

UNIVERSITI TEKNOLOGI MARA

**TRENDS AND IMPLICATIONS OF
BINGE-WATCHING ON UiTM
STUDENTS**

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ABSTRACT

The outbreak of the COVID-19 pandemic in March 2020 forced many people to stay at home for a lengthy period, and created new habits among television audiences. With television content being a dominant source of entertainment, the habit of binge-watching among audiences has begun to take root. Binge-watching is a style of television watching that continues for several hours. It became a prominent phenomenon after the advent of Netflix. Netflix is an online video streaming service that offers users easy access to films, TV shows, and documentaries. Nonetheless, this habit of binge-watching Netflix content began to affect its users. This study focuses specifically on the effects for students from the Faculty of Film, Theatre, and Animation, UiTM. Based on the Uses and Gratifications Theory (UGT), this study aims to identify the watching habits among these university students, analyse the antecedents of the online video streaming of Netflix content, as well as evaluate the consequences of this binge-watching habit on the students. The data was obtained through an online survey, and a descriptive analysis was conducted to analyse and evaluate the data. The outcomes of this study show that students who binge-watched for hours during the outbreak were able to influence their watching habits and acknowledge a variety of antecedents and consequences of binge-watching on Netflix.

Keywords: Binge-watching, Online video streaming, Netflix, University Students

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TABLE OF CONTENTS

	Page
CONFIRMATION BY PANEL OF EXAMINERS	ii
AUTHOR'S DECLARATION	iii
ABSTRACT	iv
ACKNOWLEDGEMENT	v
TABLE OF CONTENTS	vi
LIST OF TABLES	ix
LIST OF FIGURES	xii
LIST OF ABBREVIATIONS	xiii
CHAPTER ONE: INTRODUCTION	1
1.1 Introduction	1
1.2 Background of The Study	4
1.3 Problem Statement	8
1.4 Research Objective	9
1.5 Research Question	9
1.6 Research Significance	10
1.7 Research Scope and Limitation	10
1.8 Thesis Structure	11
1.9 Conclusion	11

CHAPTER ONE

INTRODUCTION

1.1 Introduction

The following chapter provides an overview of events in the last year or two that have had a significant impact on our lives and how we live. The impact of the recent pandemic on media consumption has been dramatic. People, particularly young adults, have become reliant on media consumption to escape the boredom and stress caused by lockdowns, which has affected their physical and mental health. The outbreak of the COVID-19 pandemic has changed lifestyles, mostly bringing about a negative impact on health, such as through the increase in unhealthy food intake, the reduction of physical activity as the government limits movements outdoors, and the rise in mental health issues (Chopra et al., 2020). Restrictions and outside movement limitations that the government prescribes had negative impacts on people's health because their daily activities, such as social interactions, accessibility to public spaces, and sports activities, stopped almost immediately.

The pandemic, COVID-19, or the Corona Virus Disease, is believed to have started in late 2019 in Wuhan, China. The disease is related to the respiratory tract and is easily transmitted from one person to another through splints and saliva drops. By March 23, 2020, a total of 171 countries had been infected by this pandemic, including Malaysia (Abdullah et al., 2020). In Malaysia, as reported by the Ministry of Health Malaysia and as quoted by (Ahmad & Pfordten, 2020) in an article in *The Star* newspaper (14 October 2020), the first wave of COVID-19 occurred on 24 January 2020 among Chinese tourists entering the country's borders in the southern city of Johor Bahru. The cases spread further throughout Malaysia after the second wave involving the Sri Petaling cluster, which occurred on 27 February 2020. The Sri Petaling cluster was the largest COVID-19 cluster in Malaysia during the second wave of infectivity, which involved members who had attended a religious gathering at the Sri Petaling Mosque in Kuala Lumpur. The growing number of cases forced the 8th Prime Minister, Tan Sri Dato' Haji Muhyiddin Bin Haji Mohd Yassin, to implement a lockdown and issue the Movement Control Order (MCO) for all Malaysians.