

The Effect of Self-Control on Continual Binge-Watching of Netflix Movies and Youtube Videos by Young Adults in the Post-Pandemic Period

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Abstract

Binge-watching is a behavior that is currently often carried out by many people, especially when the COVID-19 pandemic hit with limited activities, individuals are also looking for other alternatives, one of which is by watching. Along with the increase in Video-On-Demand on streaming applications, Netflix and YouTube make it easier for users to watch wherever and whenever. Unfortunately, this pandemic habit apparently affects the way individuals organize and control themselves in the post pandemic period, especially in early adulthood because they are the generation that has easy access to watching using various media technologies. The method used in this research is quantitative with non-probability sampling technique using voluntary sampling. The analysis used is simple regression analysis to determine the effect of the independent variables on the dependent variable. This study (N = 270) shows that there is an influence between binge-watching and self-control with a percentage of 17.7% which is motivated by seeking pleasure, filling free time, spending time together, adding insight, and escaping from reality. Conversely, this behavior also causes procrastination, sleep disturbance, constant desire to eat, and addiction to watching movies.

Keywords: Binge-watching; Self-control; Young Adult

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INTRODUCTION

The Covid-19 pandemic has given new life and habits to its people. During a pandemic, people of the world are required to stay at home to minimize and prevent transmission of the Covid-19 virus. From this incident, all countries have implemented many policies to reduce the Covid-19 case, including Indonesia. In 2020, the government implemented

Large-Scale Social Restrictions (PSBB), including in Jakarta. With the existence of the PSBB, all Indonesian people must adapt to conditions and policies like this, including workers, students, and school children must get used to not doing activities outside the home. This means that COVID-19 has had an impact on every sector of education, employment, business, and others. This causes individuals to feel socially alienated, lonely, feeling inadequate emotionally and socially supported (Bu, Steptoe, & Fancourt, 2020). Even so, life goes on with new rules that make new habits. all activities that are usually carried out in person, this time must pass through the world of technology.

The survey conducted by We Are Social released data on the use of the internet and social media for 2021 around the world which shows that of the 7.83 billion population in the world, there are 4.66 billion or 59.5% are internet users. We Are Social Indonesia also shows that Indonesia also plays an active role in using the internet and social media. With a total Indonesian population of 274.9 million in January 2021, it shows that as many as 202.6 million are internet users or equivalent to 73.7% of the total population. This figure has also increased by 16% between 2020 and 2021. With this data, Indonesia ranks fourth in the world for the largest internet users and third for the most internet users in Asia in 2021 (Kusnandar, 2021).

Applications or social media platforms that are often used by Indonesians in 2021 include YouTube by 93.8%, WhatsApp by 87.7%, Instagram and Facebook by 85.5%. Then, there are 170 million or 61.8% are active social media users with an average daily internet usage of 8 hours 52 minutes

Coupled with technological developments, watching is not only accessible via television, but with the presence of Video-on-Demand, people can use other platforms, one of which is online streaming media. Streaming media services are one way for individuals to spend their time during the pandemic and its aftermath. Streaming media provides an option for individuals to be able to download and watch the movies or TV series they want which can be accessed freely anywhere and anytime.

The use of streaming media in Indonesia in 2021 shows that the YouTube application ranks first with an average usage usage of 25.9 hours for one month, followed by YouTube Go for 15.5 hours, MX Player for 9.7 hours per month, Netflix and Viu for 9.3 and 6.7 hours. per month (Clinten, 2021). On the other hand, Netflix dominates the worldwide video streaming market with 195.2 million subscribers by the end of 2020 (Pusparisa, 2021). The use of streaming applications that are currently being loved by the public, namely YouTube and Netflix. As many as 94% of internet users aged 16-64 years in Indonesia access YouTube in early 2021 (We Are Social, 2021). The use of streaming media makes individuals spend a lot of time watching movies or TV series or what is currently known as binge-watching.

Binge-watching is the behavior of watching serial programs from one program to another for a long time (Rubenking, Bracken, Sandoval, & Rister, 2018) and often occurs in adulthood. Nearly 90% of millennials (individuals aged 20-33 years) binge-watch and a Nielsen survey also shows that 63% of the population (18-29 years) like to watch Netflix. Binge-watching behavior refers to the behavior of watching several episodes at one time (Peterson, 2016). However, it is not only the frequency of watching it but also for a long period of time that raises the theoretical question of why this is the case (Jr & Rubenking, 2019).

Feijter defines binge-watching as a state when individuals watch TV series or episodes consecutively at one time (Feijter, Khan, & Gisbergen, 2016). Vaterlaus also agrees with this definition by arguing that binge-watching is an activity that spends time

watching at least 3 episodes and a duration of more than four hours in one sitting, the duration can be longer depending on the mood and quality of the program being watched (Vaterlaus, Spruance, Frantz, & Kruger, 2019).

In addition, Netflix describes the term binge-watching as watching 2 to 6 episodes of one TV program in one sitting (Feijter, Khan, & Gisbergen, 2016). However, as technology develops, viewers can watch the films they want via streaming media without having to wait for the film's showtimes. Watching several episodes of TV series consecutively or binge-watching has become a new normative mode of watching TV shows, especially for young adults (Flayelle, et al., 2020).

The characteristics of binge-watching according to Flayelle (2018) are (1) engagement, namely an attachment to the film or video being watched so that it involves an emotional increase while watching; (2) positive emotions, binge-watching is considered to give positive emotions because of one's motivation to watch it. These motivations include having fun, relaxing, escaping from reality, and spending time; (3) desire or savoring, feelings of pleasure and satisfaction that are felt can show a sense of fulfillment so that individuals want to watch continuously; (4) pleasure preservation, watching TV can be considered as a strategy to regulate emotions so that individuals want to continue to maintain these positive feelings; (5) binge-watching, watching TV series can lead to the number of episodes watched at one time; (6) dependency, watching TV series can cause dependence which can have negative effects such as FOMO, loneliness, excessive internet use, and others; (7) loss of control, binge-watching can affect the way individuals control themselves and affect their self-control to do other important things.

A cross-country survey conducted by Dixit and friends on the general population in four Southeast Asian countries (Bangladesh, India, Indonesia, and Nepal) reports that the pattern of watching television or online videos shows that most of the population often does it for a shorter duration (38,7 %) and spend an average of 1-3 hours (68.8%) binge-watching. During the pandemic, 73.7% agreed that the duration of binge-watching increased with an average time of 3-5 hours (17.3%) and more than 5 hours (11.5%) using the platform, namely YouTube (52.7%) as well as the content watched, namely news (69.2%) (Dixit, Marthoenis, Arafat, Sharma, & Kar, 2020), and in the post-pandemic, the binge-watching habit prevails.

Similar to Netflix, during the pandemic YouTube has become one of the mainstays of social media used and 68% of Indonesians use it to watch TV shows or film content (Nielsen, 2020). Google also shows an increase in YouTube usage of 81% in 2021 compared to 2019 of 73%. The average age of its users is between 18-29 years with 95% using the YouTube service (Rodriguez, 2021).

Disturbances that occur during binge-watching are also reported by many people, such as experiencing sleep disturbances, missing work assignments, or experiencing conflicts with other people while binge-watching. Participants in the Dixit study reported that they tried to control binge-watching but failed. Then 30% of the participants felt they were addicted, 43.2% tried to control binge-watching behavior, and 29% were afraid that binge-watching would affect their future work (Dixit, Marthoenis, Arafat, Sharma, & Kar, 2020). De Feijter's research also revealed increased health problems such as unhealthy lifestyles, lack of movement or exercise (Feijter, Khan, & Gisbergen, 2016) and decreased sleep quality (Exelmans & Bulck, 2017).

Motivations that encourage individuals to binge-watch include engaging in social relationships, relaxing, filling time, escaping from reality, and encouraging feelings of pleasure (Pittman & Sheehan, 2015). Flayelle also found that individual motivations for

binge-watching were storytelling, wanting to be entertained, and engaging in social relationships (Flayelle, Maurage, & Billieux, 2017). If individuals pay too much attention or focus on watching shows, it becomes difficult for individuals to stop their viewing behavior. This shows a failure in controlling themselves, because if an individual is bound by the storyline being conveyed, he can spend a lot of time or even all day watching it so that he often neglects the tasks that should be done.

Self-control is a person's ability to regulate, guide, regulate emotions, and direct behavior in a positive direction (Puh Foundation, 26). Tangney said the concept of self-control is the ability to override or change one's inner responses as well as to eliminate unwanted behavior, and refrain from acting on it (Tangney, Baumeister, & Boone, 2004). Self-control is also a big concern for psychologists, according to Baumeister there are two main reasons which are divided into theoretical and practical. Theoretically, self-control is the main key to understanding one's own nature and function. whereas practically, self-control is closely related to many things including controlling behavior such as impulsive behavior, violence, smoking, alcohol and drug use, or emotional problems (Baumeister, Sparks, Stillman, & Vohs, 2007).

Tangney and friends also explained that self-control is the individual's ability to set aside or change self-responses and eliminate unwanted behavior and refrain from such actions. This means that individuals are able to determine themselves based on certain standards such as morals, values, and societal rules so that they are able to behave positively by stopping habits, avoiding temptation, and self-discipline so that individuals are able to control themselves (Tangney, Baumeister, & Boone, 2004).

Tangney also explained that there are five aspects to self-control, namely self-discipline, deliberate/non-impulsive, healthy habits, work ethics, and reliability. Self-discipline refers to an individual's ability to focus when carrying out an activity. Deliberate shows the individual's ability to be careful and without haste when making decisions. Healthy habits show individuals managing good and healthy habits for themselves and avoiding bad effects. Work ethic is when the individual has concentration on the tasks he is doing. Reliability, namely the ability of individuals to assess their ability to design a particular goal.

Binge-watching is also related to self-control. If the individual has good self-control then he is able to limit the number of episodes or limit the time spent watching. Self-control is able to help individuals monitor the behavior they are doing and evaluate what they have done based on their experiences.

METHOD

Design

This research is using quantitative research. The data collection technique uses a questionnaire with a non-probability sampling technique, namely voluntary sampling. The research sample was taken based on the population that met the criteria, namely 1) aged 19-27 years, 2) in the last 6 months (July 2022 to December 2022) watching TV series such as dramas, TV series consecutively with Netflix and YouTube streaming media, and 3) located in Jakarta, Bogor, Depok, Tangerang and Bekasi (JABODETABEK).

Procedure

After doing the tryout, the questionnaire was done using Google Form and distributed through online media such as WhatsApp, Instagram, Twitter and others. The time to complete the questionnaire is estimated to be 10 minutes.

Participants

Participants in this study consisted of 270 people residing in Jakarta, Bogor, Depok, Tangerang and Bekasi or JABODETABEK (188 women, 69.6% & 82 men, 30.4%) with an age range of 19-27 years. There were 205 students (75.9%), 59 people already working (21.8%), 3 housewives (1.1%), and 2 students while working (0.8%).

Instrument

The instrument used in measuring self-control is the Self-Control Scale (SCS) which was adapted from June P. Tangney, Roy F. Baumeister, and Angie Luzio Boone in 2004. The reliability value in the original instrument was 0.89. The scale used in this instrument using a Likert scale model (Likert type scale) with 4 answer choices, namely 1 (strongly disagree) to 4 (strongly agree). Meanwhile, the instrument used to measure binge-watching is the Binge-Watching Engagement and Symptoms Questionnaire (BWESQ) which was adapted from Maèva Flayelle, Natale Canale, Claus Vögelec, Laurent Karila, Pierre Maurage, and Joë Billieux in 2018. The value of reliability in this original instrument of 0.75 – 0.88. The scale used in this instrument uses a Likert model scale (Likert type model) with 4 answer choices, namely 1 (strongly disagree) to 4 (strongly agree).

RESULT AND DISCUSSION

Binge-Watching

Binge-watching for the last 6 months in the post pandemic period in Indonesia showing that there were 41 people in the low category (15.2%), 180 people in the medium category (66.6%), and 49 people in the high category (18.2%). With a mean was at 94.67 (SD 11.80, Range 86). Participants reported in a week watching every day (42.6%), 1-2 days (28.5%), and 3-4 days (28.9%). watch in a day < 2 hours (21.9%), 2-3 hours (36.7%), 3-4 hours (21.9%), 4-5 hours (8.5%), and > 5 hours (11.1%).

Self-control

The self-control variable shows that there are 20 people (7.4%), in the medium category there are 164 people (60.7%), and in the high category there are 86 people (31.9%). With a mean of 55.52 (SD 6.04, Range 36). A significant effect was shown ($F [3.875] = 57.503$, $\rho 0.000 < \alpha 0.05$, $R^2 = 0.177$) that self-control has an effect on binge-watching.

Table 1. Calculation of the Effect of Self-Control on Continual Binge-Watching Habit

Variabel	β	T	F	R^2	ρ
<i>Binge-Watching</i>	140.240	23.198	57.503	0.177	0.000
<i>Self-Control</i>	-0.821	-7.583			0.000

Based on the table above shows the constant number of unstandardized coefficients (α) of 140.240. This means that if there is no self-control (X) then the binge-watching consistent value (Y) is 140.240. Meanwhile, the regression coefficient (β) is -0.821, which means that for every 1% increase in the level of self-control (X), binge-

watching (Y) will decrease by 0.821. The value of the regression coefficient which is minus (-) means that self-control (X) has a negative effect on binge-watching (Y). That is, the higher a person's self-control, the lower the individual's binge-watching.

Based on the table above, it can be seen that the p-value (Sig. 2-tailed) = 0.000. The p value is less than α or ($p = 0.000 < \alpha 0.05$) meaning that there is a significant influence between self-control and binge-watching variables.

Based on the data that has been described, the results show that there is a negative and significant effect between self-control and binge-watching with a beta coefficient of -0.821 and an R Square value of 0.177, which means that the effect of self-control on binge-watching is 17.7 %. That is, the higher the self-control, the lower the individual binge-watching. This also suggests that there are other factors that may have a greater influence.

In the descriptive analysis it can be seen that there are 205 respondents who are still students or around 75.9%, this is also explained by Panda that students do binge-watching because they are close to technology and Vaterlaus also states that students are the consumer age group (18-29 years) young adults binge-watch the most (Vaterlaus, Spruance, Frantz, & Kruger, 2019) because the population that likes to stream online is those who do not have children (Panda & Pandey, 2017).

The results obtained in this study indicate that there are more female respondents with a percentage of 69.6% compared to only 30.4% of male respondents. This shows that women are more often binge-watching. These results also agree with Starosta and Izydorczyk's research which shows that it is possible for women to treat binge-watching as a fun activity that provides entertainment and positive emotions. In addition, a high level of motivation to deal with loneliness and social motivation to carry out social interactions. This is because by watching movies or series they are more often interested in connecting with other people by watching together or sharing experiences (Starosta, Lizińczyk, & Izydorczyk, 2019).

Binge-watching is an absorbing phenomenon that requires a lot of time. Research by Yoon Yi Sung, Eun Yeon Kang, and Wei-Na Lee states that individuals who have low self-control will decide to watch the next episode instead of doing their job. So that many individuals feel guilty and ashamed of their own behavior because they spend a lot of time watching (Pittman & Sheehan, 2015; Walton-Pattison, Dombrowski, & Presseau, 2016). This is in line with Dimph (2016) which states that individuals are not aware of watching behavior because they are swept up in the storyline that is conveyed so that many tasks or work are delayed because they have difficulty controlling the time while watching. Tukachinsky's research shows that binge-watching can be an active and valuable experience for viewers and also individuals who want to regulate their mood find it difficult to stop using media that shows a lack of self-control in individuals (Tukachinsky & Eyal, 2018). A survey conducted by Starosta and Izydorczyk also showed that individuals binge-watched alone more often and more than 70% of them lost control when watching several episodes at once (Starosta & Izydorczyk, 2020).

Furthermore, respondents indicated that watching gives pleasure, feels entertained, can fill empty time, spends time together, adds insight, and escapes from reality. This is in accordance with Flayelle's research which states that individual motivation to watch is entertainment, immersing oneself in what is watched, and social because watching is one of the fun activities that can fulfill the need for entertainment (Flayelle, Maurage, & Billieux, 2017).

However, respondents felt the biggest negative impact of watching on a daily basis was procrastination or procrastination. Respondents also realized that they lost track of time while watching so they became addicted which also led to increased desire to eat while watching and disturbed sleep. Rubenking also stated that if someone is involved in watching for too long he will forget the time and end up regretting it. Regret occurs when the individual realizes that he will get different results if he previously acted more efficiently (Merrill Jr. & Rubenking, 2019). Individuals may regret their viewing experience because the time could be used for major tasks. In addition, lack of self-control while watching is also at risk for eating behavior that is usually unhealthy to plan watching which stimulates sleep problems so that sedentary behavior can occur which raises other physical health (Feijter, Khan, & Gisbergen, 2016)

Then, the results of the study show that the streaming applications YouTube and Netflix rank first and second in their usage with a percentage of 84.4% and 73% respectively. YouTube is one of the largest media platforms used because YouTube is very accessible for anyone and has a large selection of content such as beauty content, games, unboxing, product reviews, film content, and so on. There are 62% of global consumers who use YouTube, then YouTube is also the second most popular search access after Google with "how-to" searches of 70% from year to year, which means that when individuals look for ways to learn something, they rely on video content (Mohsin, 2022).

Netflix is a streaming application that is popular among millennials, especially Generation Y (currently aged 18-34 years) and Generation Z (born after 2005) who have access to watching television using digital technology, especially Video-On-Demand (VOD). Apart from that, there are those who call The Netflix Effect or the Netflix effect that allows long viewing on weekends not only about convenience and adjustment but also about connection and community. VOD allows viewers to share information or conversations online and offline about films or series that must be watched. Thus the media form of Netflixification encourages consumers to watch, listen, play games, or read, discover and explore new digital cultural productions and share experiences with their online friends (Matrix, 2014).

Based on the binge-watching categorization obtained from this study, 56.6% had a moderate binge-watching level and 18.2% had a high binge-watching level. That way, during the COVID-19 pandemic, binge-watching behavior has increased because individuals are looking for entertainment that can give them positive feelings. This is in accordance with the research of Dixit and Andre and friends that during the COVID-19 pandemic, binge-watching behavior increased by 73.7%. Limited activities and boredom due to quarantine have become one of the factors for increased binge-watching during the pandemic (Dixit, Marthoenis, Arafat, Sharma, & Kar, 2020; Werneck, et al., 2021). While binge-watching is a pleasurable activity, it also represents a distraction from everyday tasks. If binge-watching is really interfering with their daily activities, it is hoped that they can seek professional help to feel better.

In addition, the self-control categorization shows that 60.7% of respondents have moderate self-control and 31.9% have a high level of self-control. Factors that influence self-control include family and environment. Families that teach good discipline make individuals able to control themselves as adults, and the environment that individuals currently have can also help them control themselves in the world of work or personal (Dayakisni, 2015). So individuals need awareness and control over their viewing time by avoiding exceeding the optimal number of episodes watched to be key to enhancing the binge-watching experience.

CONCLUSION

Based on this study, the results showed that there was a significant influence between self-control and binge-watching in early adulthood. Based on the results of the regression test, it was found that the self-control variable had a regression coefficient value of 0.177 or 17.7% of the binge-watching variable and a regression coefficient value of -0.821. This shows that the higher a person's level of self-control, the lower their level of binge-watching. Conversely, the lower the level of individual self-control, the higher the level of binge-watching. In addition, the majority of respondents indicated that they had a moderate level of binge-watching with a total of 180 respondents or 66.6%. Meanwhile, in the self-control variable there were 164 respondents or 60.7% having a moderate level. In the post pandemic era, the binge-watching habit has become a prevailing habit; it continues the pandemic pattern. It becomes form of entertainment for individuals who during the pandemic had grown this habit, which can provide positive experiences and feelings. It is shown in this study that binge-watching has increased since the pandemic throughout the post pandemic period in the end of year 2022 due to individuals feeling bored, stressed and lonely during quarantine. Their motivation for watching is to feel relaxed, entertained, spend time with loved ones, broaden their horizons, and escape reality. With the perpetuating post-pandemic binge-watching habit, individuals are expected to be able to control their behavior or have good self-control. In this case, self-control plays a role in preventing unwanted behavior such as binge-watching which can also have an impact on daily tasks. Individuals who have good self-control can manage themselves to reduce excessive viewing by managing and limiting it so that other work can also be completed properly. If individuals feel that binge-watching is very disturbing, then it is hoped that they can contact professional help so that individuals can feel better.

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