

Introduction

With the development of video on-demand programs, such as Netflix, viewers can now watch some of their favorite shows right from their smartphones or computers without any distractions. Netflix can provide viewers with the opportunity to watch an entire season from a television series, which may be causing some to dedicate an excessive amount of time watching a series. Because of this, modern society spends more time invested in these shows than in the past, even to the point of developing slight addictions and participating in binge-watching sessions.

Purpose of Study

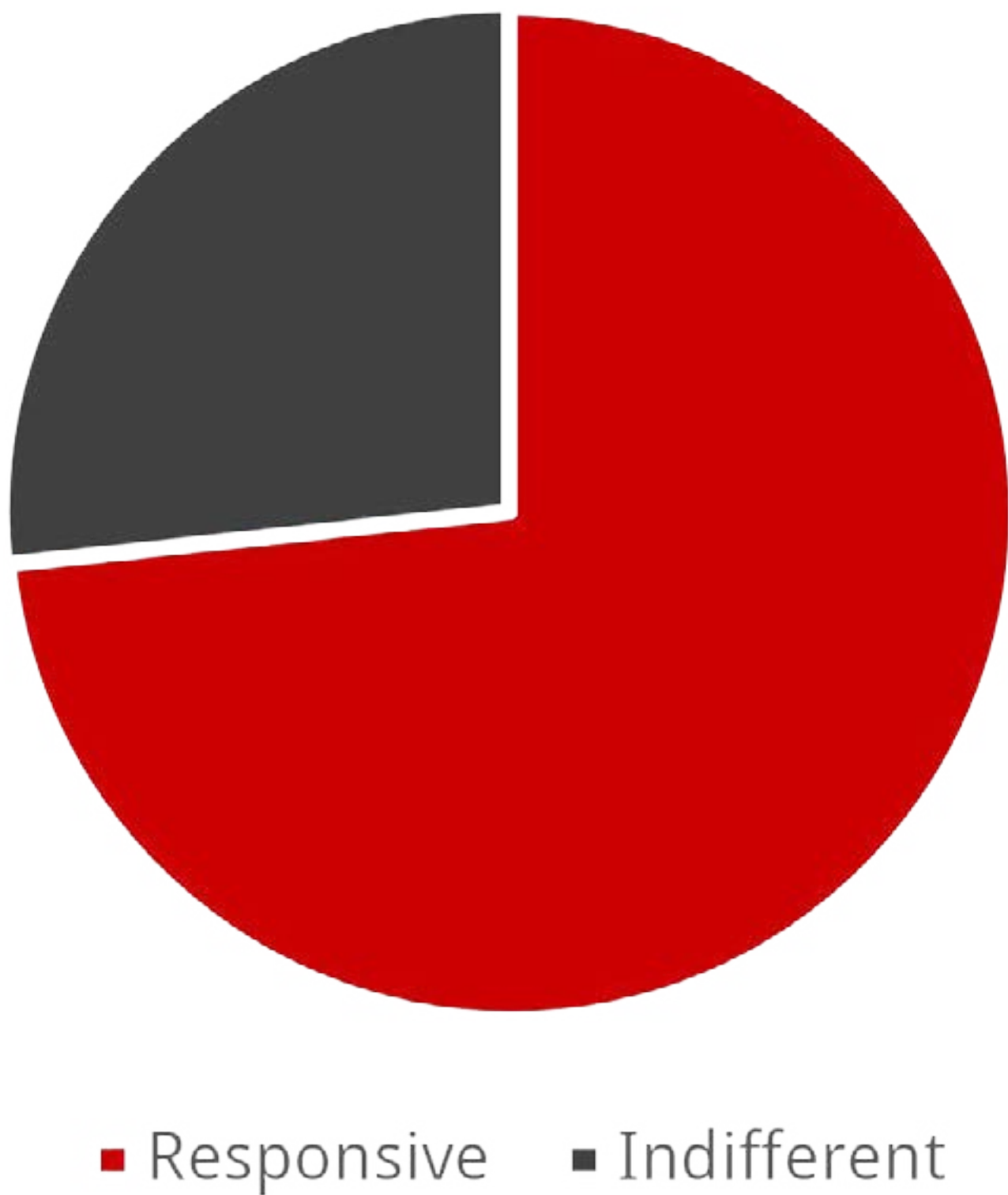
The purpose of the phenomenology study was to examine the effects of the video on-demand culture on modern society. The phenomena will be focusing primarily on the preception of people’s usage and familiarity with using the particular video on-demand service of Netflix.

Research Questions

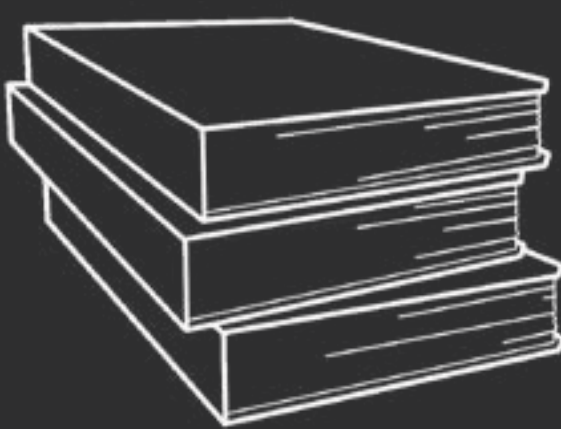
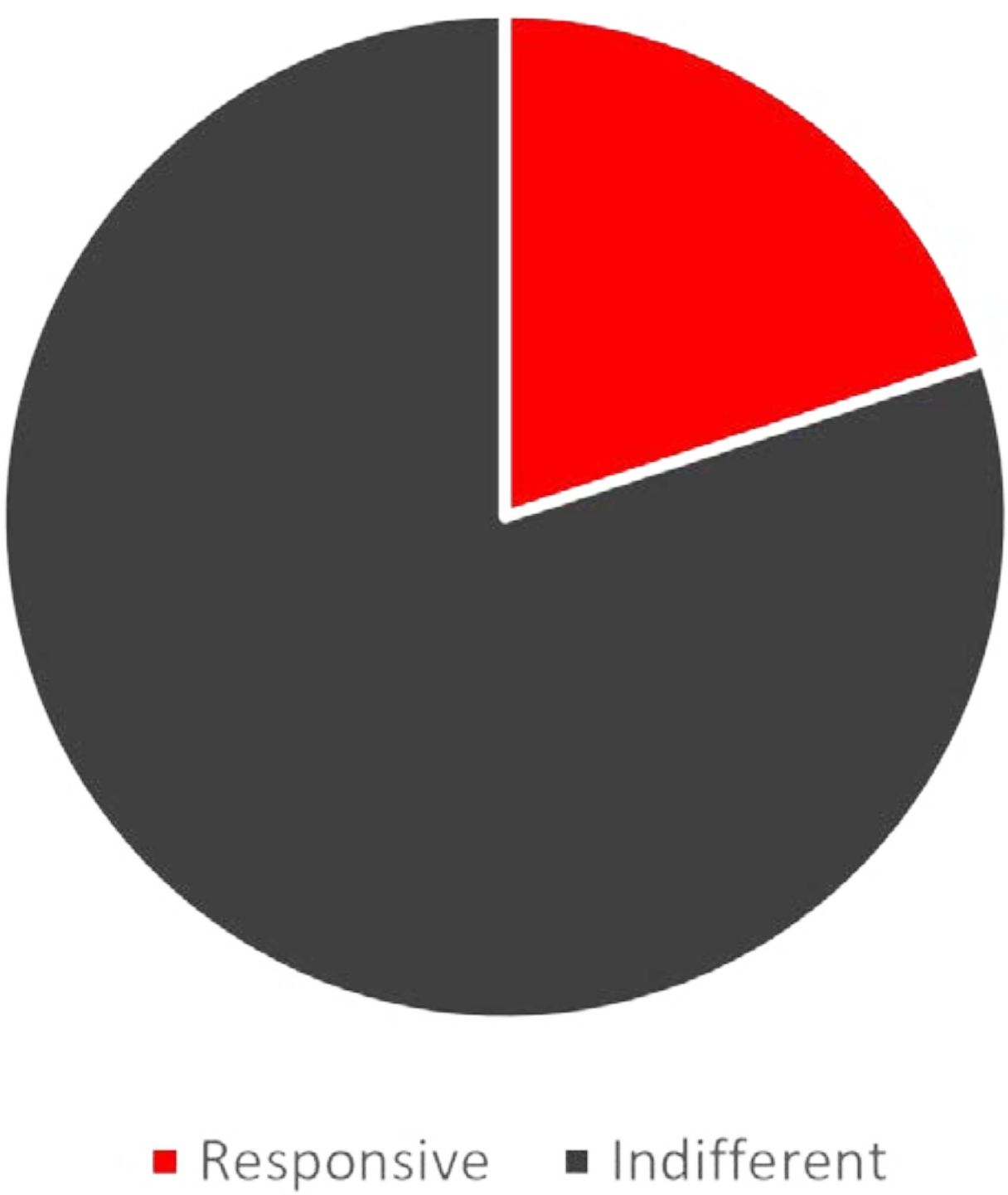
- If Yes,
- 1. How often do you watch?
  - 2. If you watch Netflix for long periods of time (More than 2 hours at a time), why?
  - 3. Why do you watch Netflix?
  - 4. What is the experience of watching Netflix like for you?
  - 5. Did you develop any attachments to the show after binge watching?
- If No,
- 1. Do you have Netflix?
  - 2. Do you use another type of video on demand instead?
  - 3. Any particular reason why you do not use Netflix?

Do you watch Netflix?

Yes Results



No Results



Literature Review

With Netflix being a relatively new form of media, there is still a deficit in research that tries to develop a better understanding of the video on-demand service’s effect on modern culture. Some current studies have supported the initial assumption that hypothesized the correlation between an affected emotional state and binge-watching on Netflix. According to Jenner (2015), college students invest a significant amount of time into using media such as Netflix. This leads into the idea of a parasocial relationship as discussed by Wheeler (2015), which elaborated more on the consequences of a strong dependency on Netflix on a person’s behaviors and over-all well-being.



Methodology

The dependency theory was applied to better understand this phenomenology. The researchers were able to better understand people’s perceptions and relationship with the video on-demand service. Interviews were conducted on a one-on-one basis throughout various public locations on the King’s College campus. The interviews were based upon a pre-determined set of questions with the researchers also noting the participants’ visible physical reactions. The responses were then divided again based on if the participants had a responsive or indifferent reaction recorded by the researchers.



Results

The research data was reviewed and showed a couple of common themes within the participants’ answers. One finding showed that for those who do consume Netflix, they incorporated Netflix viewing into their regular schedule at least twice a week. Another common theme we recognized is that people who do watch Netflix tended to not actually own their own Netflix account but still tried to use the video-on-demand service regularly through the use of other people’s accounts. The research also did confirm the researchers’ initial assumption that people use Netflix as a means of relaxation. This theme proves that within this sample size, Netflix users have a dependency on the video-on-demand service to provide a relaxation method to deal with the stresses of everyday life.



Conclusion

The study did support the assumption that individuals do experience an emotional response after binge-watching on Netflix. The data proved that people who use Netflix do develop an emotional attachment to television shows on Netflix and feel a variety of strong emotions after watching for periods extending beyond two hours. The participants’ emotional attachment was developed further by the ease of access to episodes to continue watching the show. The results of this study do help prove the media dependency theory. The data showed that the participants do rely on Netflix to satisfy their need for relaxation and/or their need to complete the series. Future research could look into correlations between types of television shows viewed or a larger sample size to give a better insight on the topic affecting this particular demographic.