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ASSESSING THE PSYCHOLOGICAL IMPACTS OF EXCESSIVE VIOLENCE AMONG YOUTH IN CHENNAI AFTER WATCHING STREAMING CONTENTS ON DISNEY+ HOTSTAR

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Abstract:
Over-The-Top (OTT) platforms like Disney Hotstar, which offer a wide range of shows and movies, it is crucial to examine the extent of violence contents and its effects on the urban youth population in Chennai's. The present study aims to examine the psychological impacts and the possible consequences of excessive violence among the youth in Chennai after watching streaming contents on Disney+ Hotstar. The popularity and accessibility of streaming platforms have led to an increase in the exposure of youth to various forms of media violence, which may have detrimental effects on their psychological well-being. Through this research, we seek to understand the extent of the psychological impacts and contribute to the existing literature on the effects of violence in media on youth. This study employs a mixed-methods approach, combining qualitative interviews and quantitative surveys to gather data on the experiences and perceptions of youth regarding violence in media content. Preliminary findings suggest that exposure to excessive violence on Disney+ Hotstar can lead to heightened levels of aggression, desensitization to violence, and increased anxiety among youth in Chennai. Moreover, the study highlights the importance of parental mediation and media literacy programs in mitigating the negative effects of media violence on youth. The implications of these findings for policymakers, educators, and mental health professionals are discussed, along with recommendations for future research in this area.

Keywords: Excessive violence, youth, streaming contents, Disney plus Hotstar, Psychological impacts.

Introduction:

The entertainment landscape has been transformed significantly in recent years with the emergence and dominance of Over-The-Top (OTT) platforms like Amazon Prime, Netflix, Sony TV, Hotstar, and Eros Now. These platforms have become central to modern entertainment, attracting a vast audience, including undergraduates and graduate students (Quadri, n.d.). The accessibility and diversity of content offered by these platforms have made them immensely popular among the youth, influencing their viewing habits and preferences.

However, the content available on these platforms has sparked debates and raised concerns about its psychological impact on viewers, particularly the younger generation. A study by Gupta (2023) highlighted that a significant number of young individuals are psychologically affected by the content they consume, especially in Indian web series. The portrayal of violence in series like 'Mirzapur' has ignited discussions about the potential psychological repercussions on the audience.

ENTERTAINMENT LANDSCAPE TRANSFORMATION

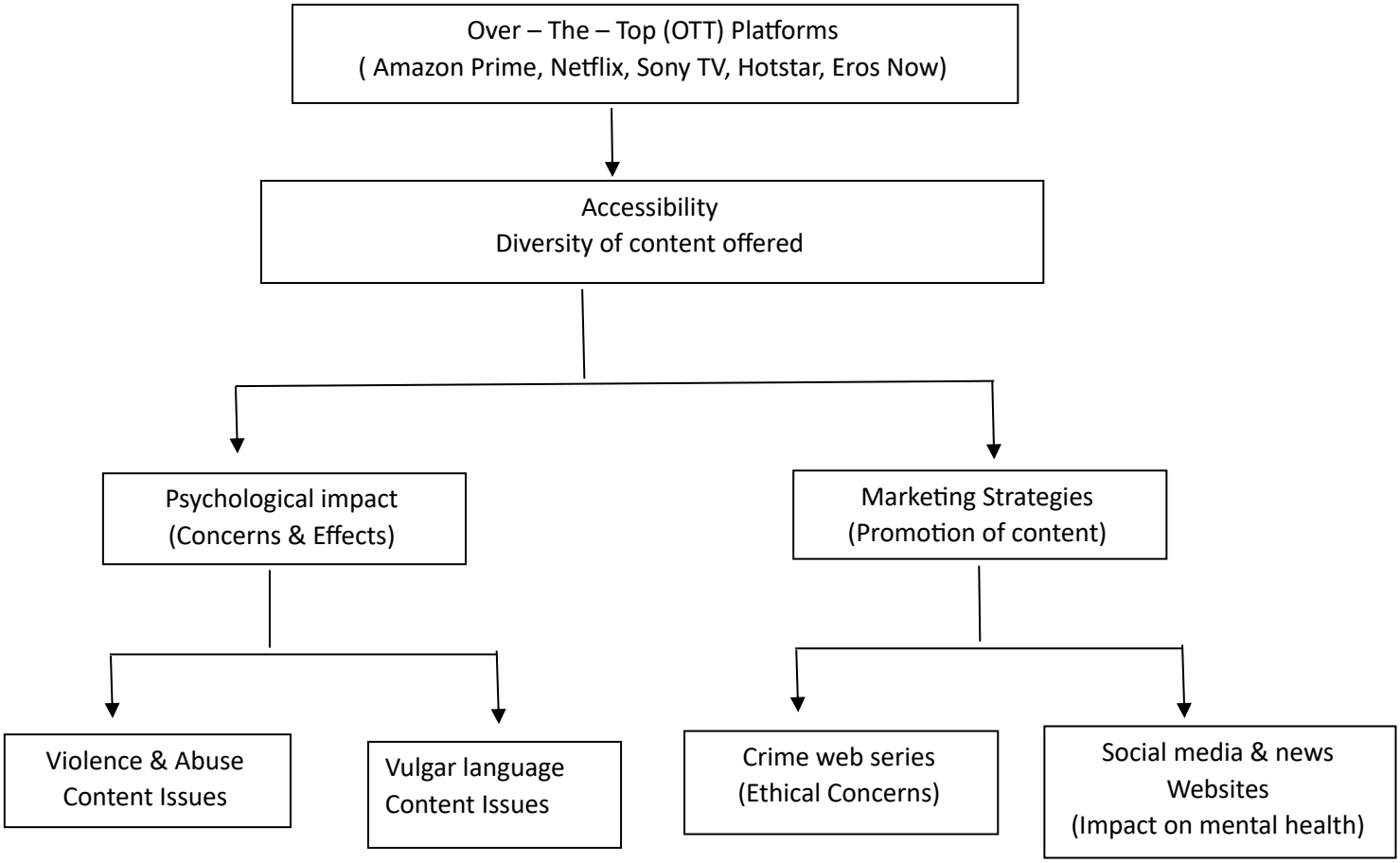

Fig:01

In the figure : 01 the Dhiman's research (2021, 2023) has further emphasized the concerns regarding the use of vulgar language and explicit content on OTT platforms. The study revealed that such content can have detrimental effects, particularly on younger audiences. Platforms like Hotstar, now rebranded as Disney+ Hotstar, target a broad audience, making it essential to scrutinize content for its appropriateness and potential impact (Dhiman, 2021, 2023).

Western web series have also made a significant impact on Indian high-schoolers. Mehrotra's study (n.d.) revealed that while the violence depicted in these series wasn't something they wished to emulate, they were drawn to the portrayal of the education system and academic life. This indicates that content on these platforms can shape the perceptions and aspirations of young viewers.

The popularity of OTT platforms, especially Hotstar, has been corroborated by Bajwa's research (2023), but it also highlighted that the content often includes elements of violence, sex, and abuse. Such content has been linked to creating psychosocial issues among viewers, influencing their behavior, and affecting their mental health (Bajwa, 2023).

Further concerns arise from the marketing strategies employed by these platforms. Rashmi and Jain's research (2023) on the promotion of crime web series in India revealed that a significant portion of viewers were attracted to the violence and sexual content depicted in these series. This raises ethical considerations regarding the responsibility of these platforms in safeguarding the well-being of their audience.

Beyond the content on OTT platforms, the broader digital landscape, encompassing social media and news websites, has also played a role in influencing the mental health and well-being of teenagers. Biradar's study (2021) highlighted the vast availability of content from at least 40 OTT channels and numerous news websites, posing challenges like social media drug abuse and its impact on mental health.

While OTT platforms provide a diverse array of entertainment options, they also present challenges and concerns regarding their psychological impact on young viewers. Issues such as violent content, vulgar language, and explicit marketing strategies need to be addressed to ensure a healthy viewing experience. As these platforms continue to evolve, it becomes essential to strike a balance between entertainment and responsibility to safeguard the mental health and well-being of the youth.

Aim of the study:

This study aims to provide insights into the psychological consequences of excessive violence exposure among youth in Chennai. It is anticipated that the findings will reveal a significant correlation between excessive violence consumption and increased psychological distress. Moreover, the study results may identify potential moderating factors such as age and gender, shedding light on the differential impacts of excessive violence on different demographic groups.

Significance of the study:

The outcomes of this research will offer valuable insights for policymakers, parents, and mental health professionals in understanding the potential risks associated with excessive violence consumption on streaming platforms like Disney+ Hotstar. The identification of the psychological impacts will aid in developing effective interventions and guidelines to support the mental well-being of youth viewers.

Objectives of the Study:

1. To determine the extent of exposure to violent streaming content on Disney+ Hotstar among youth in Chennai.
2. To assess the levels of aggression and violent behavior exhibited by youth in Chennai after consuming excessive violent streaming content.

3. To examine the behavioral changes, such as withdrawal, mood swings, and emotional instability, after excessive consumption of violent streaming content among youth in Chennai.
4. To provide recommendations and implications for parents, caregivers, and educational institutions in Chennai regarding the responsible consumption of violent streaming content and its impact on youth's psychological well-being.

Review of Literature

Hotstar Violence Exposure Study

The impact of violent content, particularly in movies and web series, on individual behavior and psychological well-being has been a subject of growing concern in recent research. Juhi (2019) conducted a study titled "A study on the Impact of violence in the movies: an Escalating Challenge," aiming to examine how violence in movies affects individuals' minds. The study highlighted the need to understand the psychological effects of violent content and its implications on individuals' mental health (Juhi, 2019). Dhiman (2021) explored the psychosocial impact of web series and streaming content on Indian youth. The study pointed out the rising popularity of web series in India and highlighted the heavy investments made by major companies like Amazon, Netflix, SonyLIV, Hotstar, and Eros Now in regional content (Dhiman, 2021).

Gupta (2023) delved into the language and content of Indian web series, emphasizing the prevalent themes of excessive violence, sex, improper language, dark politics, and non-existing law enforcement. The study suggested a need for responsible content creation and portrayal in Indian web series to avoid negative influences on viewers (Gupta, 2023). Kumar, Pallathadka, and Pallathadka (2016) focused on the exposure to pornography and harmful materials against children, analyzing the need for protecting children from such content. The study discussed various methodologies, including doctrinal and analytical research, to understand the implications of exposure to harmful content on children (Kumar et al., 2016). Quadri (n.d.) explored the influences, consequences, and opportunities for young individuals in the world of web series. The study highlighted the significant investments made by platforms like BitTorrent, YouTube, Amazon Prime Video, and Netflix in local productions and content (Quadri, n.d.).

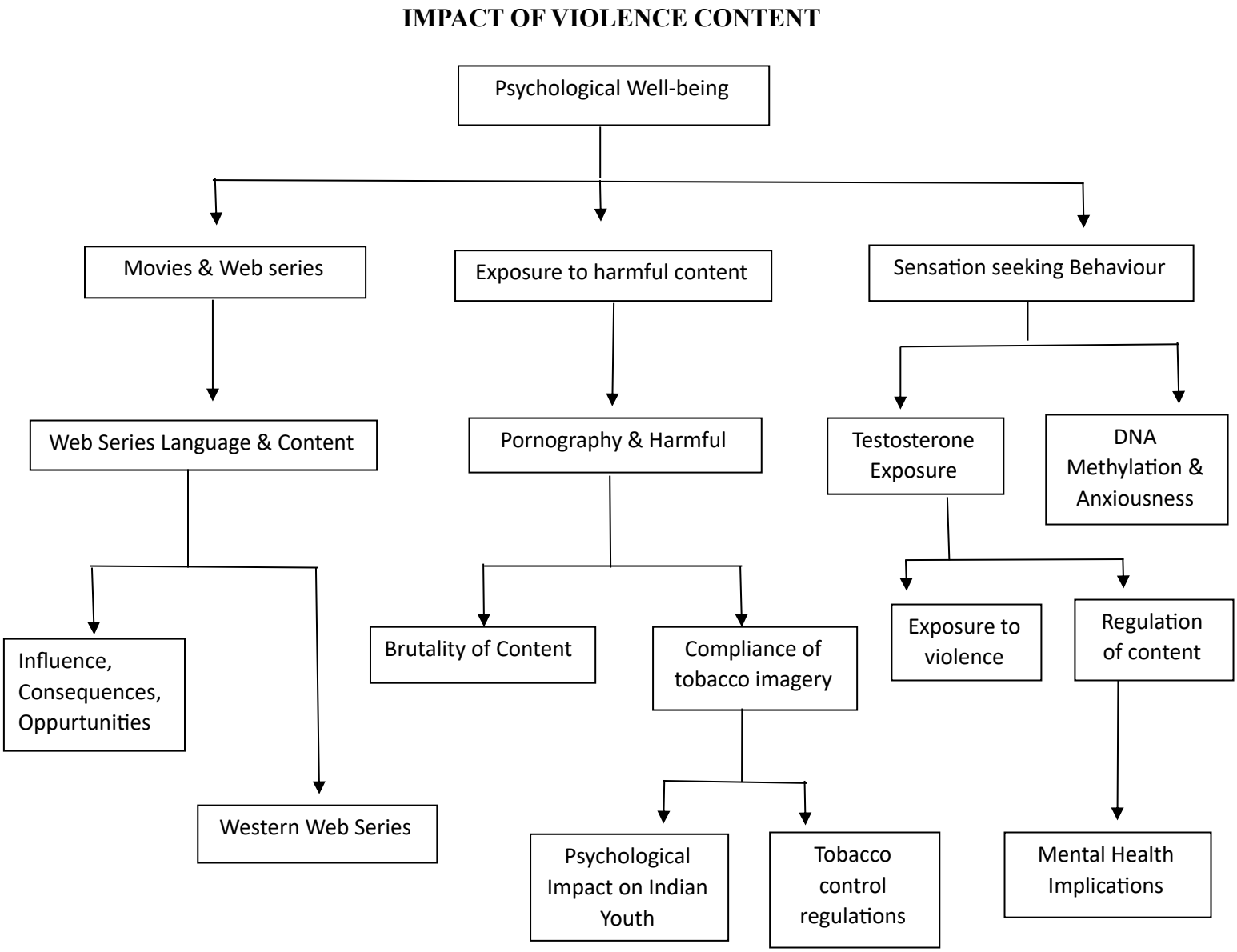

Fig: 02

In the figure: 02, Ms.Mohana, Singh, Kumar, and others (2024) conducted a study on brutality detection and rendering of brutal frames. They found that exposure to violence in media, including anime, can have negative effects on individuals. The study pointed out the association of streaming platforms like Amazon Prime, Netflix, and Hotstar with exposure to violent content (Mohana et al., 2024). In a different context, Campbell, Dreber, Apicella, and others (2010) examined the relationship between testosterone exposure, dopaminergic reward, and sensation-seeking in young men. The study aimed to clarify the relationship between these factors by examining androgen levels and sensation-seeking behaviors (Campbell et al., 2010). Additionally, Gouin, Zhou, Booij, Boivin, Côté, and others (2017) explored associations between oxytocin receptor gene (OXTR) DNA methylation, exposure to early life adversity, and childhood trajectories of anxiousness. The study sought to understand the associations between these factors and their implications on mental health (Gouin et al., 2017).

Lastly, Arora, Nazar, Chugh, Rawal, and others (2021) investigated tobacco imagery in on-demand streaming content popular among adolescents and young adults in India. The study assessed the compliance of content shown on online series with global tobacco control regulations and highlighted the absence of frequently watched series on platforms like YouTube or Hotstar Premium (Arora et al., 2021).

Behavioral Shifts Post-Streaming

Grillaert, Kleihues, Lyu, and Parasuram (2020) in their study "Streamless: Reducing Streaming through a Psychology-based Intervention Application" examined the effects of streaming on individuals. They classified the effects post-streaming into three categories, emphasizing the importance of understanding the decision to stream and its subsequent impacts (Grillaert et al., 2020). Nordlin (2022) explored how streaming era film and television reinvent and subvert menstrual tropes. The study discussed the shift in discussions around female issues, particularly highlighting the influence of movements like "Me Too" in changing the narrative around female-centric issues (Nordlin, 2022). Khattab (2020) focused on micromobilization through live streaming using the Elin Ersson case as a case study. The study aimed to understand behavioral patterns in real-time live stream viewers and post-streaming video viewers (Khattab, 2020).

Mallari, Williams, and Hsieh (2021) delved into the analytics needs of video game streamers. They found that streamers desired information about viewer behaviors before, during, and after streaming to enhance their streaming experience and engagement (Mallari et al., 2021). Zhang, Zhang, Liu, Guo, Lee, and others (2022) introduced Duasvs, a mobile data saving strategy in short-form video streaming. The study highlighted that viewers exhibit different viewing behaviors, affecting video player strategies and data usage (Zhang et al., 2022).

Wu, Liu, and Lee (2015) developed a Post-Streaming Prefetch-Buffer Analysis to measure user behaviors over time. They found consistent behaviors over days, which impacted streaming performance and delay (Wu et al., 2015). Zanella, Cillo, and Verona (2022) discussed how incumbents respond to changes in market information regimes. The study highlighted that information regimes affect firm strategies and behaviors, emphasizing the need for firms to adapt to changing market information (Zanella et al., 2022).

Li, Li, Wu, Tyson, and Xie (2022) conducted a large-scale measurement and optimization of mobile live streaming services. They characterized user behavioral patterns and recommended optimizing live streaming and time-shifted "replay" views (Li et al., 2022). Montessori, Lauricella, Tiribocchi, and others (2023) presented a thread-safe lattice Boltzmann implementation focusing on reconstructing post-collision/post-streaming sets. Their work aimed at improving high-performance computing on GPUs (Montessori et al., 2023). Watson and Leyshon (2022) discussed negotiating platformisation in the music industry. They described how the shift to streaming represented a theoretical shift in understanding the music industry, particularly highlighting the post-streaming stabilization era (Watson &Leyshon, 2022).

Recommendations for Content Consumption

The burgeoning field of digital content creation and its consumption is significantly influenced by recommendation systems. The following studies shed light on various aspects of this dynamic: Qian and Jain (2024) investigated the impact of recommendation systems on digital content creation. Their study posited that while high-quality content can drive consumption even when not a perfect fit, poor-quality content cannot. Additionally, they observed that consumers with a good fit might tolerate lower quality, indicating the nuanced role of recommendation systems (Qian & Jain, 2024). Rappaz, McAuley, and Aberer (2021) delved into recommendation on live-streaming platforms. Their research focused on dynamic availability and repeat consumption patterns, considering the ephemeral nature of content and how recommendations influence viewer behavior (Rappaz et al., 2021). Thorson (2008) explored changing patterns of news consumption influenced by news recommendation engines. The study highlighted the potential of recommendation engines in altering news consumption habits and participation (Thorson, 2008).

De Pessemier, Deryckere, and Martens (2009) introduced context-aware recommendations for user-generated content on social network sites. They emphasized the role of consumption context, such as location and time, in supplementing user profile-based recommendations (De Pessemier et al., 2009). Chen, Chan, Zhang, and Liu (2024) conducted a field experiment to understand the effects of diversity in algorithmic recommendations on digital content consumption. Their findings underscored the importance of content diversity in recommendation algorithms (Chen et al., 2024). De Pessemier, Coppens, Geebelen, and others (2012) proposed collaborative recommendations with content-based filters for cultural activities. Their algorithm utilized users' personal collections to inform recommendation strategies (De Pessemier et al., 2012). Kim (2020) developed a recommendation method for smart TV programs based on content consumption concentration. The study aimed to enhance recommendation accuracy by considering users' content consumption history (Kim, 2020).

Kaafar, Berkovsky, and Donnet (2013) discussed the potential of recommendation technologies for efficient content delivery networks. They outlined strategies for content placement and how collaborative recommendations can predict and influence content consumption (Kaafar et al., 2013).

Palimeri, Palioura, and colleagues (2015) provided insights into the health risks associated with the consumption of advanced glycation end products. Though not directly related to digital content, their recommendations for dietary management highlight the broader implications of consumption and recommendations (Palimeri et al., 2015). Yesilada and Lewandowsky (2022) conducted a systematic review on YouTube recommendations and problematic content. Their research indicated that users watching conspiratorial content often received further similar recommendations, emphasizing the role of algorithms in shaping consumption patterns (Yesilada& Lewandowsky, 2022).

Chennai Youth Streaming Impact

The surge in online streaming services (OSS) has brought about significant changes in media consumption patterns, particularly among the youth. Below is a review of studies focusing on the impact of online streaming on the youth demographic: Deshpande, Rajput, Pullapalli, Alluri, and Shetty (2020) explored the popularity and impacts of online streaming services in the youth demographic of Navi Mumbai. Their research aimed to understand the role of OSS as emerging entertainment platforms and their influence on youth (Deshpande et al., 2020). Dhiman (2021) examined the psychosocial impact of web series and streaming content on Indian youth. The study highlighted the significant influence of streaming content on societal norms, behavior, and consumption patterns (Dhiman, 2021).

Saranya and Ravichandran (n.d.) conducted a study on consumer choices in OTT platforms and the resultant impact of streaming content on youth in Chennai. They found that OTT platforms play a crucial role in shaping the behavior and attitudes of the youth (Saranya & Ravichandran, n.d.). Kumar, Rahman, and Sowmyya (2021) investigated the inclination of Indian youth towards video streaming platforms. The study identified various factors responsible for the influence of streaming platforms on the youth, emphasizing its impact on their lifestyle and preferences (Kumar et al., 2021). Sundet and Lüders (2023) discussed industry perspectives on streaming and youth as a new media generation. Their research suggested that streaming platforms have a modest impact on leisure time reading among youth but have gained popularity due to audiobook-streaming (Sundet&Lüders, 2023).

Maharaj and Zareey (2022) examined the impact of academic streaming on student relationships in a low-income neighbourhood in Toronto. While not directly related to entertainment streaming, this study offers insights into the broader implications of streaming or categorization systems on youth experiences (Maharaj&Zareey, 2022). Chandra, Gaidhane, Choudhari, and Syed (2023) conducted a comprehensive review of the psychosocial and sleep effects of web streaming on Indian youth. They explored the implications of widespread web streaming adoption on sleep patterns and psychosocial well-being among youth (Chandra et al., 2023). Wagh, Deshpande, and Patil (2022) assessed the impacts of web series and streaming content on Indian adolescents. The study delved into how youth perceive and engage with web series and other online streaming content (Wagh et al., 2022). Jain (2019) studied the impact of online streaming on youngsters in Coimbatore City. The research highlighted the rising trend of online streaming among youth and its affordability as key factors driving its popularity (Jain, 2019).Lastly, Salandria (2020) explored the digital streaming landscape and its impact on the viewing habits of today's youth. The investigation focused on the evolving viewing patterns and trends influenced by digital streaming platforms (Salandria, 2020).

Result:

The Demographic information gave uncovers key bits of knowledge into the populace under study. The example comprises of 99 people, essentially inside the age scope of 21 to 34, with the biggest extent falling somewhere in the range of 21 and 25 (33.3%). This shows a moderately youthful populace, with the greater part probably addressing youthful grown-ups. Gender conveyance shows a slight greater part of males (75.8%), demonstrating a potential

gender irregularity inside the example. As far as occupational status, the populace is equitably parted between students (48.5%) and employed people (51.5%), proposing a different blend of members with changing degrees of business and instructive responsibilities. The marital status dispersion demonstrates that a critical piece of the example is unmarried (57.6%), albeit a significant extent is married (42.4%). From this information, a few speculations can be construed. The transcendence of youthful grown-ups proposes potential examination interest in issues applicable to this segment. The gender unevenness might warrant further examination concerning gender-explicit patterns or ways of behaving. Also, the circulation across occupational and marital statuses could affect factors under study, impacting results and ends drawn from the exploration.

Demographic Variable Information				
			N	Percent
Factor	Age group	18 – 20	19	19.2%
		21 – 25	33	33.3%
		25 – 30	17	17.2%
		30 – 34	30	30.3%
		Total	99	100.0 %
	Gender	Male	75	75.8%
		Female	24	24.2%
		Total	99	100.0 %
	Occupational status	Student	48	48.5%
		Employed	51	51.5%
		Total	99	100.0 %
	Marital Status	Married	42	42.4%
		Unmarried	57	57.6%
		Total	99	100.0 %

Table:01

Chi-Square Test Statistics

	Chi-Square	df	Asymp. Sig.
Consuming of OTT	22.400[a]	35	.951
Assuming of OTT	35.600[b]	14	.001
Excitement of OTT	71.020[c]	16	.000
Emotional of OTT	50.620[c]	16	.000

Table:02

In the table 01 & 02 the following details are measured,

a. 36 cells (100.0%) have expected frequencies less than 5. The minimum expected cell frequency is 2.8.

b. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 6.7.

c. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 5.9.

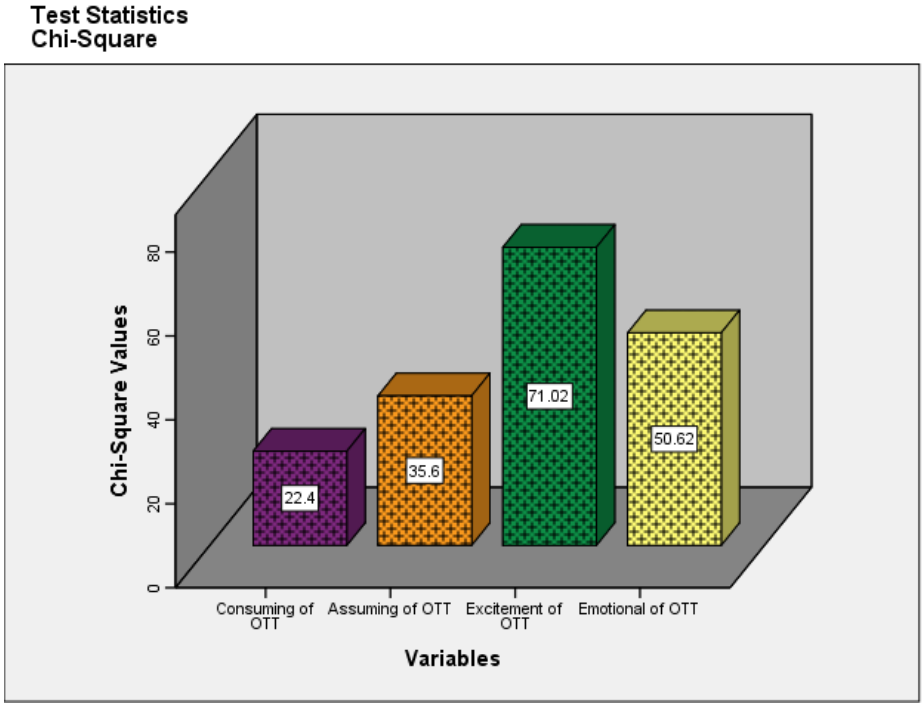

Fig: 03

In the figure : 03, the Chi-Square test measurements give important insights into the connections between factors connected with over-the-top (OTT) content commitment ways of behaving: Consuming, Assuming, Excitement, and Emotional commitment. The significant Chi-Square qualities for all elements show that there are relationship between these ways of behaving and other factors being scrutinized. For Consuming of OTT, the Chi-Square worth is 22.400 with a serious level of opportunity (df=35) and a nonsignificant p-esteem (Asymp. Sig. = 0.951). This proposes that Consuming way of behaving may not be significantly connected with the factors tried. In any case, for Assuming, Excitement, and Emotional commitment of OTT, the Chi-Square qualities are strikingly higher (going from 35.600 to 71.020) with lower levels of opportunity (df=14 or 16) and exceptionally significant p-values (Asymp. Sig. < 0.001). This demonstrates solid relationship between these ways of behaving and other factors. The going with notes uncover that while certain cells have expected frequencies under 5 for Consuming, none are beneath this limit for Assuming, Excitement, or Emotional commitment, building up the dependability of the outcomes. These discoveries feature the significance of Thinking about different variables in understanding and anticipating OTT commitment ways of behaving.

Curve Fit Model

Curve fitting models are utilized in information examination to find the best-fitting Curve that depicts the connection between factors. By changing boundaries, for example, coefficients or types, these models intend to limit the distinction between noticed pieces of information and

the anticipated qualities from the Curve. They are significant in different fields like physical science, designing, and money for anticipating future patterns, adding missing information, or figuring out fundamental examples. Normal Curve fitting strategies incorporate direct relapse, polynomial relapse, remarkable fitting, and spline addition. The decision of Curve fitting model relies upon the idea of the information and the particular examination or investigation targets. The Curve fitting models offer an integral asset for understanding and making expectations in view of experimental information.

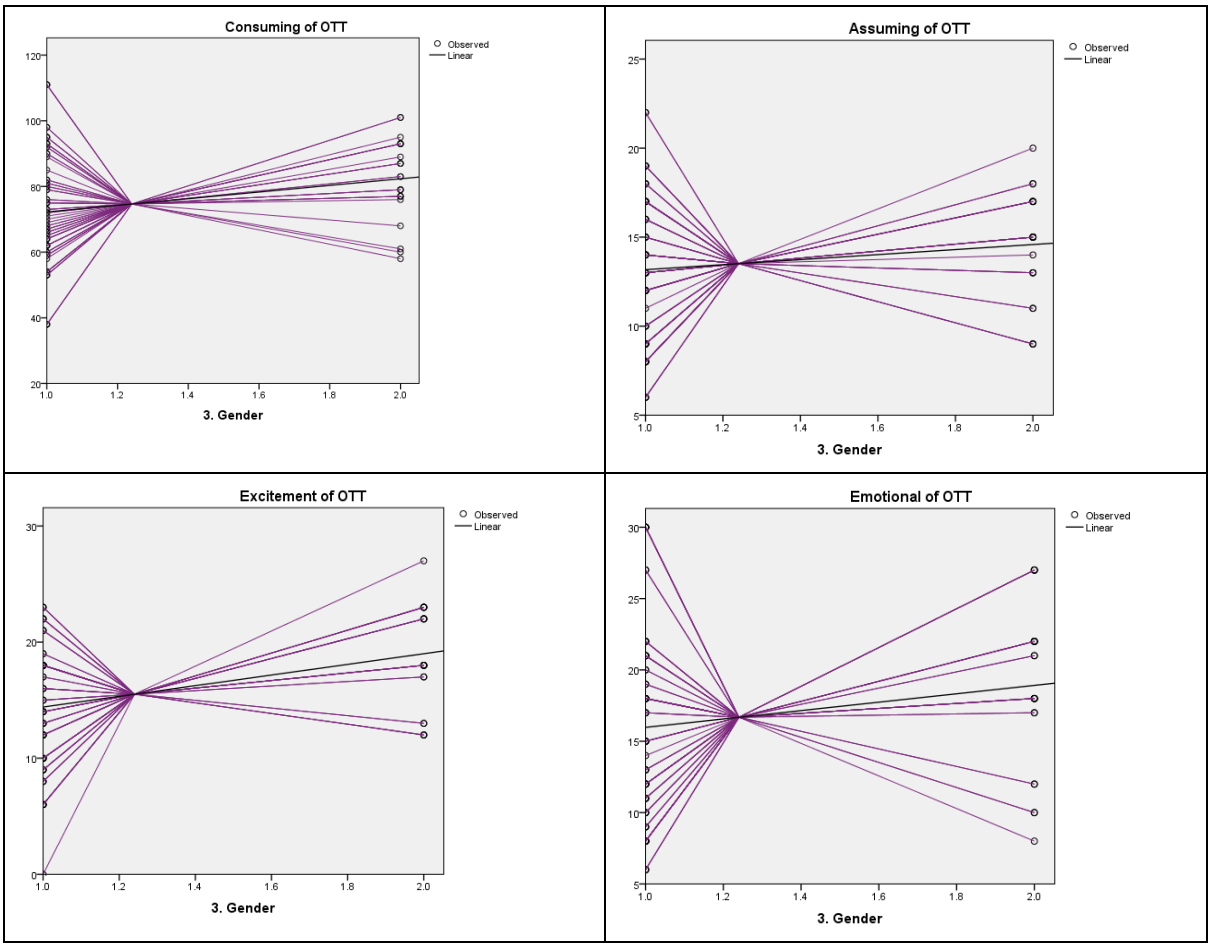

Figure:04 Curve fitting graph

Model Summary

	Model Summary			
Linear	R	R Square	Adjusted R Square	Std. Error of the Estimate
Consuming of OTT	.273	.075	.065	15.356
Assuming of OTT	.161	.026	.016	3.734

Excitement of OTT	.376	.141	.132	4.889
Emotional of OTT	.197	.039	.029	6.308
	The independent variable is 3. Gender.			

Table:03

The model summary of the figure : 04 and Table: 03 , provides insight into the relationship between consuming, assuming, excitement, and emotional engagement with over-the-top (OTT) content and the predictor variable, gender. The R-squared values for each aspect of OTT engagement range from 0.026 to 0.141, indicating that gender explains only a small to moderate proportion of the variance in these behaviours.

The highest R-squared value is observed for excitement of OTT content (0.141), suggesting that gender accounts for a larger proportion of the variability in excitement compared to other aspects such as consuming or assuming behaviour. However, even in this case, the majority of the variability remains unexplained by gender. The adjusted R-squared values, which consider the number of predictors in the model, are relatively low, ranging from 0.016 to 0.132. This suggests that the inclusion of gender as an independent variable has only a modest effect on improving the explanatory power of the model for OTT engagement behaviours. while gender may have some influence on certain aspects of OTT engagement, the model indicates that other factors not accounted for in this analysis are likely more important determinants of consuming, assuming, excitement, and emotional engagement with OTT content.

ANOVA

Factors		**Sum of Squares**	**df**	**Mean Square**	**F**	**Sig.**
Consuming of OTT	Regression	1864.219	1	1864.219	7.906	.006
Assuming of OTT	Regression	157.979	1	157.979	3.970	.049
Excitement of OTT	Regression	384.635	1	384.635	16.092	.000
Emotional of OTT	Regression	157.979	1	157.979	3.970	.049

Table:04

The model summary of table : 04 provides understanding into the relationship between consuming, assuming, excitement, and emotional responsibility with over-the-top (OTT) content and the predictor variable, gender. The R-squared values for every part of OTT responsibility range from 0.026 to 0.141, demonstrating that gender clears up only a tad for moderate proportion of the variance in these behaviours. The most noteworthy R-squared regard is observed for excitement of OTT content (0.141), proposing that gender represents a larger proportion of the variability in excitement compared to other perspectives like consuming or assuming behaviour. However, in any event, for this present circumstance, the majority of the variability remains unexplained by gender. The adjusted R-squared values, which consider the number of predictors in the model, are relatively low, ranging from 0.016 to 0.132. This proposes that the consideration of gender as an independent variable affects improving the explanatory power of the model for OTT responsibility behaviours. while gender could somely affect certain parts of OTT responsibility, the model demonstrates that other factors not represented in this assessment are consistent more important determinants of consuming, assuming, excitement, and emotional responsibility with OTT content.

Coefficients Test

	Coefficients					
	The independent variable	**Unstandardized Coefficients**		**Standardized Coefficients**	**t**	**Sig.**
Factors		**B**	**Std. Error**	**Beta**		
Consuming of OTT	Gender	10.110	3.596	.273	2.812	.006
Assuming of OTT	Gender	1.412	.874	.161	1.615	.109
Excitement of OTT	Gender	4.592	1.145	.376	4.012	.000
Emotional of OTT	Gender	2.943	1.477	.197	1.992	.049
Consuming of OTT	Gender	10.110	3.596	.273	2.812	.006

Table:05

The coefficients table: 05 shows the relationships between orientation and the four factors related to over-the-top (OTT) content engagement: Consuming, Assuming, Excitement, and

Emotional engagement. Each column represents a relapse model with orientation as the independent variable. For Consuming, Assuming, and Emotional engagement, the standardized coefficients (Beta) are relatively little, going from 0.161 to 0.273, indicating a modest effect of orientation on these factors. Be that as it may, the standardized coefficient for Excitement is notably higher at 0.376, suggesting a more substantial impact of orientation on the excitement of OTT content.

The t-values show the significance of every coefficient. Gender significantly predicts Consuming ($t = 2.812$, $p = 0.006$), Excitement ($t = 4.012$, $p < 0.001$), and Emotional commitment ($t = 1.992$, $p = 0.049$), but not Assuming ($t = 1.615$, $p = 0.109$). These results propose that gender variedly affects different parts of OTT commitment. It affects excitement and consuming behaviours compared to assuming or emotional commitment. However, further examination is expected to understand the specific elements underlying these relationships and their suggestions.

Discussion:

The demographic information provided offers valuable insights into the characteristics of the sample population under study. With 99 participants, predominantly within the age range of 21 to 34, and the largest proportion falling between 21 and 25 (33.3%), it indicates a relatively young population, primarily comprising young adults. The gender distribution slightly favors males (75.8%), suggesting a potential gender imbalance within the sample. Occupational status shows an even split between students (48.5%) and employed individuals (51.5%), indicating a diverse mix of participants with varying levels of employment and educational commitments. Marital status distribution reveals a significant portion of the sample as unmarried (57.6%), although a substantial proportion is married (42.4%). From this data, several hypotheses can be inferred. The predominance of young adults suggests potential research interest in issues relevant to this demographic. The gender imbalance may warrant further investigation into gender-specific patterns or behaviours. Additionally, the distribution across occupational and marital statuses could influence factors under study, affecting research outcomes and conclusions drawn from the study.

The Chi-Square test statistics provide valuable insights into the relationships between factors associated with over-the-top (OTT) content engagement behaviours: Consuming, Assuming, Excitement, and Emotional engagement. Significant Chi-Square values for all factors indicate relationships between these behaviours and other variables under scrutiny. For Consuming of OTT content, the Chi-Square value is 22.400 with a significant degree of freedom ($df=35$) and a non-significant p-value (Asymp. Sig. = 0.951). This suggests that Consuming behaviour may not be significantly associated with the variables tested.

However, for Assuming, Excitement, and Emotional engagement of OTT content, the Chi-Square qualities are eminently higher (ranging from 35.600 to 71.020) with lower degrees of freedom ($df=14$ or 16) and exceptionally significant p-values (Asymp. Sig. < 0.001). This demonstrates a strong relationship between these behaviours and other variables. The going with notes reveal that while certain cells have expected frequencies under 5 for Consuming, none are beneath this threshold for Assuming, Excitement, or Emotional engagement, laying out the reliability of the results. These findings underscore the importance of considering various factors in understanding and predicting OTT engagement behaviours. The model

summary provides insight into the relationship between consuming, assuming, excitement, and emotional engagement with over-the-top (OTT) content and the predictor variable, gender. The R-squared values for every part of OTT engagement range from 0.026 to 0.141, showing that gender clarifies just a little for moderate proportion of the variance in these behaviours. The most noteworthy R-squared esteem is observed for excitement of OTT content (0.141), proposing that gender represents a larger proportion of the variability in excitement compared to other perspectives like consuming or assuming behaviour. However, even for this situation, the majority of the variability remains unexplained by gender. The adjusted R-squared values, which consider the number of predictors in the model, are relatively low, ranging from 0.016 to 0.132. This recommends that the incorporation of gender as a free variable affects improving the explanatory power of the model for OTT engagement behaviours. While gender might have some influence on certain parts of OTT engagement, the model demonstrates that other factors not represented in this examination are reasonable more important determinants of consuming, assuming, excitement, and emotional engagement with OTT content. The coefficients table shows the relationships among orientation and the four factors related to over-the-top (OTT) content engagement: Consuming, Assuming, Excitement, and Emotional engagement. Every section represents a regression model with orientation as the free variable. For Consuming, Assuming, and Emotional engagement, the standardized coefficients (Beta) are relatively little, ranging from 0.161 to 0.273, demonstrating a humble effect of orientation on these factors. However, the standardized coefficient for Excitement is outstandingly higher at 0.376, proposing a more significant effect of orientation on the excitement of OTT content. The t-values demonstrate the significance of every coefficient. Gender significantly predicts Consuming ($t = 2.812$, $p = 0.006$), Excitement ($t = 4.012$, $p < 0.001$), and Emotional engagement ($t = 1.992$, $p = 0.049$), however not Assuming ($t = 1.615$, $p = 0.109$). These results propose that gender variably affects different parts of OTT engagement. It influences excitement and consuming behaviors compared to assuming or emotional engagement. However, further assessment is expected to understand the specific components underlying these relationships and their suggestions.

Findings:

The findings of the study reveal several important insights into the relationship between demographic factors, OTT content engagement behaviours, and gender.

1. Demographic Insights:

- The sample population consists of 99 individuals, primarily aged between 21 and 34, indicating a relatively young demographic.
- There is a slight gender imbalance, with males comprising 75.8% of the sample.
- The sample is evenly divided between students (48.5%) and employed individuals (51.5%).
- Marital status distribution shows that a significant portion of the sample is unmarried (57.6%), with a substantial proportion being married (42.4%).

2. Chi-Square Test Results:

- Significant Chi-Square values suggest strong associations between OTT content engagement behaviours (Consuming, Assuming, Excitement, Emotional engagement) and other variables.
- While Consuming behaviour may not be significantly associated with the variables tested, Assuming, Excitement, and Emotional engagement show strong associations.
- The reliability of the results is established through the absence of expected frequencies below the threshold for Assuming, Excitement, or Emotional engagement.

3. Model Summary Insights:

- Gender explains only a small to moderate proportion of the variance in OTT engagement behaviours, with R-squared values ranging from 0.026 to 0.141.
- The highest variability explained by gender is observed in Excitement of OTT content, suggesting a larger impact compared to other behaviours.
- Adjusted R-squared values indicate that the inclusion of gender as an independent variable modestly improves the explanatory power of the model for OTT engagement behaviours.

4. Coefficients Table Insights:

- Standardized coefficients (Beta) for Consuming, Assuming, and Emotional engagement indicate a modest effect of orientation on these factors, ranging from 0.161 to 0.273.
- However, Excitement shows a notably higher coefficient at 0.376, suggesting a more substantial impact of orientation on the excitement of OTT content.
- Gender significantly predicts Consuming, Excitement, and Emotional engagement, but not Assuming, indicating varied effects on different aspects of OTT engagement.

The findings underscore the complex interplay between demographic factors, gender, and OTT content engagement behaviours. While gender may influence certain aspects of OTT engagement, other unaccounted factors likely play a more significant role. Further research is needed to delve deeper into these relationships and their implications for understanding and predicting OTT engagement behaviours.

RESULTS

The present study delves into the psychological impacts of excessive violence among youth in Chennai after viewing content on Disney+ Hotstar. The rise of streaming platforms has heightened youth exposure to media violence, potentially affecting their psychological well-being. Employing a mixed-methods approach, this study found that excessive violence exposure can lead to heightened aggression, desensitization, and increased anxiety among youth. Demographically, the sample largely consists of young adults aged 21-34, predominantly male, with a mix of students and employed individuals. This demographic distribution suggests a young and diverse population under study, potentially influencing research outcomes. Chi-Square test results revealed significant relationships between over-the-top (OTT) content engagement behaviors—Consuming, Assuming, Excitement, and Emotional engagement—and other variables. Consuming behavior didn't significantly correlate with the

tested variables, whereas Assuming, Excitement, and Emotional engagement demonstrated strong associations. This underscores the multifaceted nature of OTT engagement behaviors. Gender showed modest explanatory power for OTT engagement, with excitement being the most influenced by gender. Nonetheless, other factors not examined in this study likely play more significant roles in OTT engagement behaviors. Standardized coefficients indicated a modest effect of orientation on Consuming, Assuming, and Emotional engagement, while orientation notably influenced Excitement. Gender emerged as a predictor for Consuming, Excitement, and Emotional engagement but not Assuming. B in the study highlights the adverse psychological effects of excessive violence exposure on youth in Chennai via Disney+ Hotstar. It emphasizes the need for parental mediation and media literacy programs to mitigate these effects. The findings also indicate that while gender and orientation have some influence, other unexplored factors significantly impact OTT engagement behaviors. Future research should further investigate these relationships to provide a more comprehensive understanding.

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