Original Research Article

IMPACT OF ONLINE GAMES & OTT PLATFORMS ON BEHAVIOUR & STUDY PATTERNS OF STUDENTS

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Abstract

The COVID-19 pandemic has brought the entire world to a relative halt, affecting people worldwide. Schools, colleges and universities across the country have started shifting to virtual classes and online platforms to provide the study material online to minimize academic loss of students. The Internet has become one of the necessities for people. Many students started studying online from their homes. Students had a lot of time to entertain themselves like playing online games and watching online contents on OTT platforms on a routine basis. Addiction of Online games and use of OTT platforms had an adverse impact on the social behavior, physical health and academic performance of students.

Keywords*: Online Games, OTT, Addiction, Academic performance*

Introduction:

Online games are used for entertainment and socialization by students. Online Games have become big business in India due to improvement in technology. Young students get introduced to online games through Advertisements, friends, family, and peer groups. Games are played on many platforms with multiplayer options around the world with the use of internet connectivity.

Online games affect the young students in both positive and negative ways.

Positive Effects of Online games:

- Improves cognitive thinking, visual processing, memory, reasoning, and perception; improvement in thinking in different dimensions.
- Improvement in hand and eye coordination with quick processing of data by brain.
- Develops problem-solving skills, quick thinking and accuracy in decision making resulting in timely analysis and decisions.
- Improves teamwork and cooperation among team members.

Negative Effects of Online games:

- Increase in aggressive behavior, thoughts in students
- Many students face attention problems affecting their academic performance
- Online games can result in depression, anxiety, or social phobia leading to addiction to games.
- Spending more time playing online games adversely affects health, resulting in obesity, problems with eyesight, muscular disorders.

OTT Platforms:

OTT stands for "over-the-top" and refers to technology that delivers streamed content via the internet. OTT

streaming is video or audio content that is played over the internet. Many OTT services operate on a paid subscription basis.

The most commonly referred to OTT platforms for video streaming are Netflix, Amazon Prime, Hotstar, Disney+, etc. Spotify, Soundcloud, Apple Music are considered an OTT platform for audio streaming, while WhatsApp, Telegram are considered OTT platforms in the messaging / communication space.

According to various reports, an over-the-top (OTT) viewer in India spends approximately 70 minutes per day on video streaming platforms. There are currently over 45 million OTT subscribers in India. Consumers are more likely to watch a variety of content whenever and wherever they want.

Objectives of the study:

- To analyse the impact of online games and OTT Platforms on behaviour of Indian students.
- To analyse the impact of online games and OTT Platforms on study patterns of Indian students.
- To analyse the impact of online games and OTT Platforms on academic performance of Indian students.
- To study the impact on socio-physical health of students in India.
- To provide possible remedies to reduce the impact on students in India.

Scope of the study:

- Students studying in one of reputed colleges in Mumbai were considered for the study.
- The research is restricted to study the impact of online games and OTT Platforms on behaviour and study patterns of Indian students.

Limitations of the Study:

- The sample size is limited to 221 respondents. Hence it may not be the true representative of the population

- Due to time constraints, the authors have taken the aspect of students from Mumbai in General.

Literature Review:

International Reviews:

Previous research has shown a connection between students' drive for excellence and their addiction to online games. For instance, research has shown a strong inverse relationship between students' drive to advance and social media addiction (Haji Anzehai, 2020), furthermore it has been shown that there is a substantial inverse relationship between students' motivation for academic success and Internet addiction (Cao et al., 2008).

In their survey study titled "The Impact of Video Games on the Players Behaviors: A Survey," Muhannad Quwaider, Abdullah Alabed, and Rehab Duwairi (2019) examined the effects of video games on players' emotions and behaviors. They separated their study into two categories: positive and negative effects. Their research revealed that games can alter players' behavior in a number of ways, including making them more cooperative, aggressive, or negative.

Students addicted to internet gaming often have reduced motivation for academic accomplishment because they lack precise academic preparation and learning motivation (Chen and Gu, 2019). A similar substantial inverse relationship was found between students' drive to advance and social network addiction (Haji Anzehai, 2020).

The likelihood of developing a gaming addiction increases with the frequency or amount of time spent gaming daily

among teenagers, however the likelihood of developing an addiction to gaming reduces with increasing educational

attainment (Esposito et al., 2020; Kesici, 2020). Moreover, during the COVID-19 pandemic,

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adolescents' video game use and the severity of online gaming disorders grew dramatically (Teng et al., 2021). According to Kim and Kim (2020), the adoption of **OTT platforms** such as Netflix or YouTube might be attributed to suggestions, a lack of self-control, and a lack of consumption. Active viewing behavior is significantly correlated with the use of mobile TV, according to research by Bouwman et al. (2014).

Online video streaming does not have a major impact on Pay-TV subscribers, according to Udoakpan and Tengeh (2020). Also, their results show that there are many entertaining and usability parallels between OTT and television.

National Reviews:

Teenagers and young adults have grown increasingly dependent on online gaming, and their continued use has led to people want to commit harm to other people. Violent video games have been a child's socialization during the past thirty years, and this has led to aggressive thoughts, anger, and psychiatric issues in the real world. (Sudha R, 2012)

Over the past ten years, the internet has ingrained itself into our daily lives. Students in India are more likely to use the internet for gaming, and it is unclear if this can result in addiction. According to a survey of 200 students in Tamil Nadu and Kerala, 9% and 12% of them, respectively, suffer from depression as a result of their addiction to online gaming. (Lakshmi, Raja, Pujam, Nandha Kumara, 2015)

Online gaming addiction results from excessive usage, which can lead to mental health problems that can lead to gaming disorders as well as health problems like headaches, neck pain, and vision problems. (Aswathy.V & Devika.E, Girish.S, 2019)

Overindulgence in online gaming by college students has been linked to poor academic performance, attention issues, enhanced learning capacity, and decreased social contacts. Studies have also suggested that playing internet video games may contribute to

poorer academic achievement in schools. Furthermore, research indicates that children who play online games frequently run the risk of experiencing sleep disruptions and focus issues (Dr. V. M. Anitha Rajathi, S. Ravisankar, 2022)

There is a significant correlation between students' watching web series & their academic performance" and it is also seen that students addicted to **OTT platforms** suffer from anxiety, isolation, depression, insomnia, etc. (Debasish Rout et al, 2021)

OTT emerged as a potent entertainment medium as a result of the rise in young people's desire for entertainment during the pandemic. Different genres of entertainment programming have been developed by various over-the-top (OTT) platforms, such as Netflix, Disney+Hotstar, Amazon Prime, Voot, Zee5, MX Player, and others. These over-the-top platforms have a significant lifestyle impact on young people. (**Vidushi Negi, Dr. Subhash Gupta, 2022**)

The Dark Side of Excessive Use of Social Media:

Large-scale social media use has been linked to a higher risk of depression, according to a number of studies. As per a national poll conducted in 2019 by Local Circles, a social media platform, it was found that every six out of ten children between the ages of nine and seventeen spend more than three hours a day on social media or gaming platforms. Results were based on responses from over 46,000 parents surveyed in India.

Of the parents surveyed, 17% from the state of Maharashtra claimed that their kids spent more than six hours a day online; Twenty-two percent of respondents in India gave a comparable amount. Merely 10% of parents reported that their offspring felt "happier" following their time spent on social media or video games.

The survey results also indicated that extended use of social media increases the risk of mental health problems like sadness, anxiety, ADHD, and violence.

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Furthermore, the survey showed that, aside from social media, children's leisure activities are primarily engaged in over-the-top (OTT) platforms, as reported by roughly 37% of parents. The study suggests students are spending more time on the internet watching videos, playing games, and socializing. This trend continues post covid too resulting in students spending too much time on screens, which is causing them to have physical problems, such as headaches, back pain, and anxiety.

A 2022 study led by U.S. Surgeon General Dr. Vivek Murthy also found a correlation between youngsters who use social media for more than three hours a day and an increased risk of anxiety and sadness. The research recommended governments to impose more regulations on use and families to set limitations due to the "profound risk of harm" to adolescent mental health.

The aforementioned survey results clearly indicate that social media has more negative than positive consequences
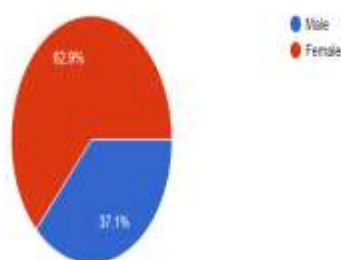
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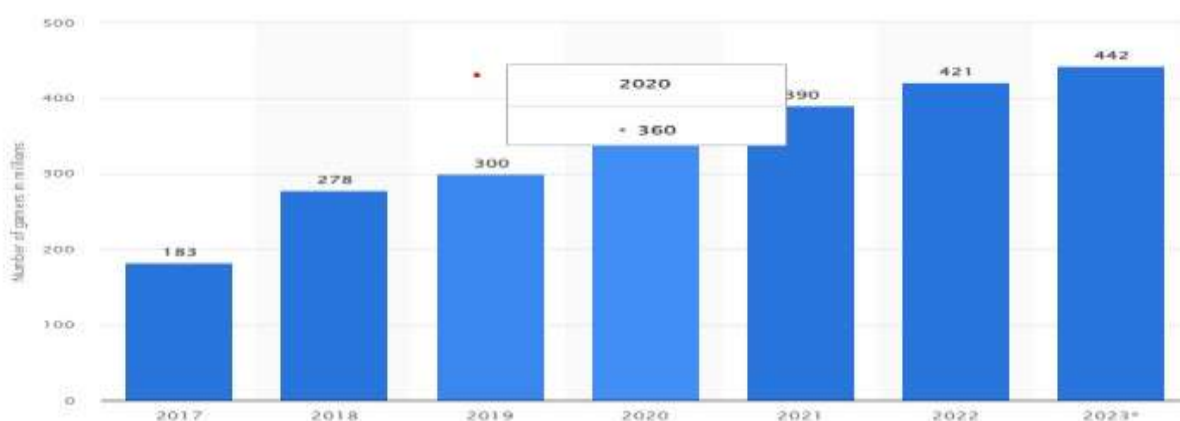
Number of online gamers in India from financial year 2017 to 2022, with an estimate for 2023*(in millions)-source: https://www.statista.com/statistics/1064010/number-of-online-gamers-india/*
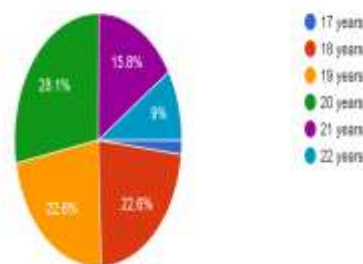
Data Analysis & Interpretation:

Data from the study was gathered in quantitative form and subjected to analysis using descriptive research methodology.
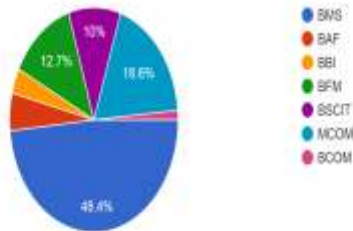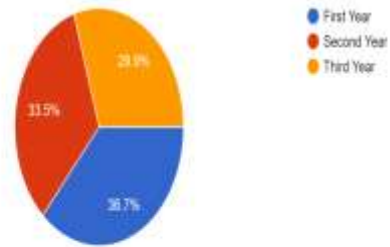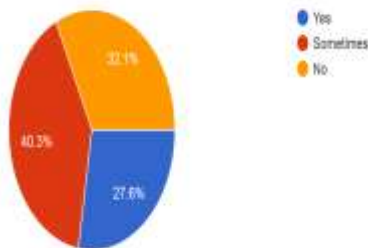
4) Course
221 responses

- BMS
- BAF
- BBI
- BFM
- BSCIT
- MCOM
- BCOM

5) Class
221 responses

- First Year
- Second Year
- Third Year

6) Do you play online games?
221 responses

- Yes
- Sometimes
- No

8) Do you watch online streaming shows via OTT platforms?
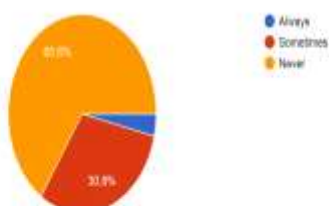221 responses
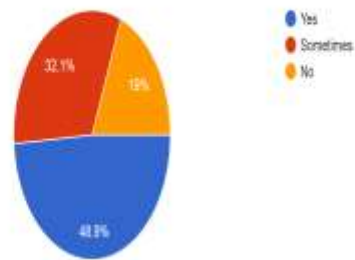
- Yes
- Sometimes
- No

10) Do you often think of online games/OTT shows even when you are away from your games console/PC/ mobile phone?
221 responses
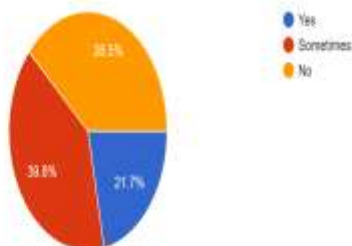
- Yes
- Sometimes
- No

11) How much of time is spent per day in online games and OTT platforms?
221 responses
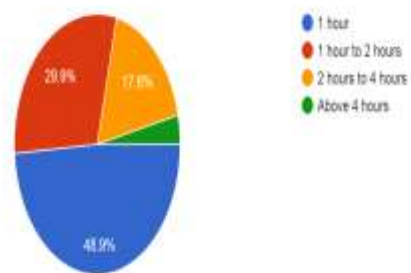
- 1 hour
- 1 hour to 2 hours
- 2 hours to 4 hours
- Above 4 hours

12) Do you often get withdrawal symptoms when you are not able to play online games or watch shows on OTT platforms? (irritability, craving, anger, depression, etc)
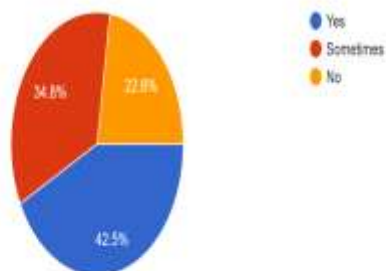221 responses

- Always
- Sometimes
- Never

13) Do you find that you have to increase your screen time to get the desired satisfaction?
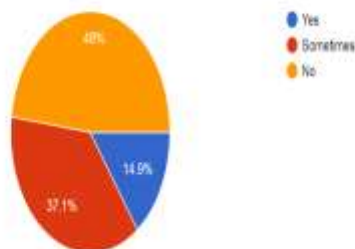221 responses
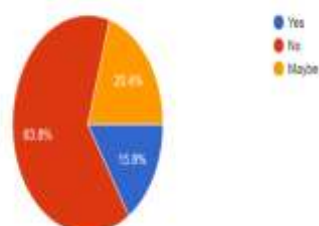
- Yes
- No
- Maybe

14) Have you attempted to cut down your playing time or even stopping because you feel it is affecting you personally as well as your studies?
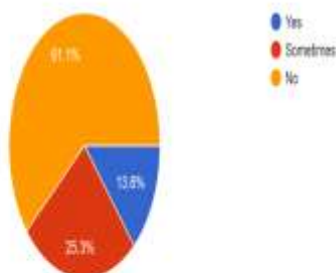221 responses

- Yes
- Sometimes
- No

15) Have you neglected other activities/work/socializing,studying, etc because of online games & OTT platforms?
221 responses

- Yes
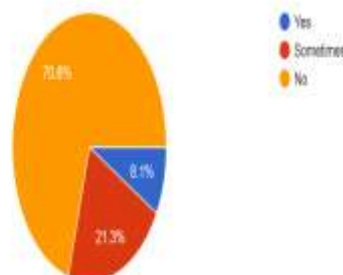- Sometimes
- No

16) Have your grades in college fallen owing to excessive screen time?
221 responses

- Yes
- Sometimes
- No

17) Have you ever had to conceal or lie to your parent about the extent of your playing/viewing time?
221 responses

- Yes
- Sometimes
- No
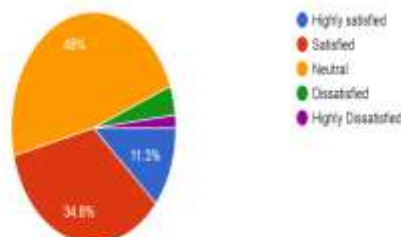
18) Have you used online games/shows as a way to cope with everyday stress/ to help with your negative mood states?
221 responses

- Yes
- Sometimes
- No

19) Rate your overall satisfaction with online gaming & OTT platforms.
221 responses

- Highly satisfied
- Satisfied
- Neutral
- Dissatisfied
- Highly Dissatisfied

Results:

1/ 2) Total of 221 responses collected of which male-female gender composition worked to 139 Female. 82 Male
3/4/5) Students of Ghanshyamdas Saraf College across different programs in the age group of 17 to 22
7) In online games BGMI & Ludo were the most popular followed by PUBG, COD, Subway Surfers
9) In the OTT platforms, Netflix topped the chart followed by Amazon Prime. Other platforms like Hotstar, Jio Cinema etc. were opted by few respondents

Survey Questions	Yes	Sometimes	No
6) Do you play online games?	61	89	71
8) Do you watch online streaming shows via OTT platforms?	108	71	42
10) Do you often think of online games/OTT shows even when you are away from your games console/PC/ mobile phone?	48	88	85
14) Have you attempted to cut down your playing time or even stopping because you feel it is affecting you personally as well as your studies?	94	77	50
15) Have you neglected other activities/work/socializing, studying, etc. because of online games & OTT platforms?	33	82	106
16) Have your grades in college fallen owing to excessive screen time?	30	56	135
17) Have you ever had to conceal or lie to your parent about the extent of your playing/viewing time?	18	47	156
18) Have you used online games/shows as a way to cope with everyday stress/ to help with your negative mood states?	72	81	68

Survey Questions	1 Hour	1 to 2 hours	2 to 4 hours	Above 4 hours
11) How much of time is spent per day in online games and OTT platforms?	108	66	39	8

Survey Questions	Always	Sometimes	Never
12) Do you often get withdrawal symptoms when you are not able to play online games or watch shows on OTT platforms? (irritability, craving, anger, depression, etc.)	8	68	145

Survey Questions	Yes	No	Maybe
13) Do you find that you have to increase your screen time to get the desired satisfaction?	35	141	45

Survey Questions	Highly satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied
19) Rate your overall satisfaction with online gaming & OTT platforms.	25	77	106	9	4

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Findings:

1. The findings show that the majority of respondents, regardless of gender, use over-the-top (OTT) platforms; nonetheless, male students are more likely to become addicted to online gaming.

2. The survey discovered that the most played online games were BGMI, Ludo followed by PUBG, COD, and Subway Surfers. The most popular online video streaming service among the participants was Netflix, which was followed by Jio Cinema, Amazon Prime, Disney+Hotstar, and others.

3. A moderate degree of addiction is indicated by the study's findings, with most participants reporting a maximum screen time of one to two hours. As a result, the results indicate that there hasn't been much of a detrimental effect on their academic performance and grades.

4. The study revealed that the students' behavior toward their parents and their social group shifted somewhat, showing only minor behavioral changes that don't significantly display negativity. This could be explained by the small sample size and the fact that almost two thirds of the respondents were female.

5. The results also demonstrate that the respondents have attempted to reduce their screen time as it negatively impacts their physical and mental wellbeing, which is a glaring example of how they are not making positive use of internet resources.

Conclusion & Suggestions:

The benefits of online content include increased adaptability and understanding of recent advancements. In actuality, this medium has brought the world closer up. However, excessive use of it and too much screen time leads to addiction. The methods to assist in reducing the addiction are:

1. Decide on your own time frame. Furthermore, if a game is extremely addictive, regulatory bodies should monitor it and, if necessary, ban it.

2. Parents need to take initiative and strict parental controls need to be set very tactfully especially in the case of young teenagers.

3. Every quarter, educational institutions should host workshops where assessments aimed at determining the extent of addiction should be administered. We can then schedule expert therapy sessions. Students will eventually interact more positively in terms of both online and offline engagement if educators are vigilant about highlighting the detrimental effects of violent, abusive, and inappropriate content on over-the-top (OTT) platforms and online gaming, as well as providing guidance on how to use these platforms responsibly.

Limitations & Scope for future research:

The study is undertaken from a small sample of only one leading college in Mumbai. The sample represented more of the female population and less of male respondents, hence the results may be a bit skewed. Future researchers can extend this research work by addressing:

1. The whole of Mumbai city with equal gender composition

2. The effect of exclusively online gaming or over-the-top platforms on middle-aged individuals between the ages of 35 and 45

3. Internet addiction in students enrolled in professional programs, such as engineering, medicine, business administration, etc.

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