

From Shared Screens to Silent Rooms: Exploring the Correlation between Content Overload on OTT Platforms and Social Isolation within Families

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ABSTRACT

The research paper analyzes the complex connection of content overload on Over-The-Top (OTT) platforms to social isolation in families. The research also observed how too much screen time affects family dynamics with an emphasis on its possible impacts on emotional ties and behaviors among individuals. The results underline the importance of interventions that encourage healthy media consumption habits as well as tighten family cohesion. Ethical concerns and consequences associated with the use of OTT platforms are explored in this paper, which reveal a need for moderated screen time to build strong digital age families.

KEYWORDS

OTT Platforms, content consumption, Content Fatigue, Young Adults, Family, Content Overload, Social Isolation, India.

I. INTRODUCTION

1.1. Problem Statement:

Young people are worried about excessive content overload on them through OTT platforms as its wide growth has resulted into over supplying of contents. The convenience and accessibility of content is good but the worry today is the likelihood that young people might get too much media content to consume that it ends up isolating them within their families.

1.2. Research Objectives:

- The research hopes to gain insight on Content Overload on OTT Platforms leading to Social Isolation within families where people are faced with many options that lead to indecision and dissatisfaction. It will concentrate on two major objectives:
- 1. How spending too much time on OTT platforms affects the sense of connection and social interaction among family members, in addition to the issue of whether such experience leads to loneliness among different family members.
- 2. It will also find out if the amount of content consumed through OTT Platforms makes individuals feel tired of them thus causing Content Fatigue.

1.3. Hypothesis:

- **Null Hypothesis (H0):** There is no correlation between Content Overload on OTT platforms leading to Social Isolation within families.
- **Alternative Hypothesis (H1):** There is a positive correlation between Content Overload on OTT platforms leading to Social Isolation within families.
- **Null Hypothesis (H0):** There is no significant positive correlation between Content Overload on OTT platforms and Content Fatigue experienced by individual users.

- **Alternative Hypothesis (H2):** There is a significant positive correlation between Content Overload on OTT platforms and Content Fatigue experienced by individual users.

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1.4. Scope of the Study:

The study, acknowledges the detrimental consequences that over-the-top (OTT) platform has a content overload that may have an impact on family dynamics, including social alienation and content weariness. However, there is a glaring information gap about the specific mechanisms by which social isolation in families is brought on by content overload, particularly about how individual media choices and family communication patterns affect this connection.

Understanding the relationship where individuals are interacting or isolated with family members is its main area of concern. Additionally, the study aims to investigate how content fatigue is influenced by the amount of material individuals consume on OTT platforms. It involves exploratory research of human experiences around overexposure on the OTT platform use, family dynamics and the individuals' general well-being.

1.5. Overview of the Entertainment Industry in India:

The Indian entertainment industry has a rich history dating back to the late 1950s, with television broadcasting offering a diverse range of content, including iconic shows like "Hum Log" and "Mahabharata". Bollywood, the charm of this industry is not hidden from anyone all over the world due to its numerous movies and songs.

This transformation of mainstream media has given a massive boost to these platforms by allowing individuals access to an array of content on their channels, thereby enabling them to select whatever they want. However, this overabundance of entertainment options is giving rise to related concerns about how content excess can influence family interactions and human relationships. Thus, the present study was planned to find out on association between overuse of OTT screens and social isolation in families. With the above perspective, this paper delves into theorizing how media consumption habits intersect with familial bonds which affect emotional ties to content suffusion thereby giving rise to individual pathological needs.

1.6. Rise of OTT Platforms and Additional Factors for Growth:

The development of OTT for such Indian markets is extensively changing the way consumers enjoy entertainment and provides them direct access to music, videos & other media contents over internet platform. The factors boosting the OTT industry include smart device penetration, cheap internet packages, high content quality demand and urbanization. The changes in entertainment streaming services led to usable on-demand access by subscription (SVOD), advertisement-supported models, or purchase-to-own TV and movie contents. This rapid progression is attributed to a considerable increase in disposable earnings; changeable content properties and the impression of Covid-19 on digital consumption.

However convenient they may be and despite massive options in terms of content that they offer, there appears to be growing awareness about responsible consumption necessary for maintaining healthy social bonds while minimizing potentially negative influences on family dynamics as well as individual health.

1.7. Fear of Binge Obligation:

In the research paper, it is important to look at Fear of Binge Obligation's phenomenon. It indicates having a feeling of responsibility or urge to go through various popular shows or films in order to keep up with what is happening in popular culture, maintain social relationships and avoid being left behind in an increasingly digital world where most activities are shared online. The examination of Fear of Binge Obligation within the context of the research paper will help us draw a psychological and emotional impact on human beings and households as well and suggests a need to study the phenomenon further.

1.8. The Paradox of Plenty:

This is a kind of FOMO which can result in guilt and feelings of anxiety that eventually lead to stress and burnout, something unique on the current OTT platforms scene. More on the Content Fatigue Conundrum, which is when people have too many digital things to do so they just don't do anything. The absence of emotional connection in the wake of individualised OTT screen viewing, and diminished family time quality & quantum- is perhaps a general new predicament that requires crop up scrutiny to examine how OTT space wrecked havoc on familial relations. This study will help in identifying the challenges due to content overload on OTT Platforms and family well-being, which have a base through human experiences documented so far amidst digital age. Efforts to promote healthy media habits and also strengthen family relationships are important areas for action that could be informed by this study.

II. LITERATURE REVIEW

The increased screen time environment that followed the proliferation of Over-The-Top (OTT) platforms ushered in a new wave of research investigating how digital media consumption could potentially affect

individuals and families. An examination of the graver concerns relating to content saturation and how it affects social interactions while being consumed by scholars reveals a more intricate narrative involving OTT consumption and familial relations. Prasad (2021) discusses the change that OTT has brought about in society, family and individual life when digital consuming habits become part of daily living. The online survey has revealed that OTT platforms are becoming very popular among the audiences influencing family dynamics and social standard, adds Prasad. This study adds to the growing evidence regarding greater effects of OTT platform usage on family relationships and personal well-being that need in-depth analysis.

Raza et al. Cross-sectional study (2021) conducted to find the link between binge-watching on OTT platforms and anxiety, stress, loneliness etc. The results emphasise the potential perils of overuse on well-being, and so there is an urgent necessity for measures that encourage a healthier media diet to prevent disrupting consequences from too much exposure.

2.1. Evolution of Trends: A Shift in Direction:

Global OTT revenues see strong growth and set to rise further. OTT devices were among the large overachievers during Covid-19 pandemics. This is just how ubiquitous screens have become, the authors point out - serving a wide range of functions in their everyday lives. India poised to be part of the big global OTT story; Global Entertainment & Media Outlook 2020–2024 report citrances significant growth in the Indian Home Video market. India will be the sixth largest, and would have grown at a CARG of 28.6% to reach prominent position by any imaginable ranking source in India, obviously pointing towards an absolute behemoth behaviour for Digital Media as it continues affecting consumer choices & media habits like never before. Consequently, there is an urgent need to understand how this rapid expansion of the OTT market has impacted family dynamics as well as social interactions between people.

2.2. The Era of Increased Screen Time:

Findley et al.'s research (2022) also demonstrates that screen time has a dual function as both a stressor and stress reliever, specifically in cases where the word order relates to the pandemic. Parents are faced with anxiety over children's screen use and problems of choice.

Additionally, preferences changed from traditional TV to OTT platforms leading to different types of people using such platforms and this has impacted mental health on a large scale. Amazon Prime, Netflix, Hotstar among others have influenced viewing habits unlike before and psychological well-being, tendency for addiction as well as levels of stress among their users. The continued changing aspect of the content available on OTT platform makes it difficult to regulate its usage and promote responsible media consumption practices.

In the times when more screen time is employed, digital overconsumption becomes challenging particularly within households. The trends in OTTs reflect personalized content delivery and increasing influence of digital platforms on media consumption patterns. There is a need for further study into these trends' consequences on individual behavior and well-being in the digital age.

OTT platform use in families is still a subject of investigation by researchers, and this is increasing the need for interventions that can develop good media habits and build strong family ties. To be able to guide ways of balancing screen time by promoting proper usage of OTT platforms as well as enhancing social relations within households based on findings about their psychological impact upon families.

This literature review situates the research in order to understand how digital media consumption affects family relationships. This review synthesizes insights from various studies, thus setting the stage for an all-inclusive exploration of challenges and opportunities which the digital era presents in terms of influencing family dynamics and interpersonal relationships.

III. RESEARCH METHODOLOGY

The methodology followed for studying whether Content Overload on OTT platforms is linked to Family Isolation amongst Young Adults in Mumbai Suburban. The research also looked at how Content Overload on OTT platforms translates into individual users experiencing Verbatim Tiredness.

3.1 Research Design:

This research was designed using a descriptive cross-sectional design to determine the prevalence of Content Overload on OTT platforms, and its mediated impacts on Social Isolation amongst families. This design facilitated collecting cross-sectional survey data in order to examine present day media consumption behaviors and family dynamics among study participants.

3.2 Target Population & Sample Size:

The study involved young adult residents of Mumbai Suburban. The study included individuals of age 18-30,

who use OTT platforms as a source of entertainment. Before anybody was invited, participants were tested to see if they met the study requirements.

These were prevalence studies conducted cross-sectionally on a sample of teenage households in the suburbs of Mumbai, India to assess how widespread Content Fatigue symptoms and family social isolation have become. A sample of 151 working millennials aged 21-29 years who watch over-the-top (OTT) platforms for a minimum of two hours and fifty-six minutes per week voluntarily participated in the study. That equates to 4 days a week of about an hour each day - the typical time spent across OTT platforms.

3.3. Data Collection

Collection of information was by self-administered online questionnaire using purposive sampling method. The questionnaire included demographic items, sections on OTT viewing habits and family arrangement questions related to binge watching practices, as well as the planned assessment of research hypotheses. Excluded from the analysis were responses that did not meet several predefined criteria for our target audience in order to maintain data integrity.

3.4. Data Analysis

Quantitative data analysis techniques were employed with the help of some statistical tests on SPSS software as well such as T-Test, Descriptive test and Spearman correlation was used in order to assess how this Content Overload on OTT platforms may lead towards Social Isolation inside your Family. Secondary analysis of qualitative data was, therefore, used to enhance our understanding of structural issues by illustrating how everyday experiences and interpretations regarding media use played out in families.

3.5. Ethical Considerations

The research was conducted in accordance with ethical guidelines to protect the privacy of study participants, informed consent and data integrity. Participants were given an information sheet at the start of the interview to inform them what purpose is their involvement in this study, what are their rights as a participant and that voluntary nature participation.

The whole background of research methodology followed above is nothing but an approach to know the abovementioned association between Content Overload (OTT platforms) and Societal Isolation among Young adults within their families in Mumbai Suburb. It should be noted that this article employed both quantitative and qualitative approaches to capture the intricate connection between media usage patterns and family environment at a relatively early stage of digitalization.

IV. DATA ANALYSIS & INTERPRETATION

This chapter helps to analyze the data collected for the study on i.e. correlation between Content Overload (OTT) platforms like Netflix, Amazon Prime etc and its impact of Social Isolation within families among young adults who stay in Mumbai Suburban villages. Analysis of this data should reveal patterns, trends and relationships between variables that shine light on possible outcomes to a question about what is the impact or effect media consumption has upon family dynamics.

4.1 Demographic Analysis

Demographic attributes of participant (age, sex, occupation and frequency for using OTT platform) were determined to characterize the sample population. In this analysis, we point to the various demographics-specific implications that follow from our findings.

4.2 OTT Viewing Habits

Frequency of Usage, Genres Watched the Most by Users, Binge Watching Habits (Per Week) and the percentage of users using top OTT Platforms was analyzed to derive insights around Media Consumption behavior. The analysis illustrates the depth of Content Overload and how it changes personal viewing habits.

4.3 Changes in Family Dynamics

The family dynamics data, particularly communication patterns - how much time spent with loved ones or not, and the level of perception for social interaction within the household were measured to find out if Content Overload is somehow affecting their relationship as a family. This review considers how consumption habits based on media can impact household relationships and communication.

4.4 Content Fatigue and Social Isolation

The data was analyzed to determine how frequently the respective symptoms of Content Fatigue and social isolation within families occurred among participants as well. To test whether the violation of this boundary might lead to a negative impact on individual well-being and family dynamics, we ran several correlation analyses investigating the relationship between Content Overload/Content Fatigue as well as Social Isolation.

4.5 Statistical Analysis

The relationships between factors were broadened through a series of quantitative data analysis techniques (descriptive statistics, correlation analyses and regression models) to investigate research hypotheses. Statistical software was utilized to analyze the data, through which we were able to identify statistically significant patterns or associations.

1) Descriptive Statistics

		Statistics																		
		Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q10	Q11	Q12	Q13	Q14	Q15	Q16	Q17	Q18	Q19
N	Valid	151	151	151	151	151	151	151	151	151	151	151	151	151	151	151	151	151	151	151
	Missing	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Mean		3.30	3.41	3.58	3.57	3.53	3.50	3.45	3.48	3.79	3.77	3.81	3.75	3.83	3.83	3.92	3.62	3.86	3.93	3.83
Median		4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00
Mode		4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
Std. Deviation		1.018	1.097	1.023	1.123	1.118	1.177	1.176	1.205	.968	1.067	.996	1.115	1.050	1.061	.906	1.088	1.000	.854	.936
Skewness		-.436	-.475	-.663	-.491	-.583	-.543	-.565	-.587	-1.005	-.691	-.686	-1.008	-1.013	-.987	-1.042	-.808	-1.012	-.914	-.893
Std. Error of Skewness		.197	.197	.197	.197	.197	.197	.197	.197	.197	.197	.197	.197	.197	.197	.197	.197	.197	.197	.197
Kurtosis		-.519	-.572	-.321	-.629	-.658	-.615	-.635	-.712	.730	-.130	-.179	.444	.682	.452	1.259	-.009	.794	.867	.645
Std. Error of Kurtosis		.392	.392	.392	.392	.392	.392	.392	.392	.392	.392	.392	.392	.392	.392	.392	.392	.392	.392	.392
Range		4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4

It includes an overview of the central tendencies and distributions for each variable under analysis providing descriptive statistics. All the 19 mean scores of panellists across statements related to effect on family dynamics due to use OTT Platform was between 3.30 and up till highest at 3.93 which indicated overall agreement with them for using this service (Table-2). This eventually stemmed from the fact that for all variables, 4 was the mode (most frequent answer) which means more people agree most to high (which is good). The fact that so many respondents identify the possible harm of excessive OTT content consumption on family connections is indeed a wake-up call.

2) One-sample T-test

	N	Mean	Std. Deviation	Std. Error Mean
Q1	151	3.30	1.018	.083
Q2	151	3.41	1.097	.089
Q3	151	3.58	1.023	.083
Q4	151	3.57	1.123	.091
Q5	151	3.53	1.118	.091
Q6	151	3.50	1.177	.096
Q7	151	3.45	1.176	.096
Q8	151	3.48	1.205	.098
Q9	151	3.79	.968	.079
Q10	151	3.77	1.067	.087
Q11	151	3.81	.996	.081
Q12	151	3.75	1.115	.091
Q13	151	3.83	1.050	.085
Q14	151	3.83	1.061	.086
Q15	151	3.92	.906	.074
Q16	151	3.62	1.088	.089
Q17	151	3.86	1.000	.081
Q18	151	3.93	.854	.069
Q19	151	3.83	.936	.076

A one-sample T-test was used to test the mean scores of statements against a null hypothesis for which we expected (as neutral position) that the true population. Results Mean scores of each statement were significantly differing from the test value ($p > .001$ for all tests). The positive mean differences and confidence intervals imply that in general, respondents agreed with these statements which indicate the consciousness about harms of excessive usage of OTT platforms on family dynamics.

3) Cronbach's Alpha Test

Reliability Statistics		Case Processing Summary	
Cronbach's Alpha	N of Items	N	%
.884	19	Cases Valid	151 100.0
		Excluded ^a	0 .0
		Total	151 100.0

a. Listwise deletion based on all variables in the procedure.

Internal consistency of reliability was tested by Cronbach's Alpha test for the scale based on which this study was conducted. All variables with alpha coefficient 0.884 > the threshold level of 0.7 This shows that the scale is very internally consistent and, therefore all of its items are highly correlated with each other thus measuring the same underlying construct efficiently.

4) Correlation Analysis

Relationships between variables were calculated for Spearman correlation analysis Several highly significant positive correlations were subsequently identified in the analysis:

1. Q2 and Q3: $r = 0.278$, significant at $p < 0.001$.
 - This correlation indicates that spending more time consuming content on OTT platforms is associated with a higher likelihood of prioritizing binge-watching over spending time with family.
2. Q2 and Q4: $r = 0.244$, significant at $p < 0.001$.
 - This correlation suggests that excessive use of OTT platforms, which reduces communication within the family, is positively correlated with feelings of disconnection from family members due to excessive content consumption habits.

These findings are in line with our theoretical assumption that higher exposition to Content Overload on OTT platforms leads to an increase of Social Isolation within families. Overall, the data analysis from the research give credence to how over-consumption of OTT content can result in unfavorable consequents among family domains like lesser communication with closed ones, feelings guiltiness and conflicts leading towards societal alienation. These findings highlight the importance of media balance and family bonding in this new era.

4.6 Interpretation of Findings

Results were interpreted qualitatively within the study and are discussed with respect to their impact on family dynamics, individual well-being and strategies for mitigating negative effects of media consumption.

Hypothesis 1 (H1): There is a significant positive correlation between Content Overload on OTT platforms and Social Isolation within families. To support this hypothesis, the study presents several key findings:

1. Question 4 (Reduced communication within the family due to excessive OTT platform use) and Question 6 (Feeling guilty for neglecting family interactions due to being too busy binge-watching) showed a significant positive correlation ($r = 0.442$, $p < 0.001$). This means that people who use the OTT platform excessively are more likely to feel guilty about neglecting family interactions because they are too busy binge-watching.
2. Question 4 (Reduced communication within the family due to excessive OTT platform use) and Question 8 (Experiencing conflicts with family members regarding excessive OTT usage) exhibited a significant positive correlation ($r = 0.470$, $p < 0.001$). This suggests that OTT seems to have a close connection with conflicts among family members due to an irrational and extensive use of the platforms such in hours, day or night.
3. Question 4 (Reduced communication within the family due to excessive OTT platform use) and Question 11 (Feeling overwhelmed to choose what to watch) demonstrated a significant positive correlation ($r = 0.348$, $p < 0.001$). This means people who perceive less communicative interaction within the family because of usage OTT platform are more likely to view choice attributes related to being overwhelmed.
4. Question 4 (Reduced communication within the family due to excessive OTT platform use) and Question 13 (Feeling that the increasing number of OTT platforms contributes to decision fatigue) showed a significant positive correlation ($r = 0.440$, $p < 0.001$). This means that if a family barely talks because they are too busy using OTT platforms, they may find themselves overwhelmed with decision fatigue triggered by the

increasing number of OTT platforms.

These positive correlations support the alternative hypothesis (H1) that there is a significant positive correlation between Content Overload on OTT platforms and Social Isolation within families. The data indicates that as individuals consume more content on OTT platforms, they may experience greater Social Isolation within their familial contexts.

Hypothesis 2 (H2): There is a significant positive correlation between Content Overload on OTT platforms and Content Fatigue experienced by individual users. To support this hypothesis, the study presents the following findings:

1. Question 19 (Feeling that Content Fatigue reduces the enjoyment of exploring new content) and Question 17 (Spending more time mindlessly searching for content) exhibited a significant positive correlation ($r = 0.216$, $p < 0.001$). Those who suffer from Content Fatigue seem to spend more time finding content than actually viewing it.
2. Question 18 (Growing number of OTT platforms impacting overall satisfaction with content consumption) and Question 19 (Content Fatigue reducing the enjoyment of exploring new content on OTT platforms) showed a significant positive correlation ($r = 0.486$, $p < 0.001$). This indicates that as the number of OTT platforms increases and affects overall satisfaction, it also contributes to Content Fatigue, leading to This reflects when the OTT reach grows in content dissatisfaction and leads to reduced enjoyment in exploring new content.
3. Question 18 (Growing number of OTT platforms impacting overall satisfaction with content consumption) and Question 17 (Spending more time mindlessly searching for content) demonstrated a significant positive correlation ($r = 0.340$, $p < 0.001$). The finding indicates people who believe that the expansion of various OTT platforms will cut into their satisfaction are less likely to spend time watching than they do looking for something worth viewing.

These positive relationships validate the alternative hypothesis (H2), which states that Content Fatigue experienced by individual users is significantly positively correlated with their respective level of exposure to excessive content on OTT platforms. The data suggests that excessive consumption of OTT content can lead to Content Fatigue, which in turn affects the enjoyment of content and engagement with OTT platforms.

In conclusion, the study provides empirical evidence supporting both hypotheses. The findings highlight the complex relationship between Content Overload on OTT platforms and its impact on family dynamics and individual well-being. By examining the data through various lenses and statistical analyses, this study contributes to the existing knowledge on the impact of OTT platforms on social relationships and individual well-being within the family context.

V. SUMMARY & RECOMMENDATIONS

The research is a colossal piece of work which will analyze the effects experienced within family socially isolated due to exposure to Content Overload in OTT (Over-The-Top) platforms among young adults residing in Mumbai Suburban. This research adopts a descriptive cross-sectional design through an online questionnaire to examine the OTT viewing behavior facilitating observations on family dynamics and binge-watching trends. The study goes on to examine the association between Content Overload and individual users experiencing what they term, 'Content Fatigue.

Our main conclusions suggest that higher levels of OTT consumption lead to disrupt family communication, misunderstandings, guilt and decision fatigue. The research points to the need for a deeper examination of how content consumption affects family relationships and finds that choice could be damaging consumer enjoyment.

The research also examines the impact of OTT platforms on viewer habits, finding that moving away from "shared screens" to watching alone has reduced co-viewing as audiences become more socially isolated. It recognizes the role technology has played in bringing our content closer to you, but also calls out some of its nasty side-effects - prompting screen time stress and family unrest over violent media content (and killer fear-of-streaming-failure). Quick Take: The study adds nuance to the relationship between OTT use in families and social isolation, highlighting how media consumption plays a complex role nowadays.

More work is needed to understand the directionality of this relationship with respect to social isolation, according to the study. The study suggests that more work is needed to ascertain which way the relationship between consumption of OTT platforms and social isolation runs. It argues the case for media stickiness, and calls on policy makers as well as the industry to think of societal impacts when shaping ideas around content delivery mechanisms or customer retention strategies.

1. Future longitudinal research should examine the effects of exposures to OTT platforms on family dynamics

longitudinally and in long-term.

2. For example, the processes used in this study may be applied to more detailed examinations of individual family experiences using qualitative research methods such as focus groups or interviews.
3. It would also be beneficial to make cross-cultural comparisons since cultural factors affect the relationship between using OTT platforms and social isolation in families.
4. It is hoped that interventions would be created and applied to promote better media use practices as well as parent-child connections. However, the effectiveness of these interventions should be evaluated against reducing overload content negativity

This study also extends the emerging literature on media consumption and family dynamics by focusing novel at examining how excess content in OTTs can be a source of social isolation. This particular issue that may seem like a minor incident, but serves as an important reminder of why media balance and meaningful connections in the digital world are so vital.

VI. CONCLUSION

Over-The-Top (OTT) platforms is related to its effect on social isolation among young adults in Mumbai metropolis. The results of this research highlight the important positive relationship between content overload on OTT platforms and family social isolation. Overuse of this OTT content has also led to decreased family communication, arguments, messages guilt and decision fatigue. The research also recognized the trend of content fatigue, when people become exhausted by the sheer number of options and therefore find it more unenjoyable.

This will result in generalization of our findings to more larger population as the obtained high Cronbachs alpha coefficient satisfies that such a good measurement scale used at this study is valid and reliable. These implications are broader than individual and family outcomes in that they have societal consequences related to patterns of digital media use. The findings support the idea of more moderate media use and interventions to implement positive screen-time habits, as well as promote "smart" digital parenting.

The study's findings serve as a foundation for future longitudinal studies and cross-cultural comparisons to further explore the effects of OTT platform usage on social isolation and to develop effective strategies for fostering healthier family relationships in the digital era.

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APPENDIX A: DEFINITIONS

Definition of OTT Platforms: OTT (Over-the-Top) platforms are streaming technologies through which both films and TV shows are directly sent to internet users without depending on conventional cable/satellite TV providers. There are subscription-based platforms, for instance Amazon Prime Video, Netflix, Disney+, etc. as well as those supported by ads such as YouTube and MX player and Jio Cinema, etc.

Definition of Content- It is defined as the media that the platform hosts. This includes all kinds of media and entertainment, TV shows, documentaries, and movies. Content is also available to the users according to their subscription plan.

Definition of Content Overload- The term refers to a situation where users have copious amounts of content at their disposal and face difficulty in finding the content they are interested in.

Definition of Content Fatigue: A state of mental exhaustion caused by the overabundance of choices and information available on digital platforms, particularly streaming services (OTT platforms).