



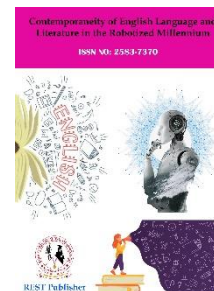
## Contemporaneity of English Language and Literature in the Robotized Millennium

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# An SPSS Analysis of the Effects of OTT Platforms on Youth

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**Abstract:** *Over-the-top platforms, or OTT platforms, have had a big impact on young people's lives lately. These platforms describe online streaming services that bypass conventional broadcast techniques to provide video material straight to customers. The rise of OTT platforms has revolutionized the way youth consume media and has brought about various social, cultural, and behavioral changes. The research significance of studying the impact of OTT platforms on youth is multifaceted and holds relevance in several domains. Media Consumption Patterns: Understanding how youth consume media through OTT platforms provides valuable insights into changing viewing habits. This research helps media industry professionals, content creators, and advertisers adapt their strategies to cater to evolving preferences, thereby shaping the future of the entertainment industry. Investigating the impact of OTT platforms on youth's behavior and psychology sheds light on the potential consequences of excessive screen time, binge-watching, and exposure to certain types of content. This research can inform parents, educators, and policymakers about the implications for mental health, social interactions, and overall well-being. Analyzing the content consumed by youth on OTT platforms and its influence on their attitudes, values, and beliefs contributes to understanding the larger cultural and societal shifts. This research can explore how media representations shape identity, social norms, and ideologies among young individuals, leading to discussions about diversity, representation, and inclusivity. The SPSS approach is commonly used to choose the best impact of OTT platform on youth. Do you agree that watching internet content, such as web series, affects your mental health? 2. Does watching movies from online platform affects the cinema viewing experience for you? 3. How much do you spend monthly on subscription of OTT platforms? 4. Do you prefer OTT as your main source of entertainment rather than satellite television? 5. Do you believe that young people's language and behavior are changing as a result of web series? How long do you typically spend viewing web series? According to the analysis, the number of items is 6, the Cronbach's Alpha is 0.815, and the Cronbach's Alpha Based on Standardized Items is 0.808.*

**Keywords:** *Online content, Youth, Psychological effects, Viewing habits, Content diversity, Language influence, and Behavior change*

## 1. INTRODUCTION

The impact of OTT platforms on youth has been profound and far-reaching. OTT, Streaming services that distribute video material to viewers directly over the internet are referred to as Over-The-Top platforms. Bypassing traditional broadcast methods. The rise of OTT platforms has revolutionized the way youth consume media and has brought about significant changes in their viewing habits, social dynamics, and cultural experiences. One of the most notable impacts of OTT platforms on youth is the convenience and accessibility they offer. These platforms provide a vast library of movies, TV shows, documentaries, and other content that can be accessed anytime and anywhere. Due to this accessibility, young people now prefer on-demand material to traditional television schedules, which has caused a change in viewing habits. The availability of diverse content on OTT platforms has also allowed youth to explore a wide range of genres, international productions, and niche interests, broadening their cultural horizons. Furthermore, OTT platforms have given rise to the phenomenon of binge-watching among youth. Binge-watching refers to the act of consuming multiple episodes or an entire season of a TV series in one sitting. The easy availability of complete seasons or entire series on OTT platforms has facilitated this behavior. While binge-watching can be entertaining and enjoyable, it can also

lead to sedentary lifestyles, sleep deprivation, and a lack of productivity if not managed properly. OTT platforms have also played a significant role in shaping the social dynamics of youth. The ability to share and discuss favorite shows or movies with friends and online communities has become commonplace. This has led to the formation of virtual communities centered on shared interests, fostering connections among youth with similar viewing preferences. However, excessive screen time and immersion in virtual communities can potentially impact face-to-face social interactions and interpersonal skills in some cases. Moreover, the content available on OTT platforms has sparked discussions about its impact on youth's attitudes, values, and behaviors. Some argue that the easy accessibility of explicit or violent content on these platforms may desensitize youth to such content or influence their perceptions and actions. However, it is important to note that OTT platforms also offer a wide range of educational and informative content, allowing youth to engage with intellectually stimulating material. Overall, the impact of OTT platforms on youth is multi-faceted, influencing their media consumption patterns, social dynamics, cultural experiences, and potentially their attitudes and behaviors. As these platforms continue to evolve and become more prevalent, it is important to understand and critically examine their effects on young individuals to promote responsible consumption, digital well-being, and positive engagement with media. One of the notable impacts of OTT platforms on youth is the convenience and accessibility they offer. These platforms provide a vast library of movies, TV shows, documentaries, and other content that can be accessed anytime and anywhere. This convenience has led to a shift in viewing habits, with young individuals preferring to watch content on-demand rather than adhering to fixed television schedules. The availability of diverse content on OTT platforms has also allowed youth to explore a wide range of genres and international productions, broadening their cultural horizons. In conclusion, OTT platforms have had a profound impact on the youth. They have provided convenience, accessibility, and a wide variety of content options. While this has enriched the entertainment experience, it has also raised concerns about binge-watching, social dynamics, and the influence of explicit content. As with any form of media consumption, it is crucial for young individuals to maintain a balanced approach, exercise self-control, and engage in critical thinking when using OTT platforms.

## **2. LASER DEVELOPMENT**

From historical point of view, the treatment for various pathological phenomena or to improve health, the sun radiations has used as a therapeutic tool for many centuries. The ancient Egyptians, Greeks and Romans believed and used the sunlight as Phototherapy or Heliotherapy. In sun radiation the action of light -sensitive substance applied to the skin, leading to a tissue healing process. With the help of this method Egyptians and Indians cure skin disease like Leukoderma. Which is today called photo chemotherapy. The Chinese also used the sunlight to cure the disease such as rickets and skin cancer. Theodore Maiman formed the first red ruby laser in 1960. Following this physician began to test the application of laser radiation. They found using the ruby laser radiation they can drill holes through razor blades. Physicians also compared the laser light with the other light source; the light radiation is used in medical treatment. During the twentieth century in dermatology and ophthalmology, light radiation was in wide spread and used for cure the disease. The first real success in laser was in detached retina treated in rabbits. Ch .J .Campbell and Ch. Zweng performed the first successful operation on a human patient. In 1961 Leon Goldman used the laser radiation to cure the human skin disease. he treated a skin melanoma. In 1963 Goldman and co-workers published the first study on effects of laser radiation on the skin. This study describe the selective destructive of skin pigmentation using the ruby laser beam. Subsequently, a number of continuous lasers were developed: argon , carbon dioxide , and neodymium :yttrium-aluminum garnet (Nd:YAG) This method become very popular for treating skin disease, birthmarks , tattoos with slightest scars.

## **3. MATERIALS AND METHOD**

The Educational Opportunities: Investigating the availability and utilization of educational content on OTT platforms allows researchers to examine the potential benefits and challenges in leveraging these platforms for educational purposes. Understanding how youth engage with educational content can inform the design of effective educational programs and digital learning platforms. Media Literacy and Critical Thinking: Research on the impact of OTT platforms on youth encourages discussions about media literacy and critical thinking skills. By examining how young individuals navigate and evaluate the vast amount of content available, researchers can identify strategies to promote media literacy, responsible consumption, and the development of critical thinking skills among youth. In summary, studying the impact of OTT platforms on youth is significant as it contributes to our understanding of changing media consumption patterns, behavioral effects, cultural influences, educational opportunities, and the development of media literacy skills. This knowledge can inform various stakeholders in shaping media policies, content creation, educational practices, and youth engagement strategies.

**1. Do you agree that web series and online content has psychological effects on you?**

“As an AI language model, I don't have personal experiences or emotions, so I don't have psychological effects in the same way humans do. However, it is widely recognized that web series and online content can have psychological effects on individuals, including youth.”

The content we consume, whether its web series, movies, or other forms of media, can impact our thoughts, emotions, and behavior. Certain types of content may evoke strong emotions, such as excitement, fear, or sadness, and can influence our mood and overall psychological state. Additionally, the messages, themes, and characters portrayed in web series and online content can shape our perceptions, attitudes, and values.

**2. Does watching movies from online platform affects the cinema viewing experience for you?**

The rise of online platforms and streaming services has provided audiences with convenient and accessible alternatives to traditional cinema viewing. The ability to stream movies online allows people to watch films from the comfort of their own homes, at their own convenience, and often at a lower cost compared to going to the cinema. This convenience and flexibility have undoubtedly changed the way people consume movies.

**3. How much do you spend monthly on subscription of OTT platforms?**

The amount a person spends on subscription to OTT platforms can vary widely depending on several factors, such as the specific platforms subscribed to, the pricing structure of those platforms, and individual preferences and budget. Here are some general points to consider:

Number of Subscriptions: Pricing Tiers: Regional Variation: Bundled Services.

**4. Do you prefer OTT as your main source of entertainment rather than satellite television?**

The preference for OTT platforms or satellite television as the main source of entertainment depends on individual preferences, viewing habits, content preferences, budget considerations, and the availability of internet connectivity. Many individuals opt for a combination of both, leveraging the benefits of each platform to meet their specific entertainment needs.

**5. Do you think that web series are changing the language and behavior of the youth?**

While web series can have an impact on the language and behavior of youth, the extent of that influence depends on several factors, including the content they consume, their critical engagement with it, their individual characteristics, and the broader socio-cultural context in which they exist.

**6. How much time you spend on watching web series?**

The amount of time a person spends watching web series is subjective and depends on individual preferences, availability, and personal time management. It's important for individuals to find a balance that allows them to enjoy their chosen web series while also maintaining a healthy lifestyle and attending to other responsibilities.

## 4. SPSS ANALYSIS

“SPSS (Statistical Package for the Social Sciences) is a software program widely used for statistical analysis in social science research. It provides a range of tools and procedures for data management, data manipulation, and statistical analysis.” Here's a brief overview of the general steps involved in using SPSS for data analysis: Data Preparation: Before starting your analysis in SPSS, you need to ensure that your data is properly formatted and organized. This may involve importing your data into SPSS from external sources, creating variables, assigning variable labels, and ensuring data accuracy and consistency. Descriptive Statistics: SPSS allows you to generate descriptive statistics to summarize and explore your data. This includes measures like mean, median, standard deviation, frequencies, and cross-tabulations. Descriptive statistics provide an overview of your variables and help you understand the characteristics of your dataset. Data Transformation and Manipulation: SPSS provides a range of features to transform and manipulate your data. This can involve recoding variables, computing new variables based on existing ones, merging datasets, aggregating data, or applying filters to focus on specific subsets of your data. Inferential Statistics: SPSS offers a variety of inferential statistical tests to analyze relationships and make inferences about populations based on sample data. “These tests include t-tests, ANOVA, correlation analysis, regression analysis, chi-square tests, and more. The choice of the appropriate statistical test depends on the research questions and nature of the data. Data Visualization: SPSS enables you to create various visual representations of your data, such as charts, graphs, histograms, and scatter plots. Visualizations can aid in exploring patterns, identifying trends, and presenting findings to facilitate better understanding and communication of your results”. Reporting and Exporting: Once you have completed your analysis, SPSS allows you to generate output tables, charts, and graphs that summarize your findings. You can export these results for further analysis or incorporate them into reports or presentations. It's important to note that SPSS is a complex software with many advanced features beyond this brief overview. To use SPSS effectively, it's recommended to have a solid understanding of statistical concepts and analysis procedures. Consulting resources such as SPSS manuals, textbooks, online tutorials, or seeking guidance from experienced researchers or statisticians can be helpful in mastering the software and conducting rigorous data analysis.

## 5. RESULT AND DISCUSSION

TABLE 1: Reliability Statistics

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.815	.808	6

The reliability statistics are shown in this table. Cronbach's Alpha is 0.815, Cronbach's Alpha Based on Standardized things is 0.808, and there are 6 things in total, according to the analysis.

TABLE 2: Question

x1	Do you agree that web series and online content has psychological effects on you?
x2	Does watching movies from online platform affects the cinema viewing experience for you?
x3	How much do you spend monthly on subscription of OTT platforms?
x4	Do you prefer OTT as your main source of entertainment rather than satellite television?
x5	Do you think that web series are changing the language and behavior of the youth?
x6	How much time you spend on watching web series?

TABLE 3: Inter-Item Correlation Matrix

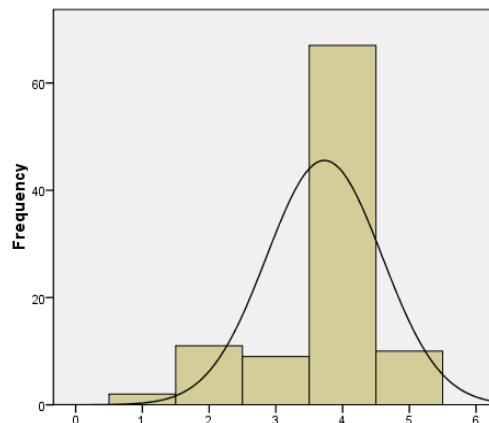
Inter-Item Correlation Matrix						
	x1	x2	x3	x4	x5	x6
x1	1.000	.189	.284	.226	.070	.119
x2	.189	1.000	.374	.614	.438	.609
x3	.284	.374	1.000	.484	.583	.638
x4	.226	.614	.484	1.000	.461	.588
x5	.070	.438	.583	.461	1.000	.494
x6	.119	.609	.638	.588	.494	1.000

SPSS allows researchers to assess the relationships between different variables using correlation analysis. It computes correlation coefficients (e.g., Pearson's correlation) to determine the strength and direction of associations between variables. In the context of the study, correlation analysis can help identify whether there is a significant correlation between OTT platform usage and various youth outcomes, such as media consumption patterns and psychological well-being.

TABLE 3. Descriptive Statistics

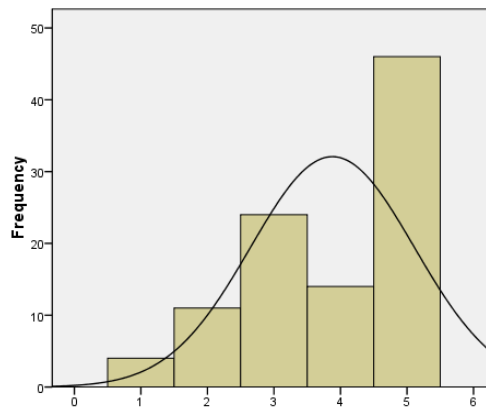
	N	Minimum	Maximum	Mean	Std. Deviation	Skewness	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error
x1	99	1	5	3.73	.867	-1.259	.243
x2	99	1	5	3.88	1.231	-.669	.243
x3	99	1	5	3.59	1.152	-.644	.243
x4	99	1	5	3.96	1.087	-.745	.243
x5	99	1	5	3.76	1.079	-.692	.243
x6	99	1	5	4.12	1.013	-.729	.243
Valid N (listwise)	99						

Table 3 SPSS can be used to calculate descriptive statistics such as mean, median, mode, standard deviation, and frequency distributions. These statistics help summarize and describe the central tendencies and variations in the data, providing a snapshot of key variables related to OTT platform usage and youth behavior.



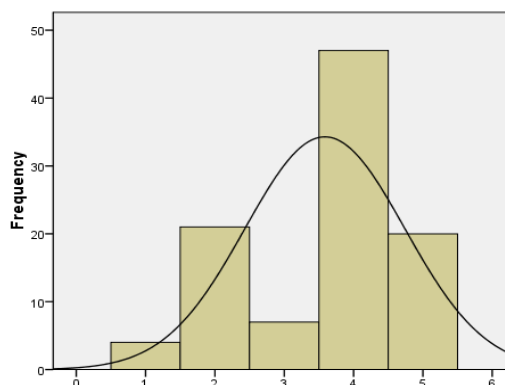
**FIGURE 1:** Frequency for “Do you agree that web series and online content has psychological effects on you?”

Do you believe that watching online content such as web series has a psychological impact on you? The histogram plot is shown in Figure 1. The data are slightly right skewed, as can be seen in the picture, because more respondents chose the value 4 for vocabulary frequency. However, except from this number, all other values are beneath the normal curve, demonstrating that the model is considerably following the normal distribution.



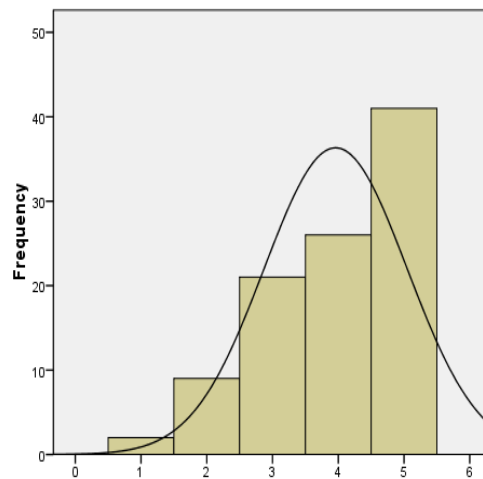
**FIGURE 2:** Frequency for “Does watching movies from online platform affects the cinema viewing experience for you?”

Figure 2 displays the histogram plot for the question, "Does watching movies online affect your experience at the theater?" With the exception of the 5 value, all other values are beneath the normal curve, demonstrating that the model is considerably following the normal distribution. As can be observed from the image, the data are slightly right-skewed because more respondents chose option 4 for vocabulary frequency.



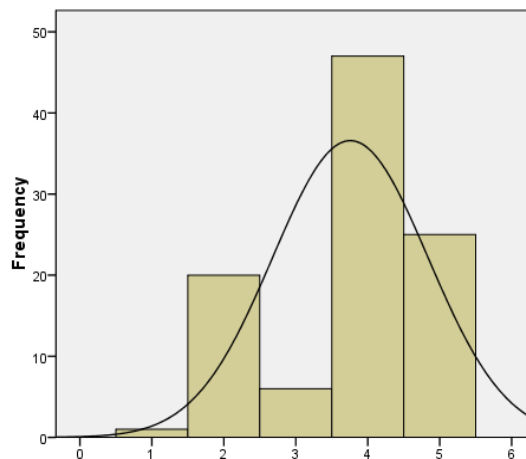
**FIGURE 3:** Frequency for “how much do you spend monthly on subscription of OTT platforms?”

The histogram plot for your monthly OTT platform membership cost is shown in Figure 3. The data are slightly right skewed, as can be seen in the picture, because more respondents chose the value 4 for vocabulary frequency. However, except from this number, all other values are beneath the normal curve, demonstrating that the model is considerably following the normal distribution.



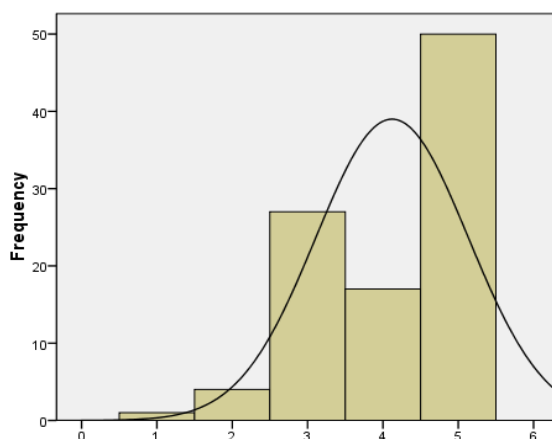
**FIGURE 4.** Frequency for “Do you prefer OTT as your main source of entertainment rather than satellite television?”

The histogram plot for the question "Do you prefer OTT as your primary source of entertainment rather than satellite television?" may be seen in Figure 4. With the exception of the 5 value, all other values are beneath the normal curve, demonstrating that the model is considerably following the normal distribution. As can be observed from the image, the data are slightly right-skewed because more respondents chose option 4 for vocabulary frequency.



**FIGURE 5:** Frequency for “Do you think that web series are changing the language and behavior of the youth?”

Do you believe that web series are altering the language and behavior of the youth? The histogram plot is shown in Figure 5. The data are slightly right skewed, as can be seen in the picture, because more respondents chose the value 4 for vocabulary frequency. However, except from this number, all other values are beneath the normal curve, demonstrating that the model is considerably following the normal distribution.



**FIGURE 6.** Frequency for how much time you spend on watching web series?

The histogram plot for frequency for how much time you spend watching web series is displayed in Figure 6? With the exception of the 5 value, all other values are beneath the normal curve, demonstrating that the model is considerably following the normal distribution. As can be observed from the image, the data are slightly right-skewed because more respondents chose option 4 for vocabulary frequency.

## 6. CONCLUSION

In conclusion, OTT platforms have a significant impact on youth. These platforms, offering a wide variety of web series and online content, can influence the psychological, social, and behavioral aspects of young individuals. Here are the key points to consider: Psychological Effects: Web series and online content can evoke emotional responses and shape the thoughts, attitudes, and values of youth. Exposure to violent or explicit content can desensitize individuals, while educational or inspirational content can positively impact motivation and personal development. Changing Viewing Habits: Youth entertainment consumption has changed as a result of OTT platforms. The convenience and flexibility of streaming services have led many young individuals to prefer online content over traditional forms of media, such as satellite television. This shift has allowed for personalized, on-demand viewing experiences. Content Diversity: OTT platforms provide a variety of material, such as web series that cover a range of subjects, genres, and cultural representations. This diversity can expose youth to different perspectives, expand their horizons, and contribute to their understanding of social issues and diversity. Influence on Language and Behavior: Web series can introduce new language trends and impact the behavior of youth. Characters and narratives can serve as role models or sources of identification for young viewers, influencing their language usage and behaviors. It's important for youth to critically engage with the content and distinguish between fictional narratives and real-life situations. SPSS provides a user-friendly interface, allowing researchers to input, analyze, and visualize data efficiently. It generates comprehensive output reports that include statistical results, graphical representations, and p-values to aid in the interpretation of findings. By utilizing SPSS analysis, researchers can gain valuable insights into the relationship between OTT platforms and youth behavior, contributing to a deeper understanding of the topic. Social Connection and Community Building: OTT platforms provide opportunities for youth to engage with online communities and discuss their favorite web series. This virtual social connection can contribute to a sense of belonging and shared interests among young individuals. Understanding the impact of OTT platforms on youth is crucial for parents, educators, and policymakers. Encouraging media literacy, fostering critical thinking skills, and open discussions about the content they consume can help youth navigate the influence of OTT platforms in a responsible and informed manner.

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