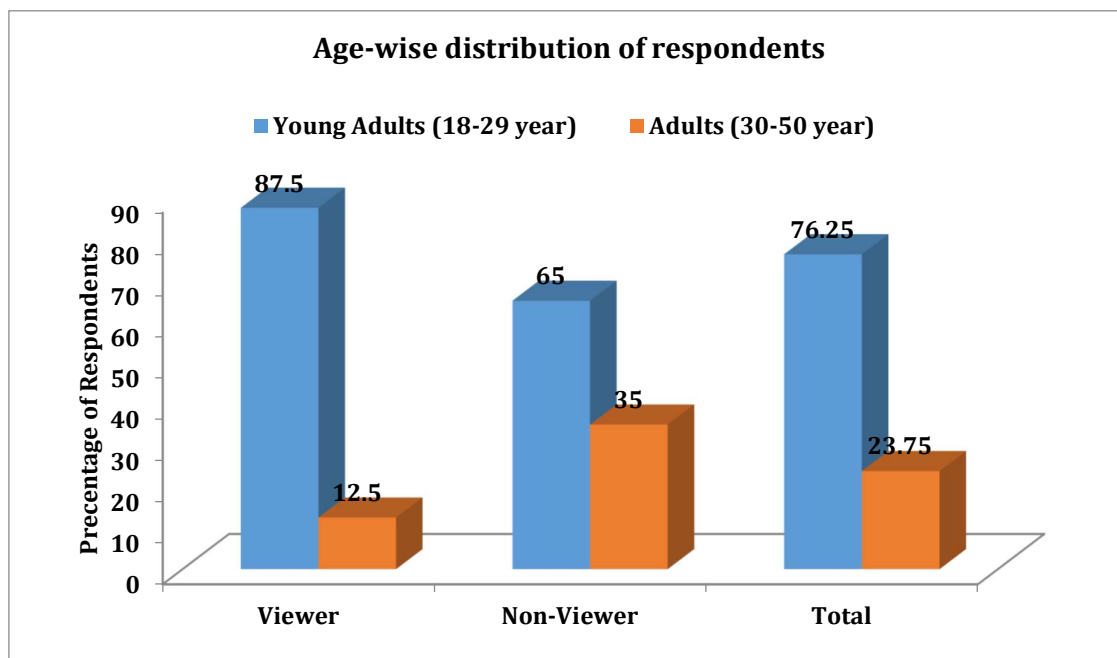
According to the statistics provided above, the majority of people, 76.25%, are between the ages of 18 and 29, followed by 23.75% of respondents between the ages of 30 and 50 years. Interestingly, 87.50% of the respondents were young adults who watch web series, while only 12.50% were adults who watch web series. On the other hand, 65.00% of the respondents were young adults who do not watch web series, while 35.00% were adults who do not watch web series.

Table: 2 Gender-wise classifications of respondents

Gender	Viewer		Non-Viewer		Total	
	Number	Percent	Number	Percent	Number	Percent
Male	86	71.67	79	65.83	165	68.75
Female	34	28.33	41	34.17	75	31.25
Total	120	100.00	120	100.00	240	100.00

Gender wise classification of Respondents

■ Male ■ Female
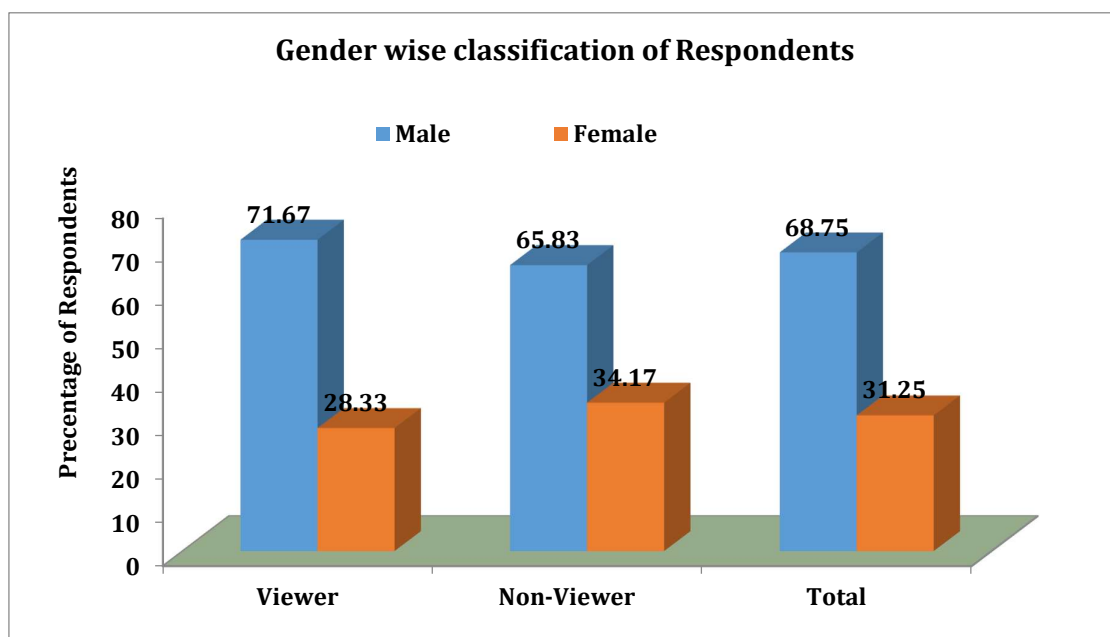
The research's sample size was 240, with 68.75% males and 31.25% females. 71.67% of male respondents reported as web series viewers, while only 28.33% of females did. Conversely, 65.83% of males were non-viewers, while only 34.17% of females were non-viewers.

Table: 3 Respondent's educational qualifications

	Viewer		Non-Viewer		Total	
	Number	**Percent**	**Number**	**Percent**	**Number**	**Percent**
Up to Secondary	6	5.00	4	3.33	10	4.17
Higher Secondary	26	21.67	18	15.00	44	18.33
Graduate	43	35.83	54	45.00	97	40.42
Post Graduate	43	35.83	42	35.00	85	35.42
Vocational training	1	0.83	1	0.83	2	0.83
Other	1	0.83	1	0.83	2	0.83
Total	120	100.00	120	100.00	240	100.00

Respondent's Educational Qualifications
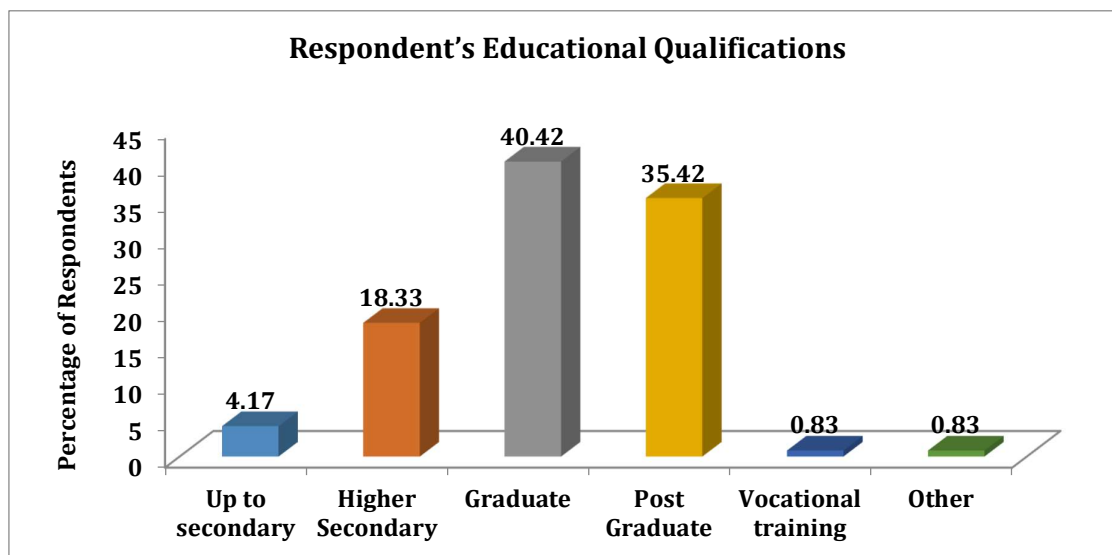
The majority of web series viewers, 71.67%, held a degree such as graduate (35.83%) or postgraduate (35.83%). 21.67% were higher secondary, and 5.00% were up to secondary, while 0.83% were in vocational training, and 0.83% were classified as other. The majority of web series non-viewers, 80.00%, held a degree such as graduate (45.00%) or postgraduate (35.00%). 15.00% were higher secondary, 3.33% were up to secondary, 0.83% were in vocational training, and 0.83% were classified as other.

Table: 4 Distribution of respondents on the basis of profession

	Viewer		Non-Viewer		Total	
	Number	**Percent**	**Number**	**Percent**	**Number**	**Percent**
Student	64	53.33	55	45.83	119	49.58
Working Professional	42	35.00	55	45.83	97	40.42
Government Employee	6	5.00	0	0.00	6	2.50
Home Maker	0	0.00	5	4.17	5	2.08
Business	8	6.67	5	4.17	13	5.42
Total	120	100.00	120	100.00	240	100.00

Respondent's Profession
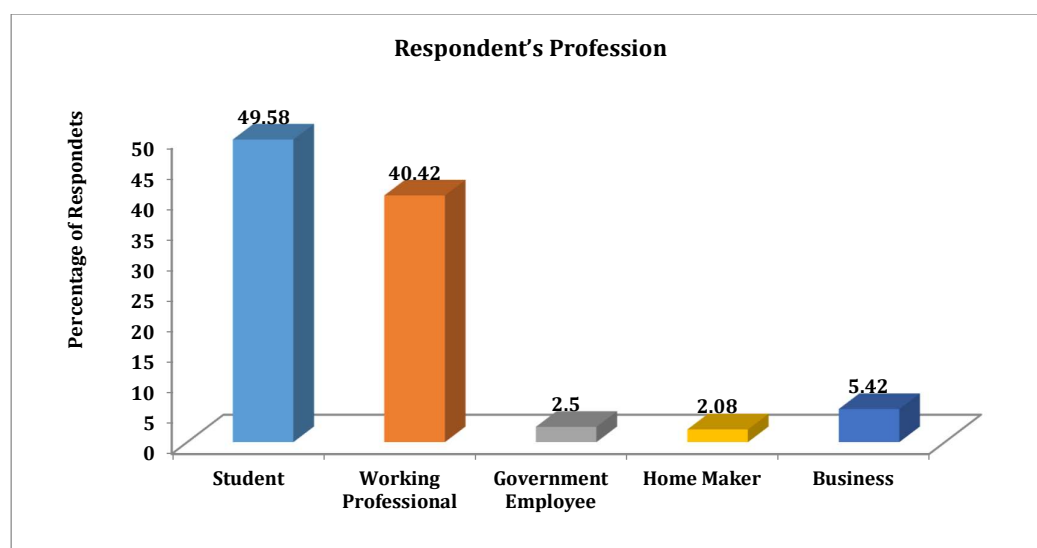
The majority of respondents, 49.58% as students, 40.42% as working professionals, 5.42% are in business, 2.50% as government employees, and 2.08% as homemakers. Of the majority of web series viewers, 53.33% as students,

35.00% as working professionals, 6.67% are in business, and 5.00% as government employees. Interestingly, no homemakers were reported as web series viewers. The majority of web series non-viewers, students (45.83%) or working professionals (45.83%). Homemakers (4.17%) and businesses (4.17%) were the next most common professions among non-viewers, while no government employees reported as non-viewers of web series.

Question-based on psychological factors:
The psychological aspects mental health and levels of aggression of both the viewer and non-viewer respondents are included in this section.
Mental Health
A standardized Mental Health Inventory developed by Jagdish and A.K Srivastava was used to evaluate the mental health of the viewers. The inventory comprised 56 items, with scores ranging from 56 to 224. Scores below 140 indicate poor mental health, while scores above 140 indicate good mental health. The six dimensions of the inventory are positive self-evaluation, perception of reality, integration of personality, autonomy, group-oriented attitudes, and environmental mastery.

Table: 5 Reliability Co-efficient of Mental Health

S. No.	Dimensions of M. H.	Reliability Index	
		Viewer	**Non-Viewer**
1	Positive Self Evaluation	-0.15	-0.35
2	Perception of Reality	0.30	0.00
3	Integration of Personality	0.47	0.44
4	Autonomy	0.18	-0.31
5	Group Oriented Attitudes	-0.06	-0.24
6	Environmental Competence	0.52	0.78
7	Over All	0.49	0.30

The reliability of the Mental Health Inventory (MHI) was determined using the split-half method with the odd-even procedure for all dimensions of mental health and overall. The reliability coefficient values for each dimension ranged from -0.06 to 0.78. The Environmental Competence dimension had the highest reliability coefficient for both the viewer and non-viewer groups. The overall reliability coefficient value was 0.49 for viewers and 0.30 for non-viewers.

Table: 6 Comparative Difference between the groups on their levels of Mental Health Score
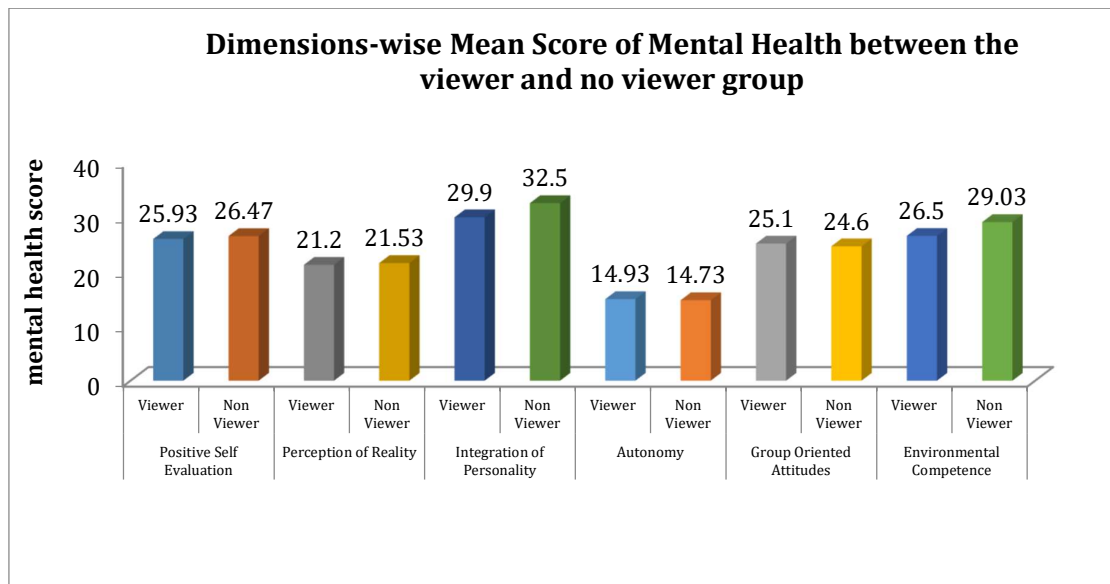
Level (Score)	Viewer Respondent		Non-Viewer Respondent	
	No.	**percent**	**No.**	**percent**
High (168-224)	0	0	0	0
Moderate (112-168)	30	100	30	100
Low (56-112)	0	0	0	0
Score Lower Than 140	12	40.0	2	6.67
Score Higher Than 140	18	60.0	28	93.33

The table shows the perceived responses of respondents who were not viewers and viewers about the level of mental health. The chart indicates that a whole 100% of viewers and a full 100% of non-viewers reported having a moderate mental health status. As previously noted, a score of less than 140 denotes poor mental health. The data reveals that 40% of viewers and just 6.67% of non-viewers had scores below 140. In addition, 93.33% of non-viewers scored higher than 140 points, compared to 60% of viewers who scored higher than 140 points. According to the study, those who watch web series are more likely to have viewers who scored lower than 140, which is indicative of poor mental health. Although most non-viewers received scores more than 140, indicating

that they have strong mental health. The outcome shows that viewers' mental health is impacted by web series. It is also evident from the statistics above that web series have a psychological impact on the viewers of web series on the mental health factor.

Table: 7 Mean, SD and t-values between the group of Viewer and Non-Viewer Respondents on overall mental health scores and dimensions-wise

S. No.	Dimensions of M. H.	Group	Mean	SD	t Value	p-value
1	Positive Self Evaluation	Viewer	25.93	2.61	-0.84	0.40
		Non-Viewer	26.47	2.30		
2	Perception of Reality	Viewer	21.20	2.59	-0.58	0.57
		Non-Viewer	21.53	1.83		
3	Integration of Personality	Viewer	29.90	4.33	-2.65	0.01
		Non-Viewer	32.50	3.18		
4	Autonomy	Viewer	14.93	1.93	0.43	0.67
		Non-Viewer	14.73	1.66		
5	Group Oriented Attitudes	Viewer	25.10	2.23	0.98	0.33
		Non-Viewer	24.60	1.67		
6	Environmental Competence	Viewer	26.50	3.78	-2.59	0.01
		Non-Viewer	29.03	3.81		
7	Over All	Viewer	143.57	10.25	-2.26	0.03
		Non-Viewer	148.87	7.71		

Dimensions-wise Mean Score of Mental Health between the viewer and no viewer group

The finding shows that there is a noteworthy distinction in the Integration of Personality aspects in the current study between the viewer and non-viewer groups. The mean of the non-viewer group was higher than the mean of the viewer group, indicating that non-viewers have a more well-behaved, enjoyable, integrated, and value-

oriented attitude, resulting in higher mental health compared to viewers.

The viewer's mean and standard deviation on the Environmental Competence dimension were 26.50 and 3.78, respectively, whereas the non-viewers were 29.03 and 3.81. It was discovered that the t-value for this dimension was -2.59. There are notable distinctions between the groups of viewers and non-viewers in terms of environmental competency. The Mean, SD, and "t" values in Table 7, which unambiguously show non-viewers are better at working and playing, accepting responsibility, and satisfying situational needs, also imply a substantial difference in this aspect of mental health. They were raised in a different environment than the viewer group, they have better mental health than their opponents due to their adjustment capacity.

According to the present study, there are no significant distinctions between the groups of viewers and non-viewers in terms of positive self-evaluation, perception of reality, autonomy, and group-oriented attitudes.
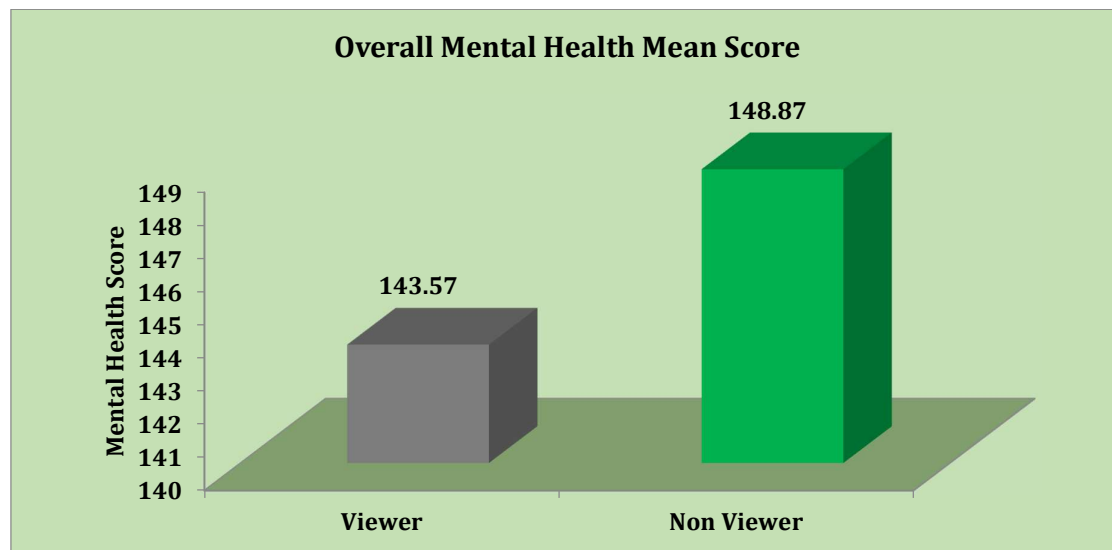
According to the data, the mean and SD for viewers were 143.57 and 10.25, while for non-viewers they were 148.87 and 7.71. The T value came out to be -2.26, suggesting a significant difference in general mental health between the two groups. Interestingly, those who do not watch web series seem to have better overall mental health, as evidenced by the figure. The mean, SD, and t-values all indicate a significant difference in total mental health, with non-viewers having a higher mean than viewers. This implies that non-viewers are experiencing more sound mental health due to their integrated and value-oriented attitudes, as well as their efficiency in meeting situational requirements.

Aggression

To measure aggression in the viewer and non-viewer groups, Kranti K. Srivastava's (2015) aggression scale was utilized. The scale includes 30 statements, each of which has six options.

Reliability of Aggression

**Table: 8 Reliability of Aggression Viewer and Non-Viewer Respondents**

		No.	Coefficient of Correlation (r)	Spearman's brown Prophecy (RTT)
Aggression	Non-Viewer	30	-0.39	0.56
	Viewer	30	0.15	0.26

To assess the reliability coefficient, the Aggression scale was administered to 30 viewers and 30 non-viewer respondents, and the reliability coefficient was calculated using the split-half and odd-even methods. The split-half reliability was calculated, and the correlation coefficient was -0.39 for non-viewers and 0.15 for viewers. Additionally, the Spearman-Brown prophecy was applied to calculate the correlation of the entire group, resulting

in a calculated value of 0.56 for non-viewers and 0.26 for viewers.

Table: 9 Aggression Difference between Viewer and Non-Viewer Respondents

		No.	Mean	SD	t Value	Co-efficient of Correlation
Aggression	Non-Viewer	30	67.67	10.26	-4.08	-0.36
	Viewer	30	84.20	19.67		

Mean score of Aggression level
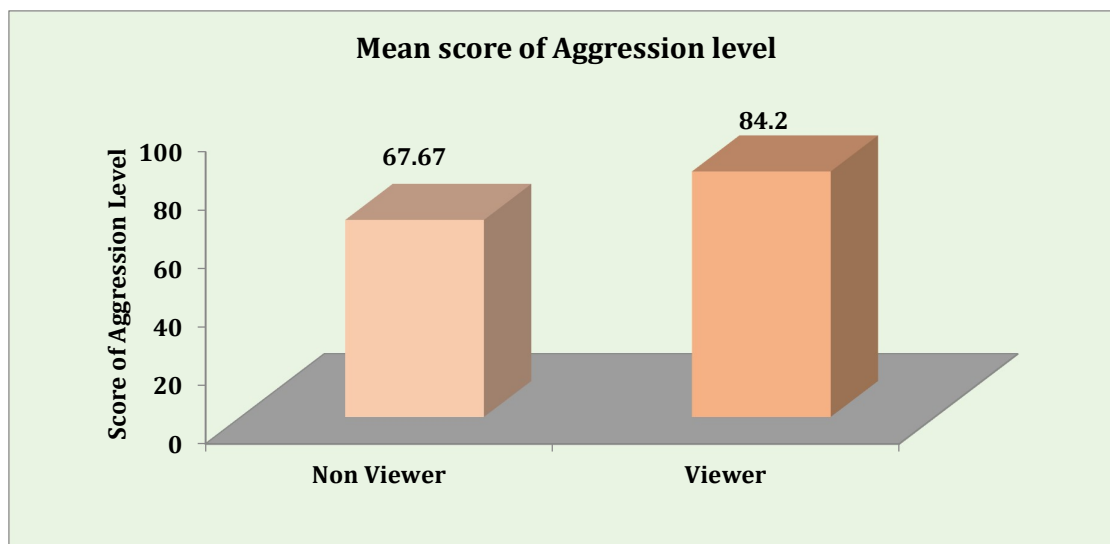
As per the study, the mean and standard deviation scores for viewer and non-viewer groups were also calculated. The mean score for viewers was 84.20, and the standard deviation was 19.67. The mean score for non-viewers was 67.67, and the standard deviation was 10.26. The t-value and correlation coefficient were also calculated between the two groups, and the calculated t-value was -4.08, indicating a significant difference between the groups. The mean score of viewers was higher than that of non-viewers, suggesting that the aggression level of viewers was higher than that of non-viewers of web series. This implies that web series have an impact on viewers and affect their aggression. The calculated coefficient of correlation was -0.36, indicating a moderate level of correlation.

Conclusion:
- The overall mental health t-value was -2.26, indicating a significant difference between viewers and non-viewers. The mean values show that non-viewers have better overall mental health than viewers of web series. These findings suggest that web series have an impact on the mental health of viewers.

- The study shows that web series have an impact on viewers and affect their aggression. The t-value for aggression was -4.08, indicating a significant difference between viewers and non-viewers. The mean score of viewers is higher than the mean score of non-viewers, suggesting that the aggression level of viewers is higher than non-viewers of web series. The Coefficient of Correlation was -0.36, indicating a moderate level of correlation.

The findings show that 95.83% of respondents reported that web series have an impact on the viewers. The research depicts that online series frequently portray sex and violence elements. The study identified sexual scenes, nudity, and violence as the three main negative aspects represented in web series. The content of the web series does feature violence, as 79.17% of viewers stated that they watched violent content in the web series. The majority of viewers, 55.83%, mentioned that they watched Verbal Abuse in the web series, followed by Sexual

Violence with 50.00%. It indicates that web series contain all types of violence, although verbal abuse and sexual violence are the most commonly depicted types of violence.

Respondents noted that the inclusion of violence in web series can have a detrimental effect on the mental health of both young people and adults, and it also increases aggression in viewers. 86.66% of respondents agreed that web series have psychological effects on people. The majority of respondents, 54.17%, stated that young adults & adults are dealing with mental health issues due to web series. 53.75% of respondents believed that web series exposure develops aggressiveness & indiscipline, and 72.08% mentioned that web series exposure makes sleep disorders & unhealthy food habits. While violence and sex are the primary components, there are other factors that also contribute to viewers' mental health and aggressiveness. The psychological test administered to both web series viewers and non-viewers supported this assertion. The test results revealed that web series have an impact on viewers' mental health and aggression.

Scope for Future Research:
With the growing prominence of OTT platforms, there is significant potential for further research in this domain. Future scholars have a variety of important topics to investigate. Some key areas for future exploration include Strategies to address and mitigate negative content in web series, The influence of web series on children and adolescents under the age of 18, Analysing the portrayal of corruption and crime in web series, and examining the psychological effects of web series on viewers, particularly concerning depression and anxiety.

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