**Attitude towards Binge Watching**

**AIM:** To explore and understand the effect of binge watching on young Adults using interview Method.

**Introduction**

The person who answer the question of an interview is called in the interview. the person who ask the questions of our interview is called an interviewer. According to Thill and Bovee, “An interview is any planed conversation with a specific purpose involving two or more people”.

An interview is a conversation for gathering information. A research interview involves an interviewer, who coordinates the process of the conversation and asks questions, and an interviewee, who responds to those questions. Interviews can be conducted face to face or over the telephone.

An interview can be defined as a gentleman conversation between two people or more where questions are asked to a person to get the required responses or answers.

Interview is the widely used (election method. It is a face -to- face interaction between interviewee and interviewer. According to Scott and others,” an interview is a purposeful exchange of ideas, the answering of questions and communication between two or more person.

**Role** **of** **the** **interviewer**:

Interviews to gather information occur in many settings. Survey research interviewing is a specialized type of interviewing. As with most interviewing, its goal is to obtain accurate information from another person.

The interview is a short- term, secondary social interaction between strangers with the explicit purpose of one person obtaining specific information from the other. The social roles are those of the interviewer or the interviewee.

**Interviewers** **play a** **difficult** **role**.

They encroach on the respondent’s time and privacy, seeking cooperation and building rapport to obtain information that may not be directly benefit the respondents. They need to explain the nature of survey research or give hints about social roles in an interview. During this time interviewers need to remain neutral and objective. They try to reduce embarrassment, fear, and suspicion so that respondents feel comfortable in revealing their information. Good interviewers monitor the pace and direction of the social interaction as behavior of respondents.

An interviewer helps define the situation and ensures that respondents have the information sought, understand what is expected, give relevant and serious answers, and are motivated to cooperate. Interviewers do more than interview respondents.

**Skills** **of** **the** **interviewers**:

Skills interview to help you get hired. Acting an interview is a science as much as it is an art, and it requires diligent preparation along with the ability to be at ease in the interview room. It’s also that you be comfortable and confident in discussing why you are the best fit for a role.

In the blog, we look at some important interview skills that can help you ace the interview and get the job. So, let us see what are the most effective interview skills.

1. **Research the company**

This is not an option. It is extremely important to gain basic information about the company for which you are interviewing. In a study, 47% of interviewers revealed that they wouldn’t offer the job to a candidate if they had little knowledge of the company. You should also read up the latest news about the specific department or vertical for which you are interviewing.

**2.Analyze job description**

Along with researching the company? Be sure to note the key focus areas of the role you applied for. Read carefully the job description, and make a list of the points to justify how you are capable of achieving these specific duties. In the case you have past experience, mention briefly critical instances where you have contributed. Be eager and enthusiastic but not desperate.

**3.Brush up basics** Along with an important personality, you also need excellent subject knowledge. Whether you are a fresher or an experienced professional, you can expect certain tough question. Brush up your subject fundamentals if you are a fresher. In case you have work experience, organize your thoughts about your work and present them well.

**4. Prepare for tests** on the day of the test, eat a healthy breakfast to ensure that you have enough energy to get through the day. Give yourself a quick review on the test material, but avoid cramming as that matters.

**5. Be flexible** If the conversation takes a turn of topics, go with it. But do not let such a diversion change the total direction of the interview.

**6. Ask appropriate question** Question are part of interview, but you must carefully avoid question that are inappropriate of even illegal.

**Interviewer** **Bias**:

Survey researchers proscribe interviewer behavior to reduce bias. Ideally, the actions of a particular interviewer will not affect how a respondent answers, and responses will not vary from what they would have been if asked by any other interviewer. Interviewer bias can arise from expectations based on a respondent’s age and race.

**For** **example.**  In a major national U.S. survey, researchers learned that interviewers regularly coded black respondents as being less intelligent and coded younger respondents as both less intelligent and less informed.

Better interviewer training is needed to reduce such bias in survey results. The interview setting can also affect answer.

**For** **example.** High school students answer differently depending on whether we interview them

The present of other people often affects responses, so usually we do not want others present.

An interviewer’s visible physical characteristics, including race and gender, can affect respondent answers, especially for questions about issues related to race and gender. This occurs even with telephone interviews when a respondent has clues about the interviewer’s race or ethnicity. In general, interviewers of the same racial- ethnic group get more accurate answer than does an interviewer of different background.

**For** **example**. African American and Hispanic American respondents express different policy positions on race- or ethnic related issues depending on the apparent race or ethnicity of the interviewer.

Gender also affects interviews both in term of obvious issues, such as sexual behavior interviewer characteristics can also influence answers in many ways.

**For** **example**. When the interviewer was a person with disabilities, respondents lowered their self-reported level of “happiness” compared to answering a self-administered questionnaire.

**Type** **of** **interview**:

**On** **the** **basis** **of** **flexibility**:

1. **Structured** **interview**: A structured interview (also known as a standardized interview or a researcher- administered survey) is a quantitative research method commonly employed in survey research. The aim of this approach is to ensure that each interview is presented with exactly the same questions in the same order.

It therefore lends itself particularly to telephone interviewing when a relatively simple selection of verbal responses is required. The interviewer is largely prevented from pursuing lines of inquiry that have not been anticipated.

Advantages:

1. Reliable (directly comparable and replicable).
2. Allow the interviewers to clarity the meaning of the questions.
3. People who have difficulty in reading and writing can participate.
4. Cheap to complete.
5. Easier to analyze.

**Disadvantages**:

**a.** Researcher decides questions may need interpretations that researchers cannot give.

**b**. Trustfulness of respondents.

**c**. Not good for researching sensitive subjects or sensitive groups.

1. **Semi** **structured** **interview**: It is possible to combine these two approaches in interviews with a semi- structured format. The general direction of the interview may be mapped out in advance as a series of topics (the interview schedule or guide) but as the interview proceeds, the questioning process is guided by the content in the respondent’s answers.

This flexible approach balances the need to allow the interviewer to retain some control over the interview, while at the same time, by allowing the respondent to initiate new topics or to direct the interviewer’s attention to specific areas, it recognizes that she has unique knowledge of the research topic. The semi- structured interview specifically in mind although much of what will be said applies also to both the structure and unstructured forms.

**Advantages**:

1. Less amount of interviewer biases.
2. Fast and can be done to many participants.
3. Easy to train researchers to carry it out.
4. Questions can be adapted to probe the context and meaning.

**Disadvantages**:

1. Data analysis is time consuming.
2. Reliability can be poor.
3. More training is required.
4. Biases are difficult to rule out.

3 **Unstructured** **interviews**: An unstructured interview, by contrast, is more like a dialogue in which the interviewer is not pursuing a minutely predetermined set of questions but, rather, set off to follow a general topic, and allow the content of the respondent’s answer to guide the questioning process, much like a normal conversation

The unstructured approach requires considerable skill, not least because continual attention must be given to the informant’s replies while the interview is in progress.

**Advantages**:

1. Better understanding of the candidate than in a structured interview.
2. It is very flexible and more comfortable.
3. Very practical method to analyze the candidate.
4. Interviewer might attract the candidate towards the organization.

**On** **the** **basis** **of** **administration**:

**Telephonic** **interview**: Telephonic interview is a data collection method when the interviewer communicates with the respondent on the telephone in accordance with the prepared questionnaire.

**Face to face interview**: Face to face interview is a data collection method when the interviewer directly communicates with the respondent in accordance with the prepared questionnaire. Thus, face to face interview method ensure the quality of the obtained data and increases the response rate.

**Focus** **Group**: A focus group is a small, but demographically diverse group of people and whose reactions are studied especially in market research or political analysis in guided or open discussions about a new product or something else to determine the reactions that can be expected form a larger population.

**Things** **to** **be** **remembered**:

**Interview research**

**Thematizing –** Formulate the purpose of investigation and describe the concept of the topic to be investigation before the interview start. The why and what of the investigation should be clarified before the question of how method is post.

**Designing-** Plan the design of the study, taking into consideration all seven stages of the investigation, before the interviewing starts. Designing the study is undertaken with regard to obtaining the intended knowledge and taking into accounts the moral implications of the study.

**Interviewing-** Conduct the interviews based on and interview guide and with a reflective approach to the knowledge south and the interpersonal relations of the interview situation

**Transcribing-** Prepare the interview material for analysis, which commonly includes a transcription from a speech to written text.

**Analyzing-**Decide, on the basis of the purpose and topic of investigation, and on the nature of the interview material, which method of analysis are appropriate for the interview.

**Verifying-**Ascertain the generalizability, reliability and validity of the interview findings. Reliability refers to how consistent the result and validity means weather and interviews study investigates what is intended to be investigated.

**Reporting-**Communicate the findings of the study and the methods applied in the form that lives up to scientific criteria, take the ethical aspects of investigation into consideration, and that results in the readable product.

**Advantages** **of** **interview**:

They are usually to obtain detailed information about feelings, perceptions and opinions.

They allow more detailed questions to be asked.

They usually achieve a high response rate.

Ambiguities can be defined and incomplete answers can follow up.

Respondent’s own words are recorded.

Interviewees are not influenced by others in the group.

Precise wordings can be tailored to respondent and precise meaning of questions clarified.

**Disadvantages of interview:**

They can be very time-consuming setting up, interviewing, transcribing, analyzing, feedback, reporting.

They can be costly.

Different interviews may understand and transcribe interviews in different ways.

Another major disadvantage of the interview method is handling of the personal information of the candidates.

Group interviews may tend to lack validity as the candidates may lie to the panel so as to impress them

**Ethics of interview:** As with all research in social science, interviews should be planned and executed with ethical issues at the forefront of a researcher’s in mind. A summary of the British psychological society guidelines can be found in appendix, but two issues in particular should in particular should be considered particularly carefully when considering interview- based research.

**Confidentiality:** Qualitative data is highly accessible – it consists of verbal descriptions which can easily be read by anyone so it is essential to take care to maintain confidentiality. this is particularly necessary given that informants may reveal more than they intend when a good rapport has been established with an interviewer. Confidentiality requires that all records interview notes, as well as subsequent re- writings should be organized so that the source of the information cannot be identified. This can be achieved by using a code number or a fictitious name to identify a respondent. This rule should be regarded as absolute even if informants give permission for real names to be used.

**The right to withdraw from an interview:** The right of every informant to withdraw from the interview, at any point and without giving a reason, should be clearly stated at the beginning of the meeting and repeated, if necessary, at intervals. The nature of the interview means that there is always the possibility that an informant will want to withdraw after it has begun, especially if the questioning approaches matters of deep personal significance such as bereavement, the interview should be alert to the possibility of withdraw and offer to end the interview any time the informant’s willingness to continue appears to change. The right to withdraw also extends to the information given in the interview. As already noted, the respondent must be allowed to see the interview transcript before it is communicated to other and withdraw any section if desired.

**Debriefing:** it is conducted with the participant after the study has taken place. It aim to ensure that none of the participant have been harmed in any way by the study. It also aims to make sure that the researchers Have informed consent. It allows the participants to move their results from the study. Finally, it also allows the participant to ask any question about the study to make sure they fully understand the concept of it.

**Deception:** It means the researcher should not misled or hide truth, or promotes a belief, concept, or idea that is not true. Usually researchers do this for personal gain or a advantage. Everything should be made clear to the participants for the easy conduction of the test.

**Preliminaries**

Material Required: Interview Schedule, Consent Form, Audio Recorder, Pen/Pencil etc.

Sample (Include the following information in paragraph form: Young Adults, Age Group, gender/s, non-probability sampling methods)

|  |  |  |  |
| --- | --- | --- | --- |
|  | Male | Female | Total |
| Individual | 1 | 1 | 2 |
| Group | 5 | 5 | 10 |

**Procedure**

The foremost step in any research is to identify a topic of interest on the basis of which a problem statement is written. In the present research, firstly the topic of interest was identified. To gather more relevant and detailed understanding about a specific topic, we chose the topic on which we had also conducted survey i.e. Binge Watching. The problem statement was written to understand the aim and objective of the study. Problem Statement: To explore and understand the effect of Binge Watching on young adults, using semi-structured interview.

For this research, the young adults (18-25 yrs.) both male and female were taken who were also part of the previous study where understood their binge-watching behavior using a survey method. A sample size of 2 (1 male and 1 female each) was chosen for the individual interviewer. As a second step of the research, after stating the problem statement, the dimensions and important areas were listed:

* General View on Binge Watching
* Social
* Emotional
* Psychological
* Physical

After listing the dimensions, open-ended questions under each dimension were made. After discussing the questions individually, all the questions which were irrelevant, double-barreled, leading, repetitive were dropped from the study. After finalizing the interview schedule, the final conduction took place. The respondent was given the required information, instruction about the study and rapport was formed which the respondent. Due permission was taken from the respondent to allow for recording of the interview for research purposes.

After the interview, the data was translated and transcription was made by rewriting the interview in exact verbatim. Once transcription was ready, then we sat in groups of 4-5 and discussed the codes which could be generated from the transcriptions. While relevant and repetitive codes were listed separately for future analysis few codes were also discarded. Various codes which had similar theme and point of view were combined together to make a broader theme. Nomenclature was assigned to each broad theme and analysis was made using the same.

**Result Tables**

|  |  |  |  |
| --- | --- | --- | --- |
| **S.No.** | **Broad Theme** | **Sub-Theme/Codes** | **Explanation** |
| **1.**    **2.**  **3.**  **4.**  **5.** | Understanding of binge watching  Effects on psychological aspects  Emotional attachments  Physical symptoms  Social detachment | * Watches continuously * Maximum for 3-4 hours * Irrespective of any streaming platform * Attention deficit * Anxious * Frustration * Satisfaction * Pleasure seeking * Self-realization * Closed attachment with the characters/series * Mood swing * Guilty feeling * Imitation * Body pain * Change in eating pattern * Headache problems * Sleep deprivation * Compromise with work * Peer pressure to watch * Isolation | According to my subject binge watching is a continuously watching series and tv shows irrespective of any platform and for 3-4 hrs.  according to my subjects they both faces lack of attention and get frustrated if they are not allowed to watch.  My subject shows strong emotional attachment towards their favorite show or character they watched. They often experience frequent mood swings while watching.  My subject also faces several physical problems such as sleep deprivation, body pain, eating pattern, headache.  My subject often detaches from his/her social surrounding for binge watching. He watches shows which are suggested by their friends and often leaves their work for binge watching. |

**Interpretation**

The objective of the present study is to explore and understand the effects of binge watching on young adults using interview method. Problem Statement: To explore and understand the effect of Binge Watching on young adults, using semi-structured interview. For this research, the young adults (18-25 yrs.) both male and female were taken who were also part of the previous study where understood their binge-watching behavior using a survey method. A sample size of 2 (1 male and 1 female each) was chosen for the individual interviewer. After stating the problem statement, the dimensions and important areas were listed such as (general view on binge watching, social, emotional, psychological, physical).

After this, open-ended questions under each dimension were made. After discussing the questions individually, all the questions which were inappropriate were dropped from the study. After finalizing the interview schedule, the final conduction took place. The respondent was given the required information, instruction about the study and rapport was formed which the respondent. Due permission was taken from the respondent to allow for recording of the interview for research purposes.

After the interview, the data was translated and transcription was made by rewriting the interview in exact verbatim. Once transcription was ready, then we sat in groups of 4-5 and discussed the codes which could be generated from the transcriptions. While relevant and repetitive codes were listed separately for future analysis few codes were also discarded. Various codes which had similar theme and point of view were combined together to make a broader theme. Nomenclature was assigned to each broad theme and analysis was made using the same.

The first theme that appeared out of the set of the interview transcripts was ‘Understanding of Binge watching’. This theme was made in order to understand the general understanding of the subjects about binge watching and how they perceive binge watching. The understanding of both the subjects on binge watching were very similar. They defined Binge watching as the process where you are engaged in continuous watching, irrespective of the platforms for at least 3 to 4 hours.

The second theme that was established was ‘Effect on psychological aspect’. It tries to explore the psychological effects of binge watching on individual’s day to day life schedules. This theme seeks to understand the effect of binge watching on attention of other tasks and what does the subjects feel while binge watching, as mentioned above it tries to look at how much frustration an anxiousness subjects show for binge watching. The male participant said that he faces lack of attention in all his tasks after binge watching and remains preoccupied in the thoughts of the show. He also often gets anxious to watch a new episode. The female participant stated that she binges watches only as a medium to entertain her and finds it pleasurable activity and doesn’t really feels any difference while doing any other task. A study by Davis and Herman (2000) emphasized on the issue faced by adults due to binge watching. They stated that binge watching increased breaking up in the relations and even parent child relation was also at stake.

The third theme that was formed was ‘emotional attachment’. It tries to understand the impact of binge watching on the emotional aspect of the subject’s life. It seeks to understand the attachment of the subject with the character of the story and if they experience mood changes while binge watching. The male participant said that he feels a sense of attachment towards the protagonist or the favorite character of the show. He often experiences mood swings with the change in the story of the show. The female participant also experienced sense of attachment towards her favorite character and if she watches for a long time then she feels guilty for wasting her time in it. She often imitates her favorite character by imitating what he says or what she wears. Mecson at all (1999) gave a study on the effect of binge watching on emotional aspects of the individual. They tried to understand how teenagers and young adult’s emotionality gets affected. The results show that individuals experience show hole effect which is a sense of attachment towards the protagonist emotionally.

The fourth theme is ‘Physical Symptoms’. This theme incorporates the idea of physical symptoms due to excessive binge watching. This theme tries to understand the health issues due to binge watching. It further incorporates sub themes which are sleep deprivation, body pain, eating problems and headache due to binge watching. Both the participants felt similar symptoms after long hours of watching. The male participant said" I often feel body pain and headache while binge watching. I compromise with my sleep patterns in order to complete me series and engage in unhealthy eating habit.” The female participant also responded in the similar way. So, both the participants had very similar responses.

The fifth theme that was established was ‘Social Detachment’. This theme seeks to understand the relation of the participant with his social surroundings. The male participant said “I have started watching because my friends have influenced me to binge watch and I often compromised on my work to watch a series or to complete a series”. The female participant said that “I often ignore or cancel my social outing for completing my series.” Both of them had sense of detachment from their social relations.

Limitation of interview is that purposive sampling was used to focus on the sample who binge watch according to the operationalized definition which is not representative of the population of Delhi- NCR. Participants tend to respond in a socially desirable manner which may lead to under- reporting or over- reporting of behavior. Only 4 dimensions namely physical, social, emotional, and psychological were studied in this research.

Future directions of my research are that larger geographical location can be covered by using data collection method for a larger population. Comparison analysis between binge watching in young adults and old age can be done to generalized the results to a larger population. Method of triangulation can be employed to understand the phenomenon in broader terms.

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