Web Series Viewership and Perception of Students: A Study of State and Private Universities of Haryana (India)

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ORIGINAL ARTICLE

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Abstract

Web series have revolutionized the entertainment world through their new content and unique presentation style in all over the world. The mediums through which we are consuming entertainment are gradually changing, and the taste of viewers seems to be changing. This study was conducted to know the consumption and perception of web series among universities going students of Haryana. Researcher selected four universities of Haryana through random lottery method and purposive sampling was used to direct reach to the respondents (240 students) who watch web series. Researchers used a survey method and questionnaire tool was used to collect the data. The results of this study are divided into two sections where A Section appraises the viewership pattern and B Section enlightens the perception of web series .This study shows that web series is quite popular among youth. Smartphone's are the most preferred platform device for watching web series. The majority of the respondents agreed that they watch web series at night and this study fulfilled the objective of the research study. Around 60 per cent respondents admitted that they had been watching web series up to 2 years and around two third of the respondents agreed that they watch web series less than and up to two hours per day while around 40 per cent respondents said that they watch web series at night. Most preferred platform for watching web series among respondents is Smartphone followed by laptop, tablet and PC. The outcome of the study shows that most preferred genres among students for watching web series is thriller. This study revealed that web series is selected for watching mostly on the basis of its "review" followed by imdb rating, it is observed that most of the respondents were attracted by the "new content. This study proclaims that Enjoyment

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is the main purpose of watching web series. Mirzapur is the most popular web series among the students. 76.7 percent of respondents agreed with the statement that T.V. viewing is affected adversely after the arrival of web series. 69.6 percent of respondents agreed with the statement that web series are portraying women in stronger characters as compared to T.V. 52.9 percent of respondents revealed the statement that health problems are increasing in youth because of watching web series.

Key Words

Web series, online videos, digital videos, video sharing websites, online series.

Introduction

We are now living in a digital world. Everyone is using the Internet and mobile phones to stay updated with the latest trends. From communicating with their loved ones to watching their favorite shows, everything is happening online. Communication is as essential as food, shelter and breath for the human being, for this social animal, communication is as essential as food, shelter and breath. Human beings always do something which gives them a proper meal of communication and interaction. Beginning of this world, human beings had many methods of communication and entertainment; cave painting, dramas, singing and dance, hunting, horse riding etc. The human need for entertainment is as old as the human species is (Rao, 2015). With the mark of the 20th century in India the mankind, witnesses a new form of entertainment which is global in nature; cinema, television, radio, internet were the great invention of this century. Radio was one of the most powerful mediums for entertainment in early days. Taste of the listener turns into a visual medium. When doordarshan was only channel, which was undertaken by the ministry of information and broadcasting. For Indian Television industry the last decade of the twentieth century was path breaking in many aspects. This decade was also marked with the advent of LGP (liberalization, privatization and globalization) by the govt. of India. This opened up the Indian market for satellite broadcasting which led to the global players like CNN and Star TV and afterwards some domestic channels like Zee TV and Sun TV in Indian households to step out in Indian subcontinent television foreign content in India which ultimately changed experiences of TV viewing.   After the boom of cable television in Indian households lagged behind the Government controlled Doordarshan. This ultimately resulted in cut throat competition among the TV channels leading to commercialization of the industry. Television has impacted in several ways on our lifestyle, behavioral attitude.   The liberalization of Broadcasting and development of information technology led to the opening up of a variety of channels as well as diversity in their contents. Thus Dramas on Radio, television and films have become a part of our daily life. This society was called "Dramatize Society" by Raymond William.

On 15th august 1995, VSNL (Videsh Sanchar Nigam Limited) launched its internet service to the Indian public. With the arrival of the internet, people were armed with the facility of rapid information sharing applications (face book, twitter, YouTube, vimeo, instant messaging application etc) with the faster speed and new modes of entertainment and communication. India is a young country with 356 million people between the age of 10 to 24 (Gokulnath & Nair, 2016). According to the report of IAMAI (Internet and Mobile Association of India) and IMRB International," the number of internet users will reach 402 million by the December 20015 and 49 per cent increment was found compared to previous year". Ninety- four percent internet users access the internet through their mobile phones in urban India (Harchekar, 2017). With the vast majority of internet users around the world is increasing day by day as a survey conducted by Pew Internet Research Center in her report shows that American adult internet users have increased from 10 per cent to 76 per cent during 2005 – 2015. Internet users. Today's youth are growing up in a media- rich environment (Gokulnath & Nair, 2016). Many researchers suggest that there is a huge gap between TV programmers' content and the expected contents of youngsters. There lies the scope for the internet based websites such as videos sharing YouTube and

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vimeo is to grab this opportunity and attract youth. With easy accessibility, Mobility, Cost effective and facilities like the on demand video, internet was used extensively by the youth and this enables them to create and share much more online content. New technology has made this possible for people to watch the videos through the internet in just one click and the on demand video will be available on your screen). As per technology development in the world new mediums of entertainment and information have changed from time to time. In the 21st century, Medium of Entertainment changed from small screen and big screen to portable medium which assures you to give more entertainment content at a reasonable price at your demanded place which is called mobile entertainment and digital entertainment. Beyond films and TV serials now web series is a new platform for the viewer.

Web series is a new way of entertainment of this era. It is launched on the websites. Web series have enriched people's lives and made the entertainment industry full of variety (wu & chen, 20105). The year of 2014 was remembered as the year of arrival of web series in India with the "Permanent roommate" (the first web series of India). Two time national award winning actor Manoj Bajpai in Interview to ANI (Asian News International), "The market for web series has evolved so much and I feel it's grown more internationally. There are several benefits of this medium, it doesn't stop you from creating good shows, doesn't censor anything. There is a lot of freedom of expression and creativity" (Bajpai, 2019). He further added that when comparing with other mediums, the web content is of superior quality. The success of the "Permanent Roommate" leads to the making of a number of successful web series in the upcoming years by newcomers. Looking at huge success of these web series on digital screen, prominent directors such as Anurag Kashyap (director of "The Sacred Games") and Karan Anshuman and Gurmeet Singh (The directors of "Mirzapur"); producers such as Shahrukh Khan and Gauri Khan (producers of "Bard of Blood") and Vikram Bhatt (producer of "Mayaa") and actors such as Ali Fazal (acted in "Bang Baaja Baaraat" and "Mirzapur"); Pankaj Tripathi (acted in "Mirzapur"); Saif Ali Khan; Nawazuddin Siddiqui; Radhika Apte (actors of "Sacred Games"). Web series paved their path from the decade of 1990s. The spot / the spot.com were the first episodic online story and its website was created by Scott Zakarin, it was shown online about the attractive actors who live in southern California. Another web publisher of this decade in 1995 was one of the first web publishers who created animated webisodes.

"Permanent Roommate" was the first web series of India; it was produced and directed by TVF (The viral fever) and Biswapati Sarkar respectively. The story of this web series revolves around Tanya and Mikesh who were in a long-distance relationship of 3 years. Its first premiere was released on youtube on 29th Oct, 2014 and its second session was released on TVF' premiere on 14[th]Feb, 2016. After this web series, a boom came in creating web series and the youth started searching other web series of this kind for watching. Another web series named "Baked", produced by Pechkas Picture and Scoop whoop talkies; directed by Vishwajeet Mukherjjee and written by Vishwajoy Mukherjee and Akash Mehta, was the story of 3 Delhi university students who started the midnight delivery service of the food item and faced problems in their life. Casts of this web series were Shantanu Anam, Pranay Manchanda, Manik Papneja and Kriti Vij. This web0 series was rated 7.6 out of 10 by IMDb (Internet Movie Database). Another successful web series was TVf pitchers (2015); created by Viral fever; developed by Arunabh Kumar. It was the story of four friends, Naveen, Jitu, Yogi and Mandal, who quit their jobs to develop their start-up company. This series got a huge rating of 9.2 by IMDb. "Sex Chat with Pappu and Papa" (2016) was another web series having 7.9 IMDb rating. It was the story of 7-year-old boy Pappu who shoots the most outrageous question to his father's name Anand on chat. "TVF tripling" (2016) with IMDb rating 8.6, was also a huge success. Creator of this web series had viral fever. It was the story of the three siblings (Chanchal,Shcandan and Chitvan) who plan a road trip together. They start a funny journey to find themselves. "Official Chukyagiri" (2016) was a drama type web series with IMDb rating of 7.1. It was the story of Spandan Chukya who thinks Mumbai is the city where people make their dream come true but he understands every dream has a price and has

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to sacrifice for the win. "The Aam Aadmi family" (2016) was comedy-drama based web series with 8.6 IMDb rating. The story of this web series went around a middle-class Sharma family. "Inside age" (2017) was a sports-drama web series with 8 ratings on IMDb. Its cast were Vivek Oberoi and Richa Chada."Lakhon Me Ek" (2017) was a drama based web series which got 8.3 IMDb ratings. It was the story of DrShreya who faced the challenges of the system. "Flame" (2018) was a comedy-romance-drama based web series. "Breathe" (2018) was a crime-thriller based web series. The stars of this web series were R. Madhavan, Amit Shad, Sapna Pabbi, Shriswara. "Punchh beat" (2018) was a drama based web series. Its story revolves around punches. "Engineering girls" (2018) was a comedy-drama based web series. It was the experience of girls engineering hostel life.

Sacred Games (2018) is an action, crime and drama based web series. It is one of the popular web series among viewers. The actors of this web series are NawazUddin Siddiqui, Saif Ali Khan, Neeraj Kabi and Amir Bashi. This web series is based on Vikram Chandra's 2006 novel of the same name. It is directed by Vikramaditya Motwane and Anurag Kashyap. It is produced under the banner of Phantom films. Yeh Meri Family (2018) is a comedy, drama and family-based web series, it is the story of a family relationship and their ups and downs. College Romance (2018) is a story of three BFFs and their relationship. Mirzapur (2018) is a hit and popular web series among viewers, it got 8.5 ratings in IMDb. Casts of this web series are Pankaj Tripathi, Vikrant Massey, Divyanshu Sharma and Ali Fazal. Girls hostel and Apharan are also some good web series of 2018. In 2019, Criminal Justice, Immature is another hit web series. Kota Factory (2019) is a web series based on real problems of IIT aspirants in Kota which aspirants face in their daily life. This web series got 9.2 ratings on IMDb.

But real trend-setters were Sacred Games (2018) and Mirzapur (2018) which got huge popularity among the mouth of people. The key factor behind the huge success of these two popular web series were systematic marketing strategy; casting of well known actors/ actresses; professional directors and bold content as well as strong language.

Sacred Games was directed by well known Bollywood director Anurag Kashyap and experienced actors like Nawajuddin Siddiqui , Saifali khan , Pankaj Tripathi and Radhika Apte acted in this web series.This web series was based on Vikram Chandra's novel . The credit for the first original Indian web series on Netflix goes to secredgames . It was a crime based mystic-thriller written by Varun Growal and his team . Its official release date was 6th July,2018. It won the best web series award at 18th Indian Television Academy Awards and also got a nomination in the best drama category at the international Emmy Award . It bagged 5 awards from 11 nominations including best actor (Nawajuddin Siddiqui), best supporting actor (Jitendra Joshi), best writing, best ensemble and best series.

On the other hand "Mirzapur'' is an action based crime thriller web series on Amazon Prime video. Its story revolves around the rule of mafia dons and their rivalry in the Purvanchal area of Uttar Pradesh . It is directed by Karana Anshuman and Gurmeet Singh and starring Ali Fazal, Pankaj Tripathi, Vikrant Massey, Shweta Tripathi,Rasika Dugal, Kulbhushan Kharbanda and Shriya Pilgaonkar. Its official release date was 16 November 2018.

Web Series

Not broadcast on TV, only broadcast on video websites. Its length and content are very different from TV series. Since it is a very new thing, there isn't an academic explanation for the web series yet. But after reading many articles and researches, the researcher finds following definition for web series.

"A web series is a genre of dramatic programming that is independently produced or co-produced by video websites and utilizes the internet as the main distribution platform" (Yin, An Analysis of Chinese Web Series Development and Strategy Go Princess Go: A Case Study, 2016).

In other words, we can also define the web series as "scripted/non-scripted online videos released on the internet in episodic form, technically called "webisode".

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The web series facilitates internet enabled platforms; Smartphone, laptop, personal computer (PC) , web Television and tablet on which it is watched. It is kept in mind that it should be in a series or in episodic form. So the key characteristics of web –series are "online video content''; "episodic form" and "released on internet.'' The quality and popularity of a web –series always depends on the freshness of its content and the way it is presented.

Review of literature

There was very little literature available on this topic so the researcher studied some associated studies. Chrome data analysis and media conducted study on web series viewership, this study revealed; 44 per cent respondents watch online exclusive content and the 65 per cent respondents watch web series along with TV. 70 Per cent respondents prefer to watch web series 0in the night, 35 per cent in th0e evening, and 20 per cent during travelling. Frequency wise 28 percent of respondents watch it weekly, 19 per cent daily and 30 per cent as per their convenience. In terms of popularity, the permanent roommate was in the first ch0ice with 27% followed by TVF pitchers with 24%, AIB with 21%, Tripling with 17%, and Timeout with 11% falling in the list of most-watched web series. Penguin Intelligence Research Institute revealed in their report 70 per cent respondents said that they interact with online video websites through portable internet devices such as smart phones, tablets and personal computers. 67 percent respondents use Smartphone/ tablets to watch website videos and 33 percent revealed that they prefer personal computers to watch. 74 per cent respondents said they prefer the comment while watching web series and another 26 per cent said they don't like to comment while watching. Yiyi yin conducted a case study under the title ''an analysis of Chinese web series development and strategy go princess go case study" The result of this study shows that many factors which play an important role in success of this web series such as marketing strategy of this web series. Craig Anderson et al (2003) conducted a study under the title "the Influence of media violence on youth. This study revealed that the subjection of incensement in factor i.e. physically and mentally disorder(Aggressive thoughts and aggressiveness in emotions) , this study further quoted that the impact of media violence is more in milder category rather than severe category but sever category has big influence. Ms Tarang Taswir (2012) in his research paper titled, "Study of Converging Perspectives: Youth viewership of internet video content and traditional television sets in Oman." This study revealed that the awareness of the internet is increased in youngsters of Oman but convergence in old media to new media is slowly visible means it is not in peak. There are many factors which affect the internet users such as internet availability is not everywhere in Oman and they have no good quality of internet.

Research Methodology

For the purpose of this study, exploratory cum descriptive study was carried out with a sample size of 240 students from state and private universities of Haryana. The researcher has set a frame to study out of all the universities of Haryana, four universities; Kurukshetra University, Maharshi Dayanand University, SRM University, Ashoka University - as frame to extract samples. Sample frame was selected using a random lottery method. Purposive sampling approach was used for this study because only those students were selected who watch web series. Sample Size of this study was 240 students from four universities of Haryana, 60 students (30 Male and 30 Female) from each university were selected for the study. Researcher used survey method, and questionnaire tool(having 32 questions) was used to collect the data from respondents. The data were collected in the month of December, 2019. The researcher used spss software to analyze the data, and it is presented in the percentage and frequency.

Research objectives

1. To understand the frequency and time spent on watching the web series.
2. To know the most preferred platform for watching the web series.

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3. To gain an insight into the genres of web series preferred by students.
4. To explore the basis on which web series is selected.
5. To understand the elements which capture the interest of students to watch web series?
6. To know the reasons for watching web series.
7. To know the most preferred web series among students.
8. To find out the negative and positive effects of web series.

Findings
PART A (WEB SERIES VIEWERSHIP OF THE RESPONDENTS)
(A) Frequency of watching web series by the respondents

➢ 58.8 percent respondents admitted that they had been watching web series less than and up to 2 years while the remaining 41.2 percent respondents have been watching for more than 2 years. In particular, those who had been watching web series from 01 to 02 years were 31.3 percent while the percentage of those who had been watching web series from 0 to 01 year, were 27.5 per cent. Whereas those who had been watching web series since more than years were 20.4 per cent.

➢ 67.1 per cent respondents out of 240 admitted that they watch series less than and up to 2 hours per day while the remaining 32.9 percent of the total respondents watch web series more than 2 hours per day.

➢ 44.6 per cent of the total respondents claimed that they watch web series as per their mood while 18.8 percent each agreed that they do so per day and twice or thrice in a week.

➢ 40.4 per cent respondents said that they watch web series at night while the same number of the respondents accepted that they do so as per their convenience and 10.8 per cent respondents agreed that they watch web series in Evening while only 1.7 per cent respondents claimed that they do so in morning.

(B) Platform used, genres of web series and with whom web series is watched

➢ 65.8 percent respondents revealed that they use their smart phones for watching web series while 20.4 percent respondents revealed that they do so on their laptops.

➢ 25 percent of the respondents agreed that they watch thriller genre of web series while 23.3 percent respondents claimed that they watch comedy genre. 16.3 percent respondents accepted that they watch romantic genre while 10.8 percent response comes from crime genre and at last, 9.6 percent of respondents watch all the genres of web series.

➢ 70.8 percent respondents claimed that they watch web series alone while 20.4 percent respondents accepted that they watch do so with their friends.

(c) Sharing, Commenting and Idea of Making Web Series while watching it

➢ 49.2 percent of respondents agreed with the statement that they share links of web series with others while 39.2 respondents revealed that they don't share links of web series with others.

➢ Most of the respondents i.e. 64.2 percent respondents revealed that they don't comment while watching web series on the other side 20.8 percent respondents agreed that they comment while watching web series.

➢ Most of the respondents i.e. 54.6 percent respondents revealed that they don't want to make web series while watching web and on the other side 29.2 respondents agreed that they want to make web series and this idea comes in their mind while they watch web series.

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(d) Activeness in searching, Idea of Watching Web Series and selection of basis of it

➢ 51.7 percent respondents were either fully active or active in searching new web series while 17.1 percent respondents claimed that they were either inactive or fully inactive to do the same. Whereas 31.3 percent respondents chose the option of Can't say.

➢ 41.7 percent respondents got the idea of watching a web series "from a friend's suggestion" while 38.3 per cent respondents admitted that they got the idea of the same "from social media". Only 9.6 per cent and 3.3 per cent said that they got the idea "from TV" and "from newspaper" respectively. At last 2.1 per cent respondents claimed that they do so "from themselves".

➢ 27.5 per cent respondents claimed that they chose the web series on the basis of its "review"; 24.6 percent respondents do so on the basis of "IMDB rating"; 22.9 percent respondents and 17.5 per cent do so on the basis of "someone's suggestion" and "advertisements".

(e) What attracted respondents in a web series, most preferred web series and reason to watch it

➢ 69.6 percent respondents agreed that they were attracted by "new content" in a web series while 15.8 respondents by " small webisode." On the other hand 9.2 percent respondents admitted that they were attracted by their "favorite actor/actress" .

➢ As per the response received from the respondents, top ten most preferred web series are listed respectively; Mirzapur (18.75 %), Got (11.66 %), Sacred Games (10 %), The Family Man (5%), College Romance (4.16 %), Kota Factory (3.75%), YaarZigriKasuti degree (3.33%), Friends (3.3%), Flames (2.08%), Adulting (1.2%) and Hostel Girls (1.25%). 53.8 percent respondents watch web series for the purpose of "enjoyment"; 20.4 percent respondents for "time pass"; 13.3 percent for being "free from stress"; and 10 percent respondents do so "for the learning".

PART B (PERCEPTION ABOUT WEB SERIES AMONG THE RESPONDENTS)

➢ 42.6 percent respondents either "Agree" or "Fully Agree" to the statement that those who watch web series are more modern; on the contrary, 22.5 percent respondents either "Disagree" or "Fully Disagree" with the same statement. 35 per cent respondents chose the option of "Can't say" in response to the same statement.

➢ 76.7 percent respondents either "Agree" or "Fully Agree" to the statement that T.V. viewing is affected adversely after the arrival of web series; On the contrary, only 6.2 per cent respondents either "Disagree" or "Fully Disagree" with the same statement. 17.1 percent respondents chose the option of "Can't say" in response to the same statement.

➢ 53.8 percent respondents either "Agree" or "Fully Agree" to the statement that their daily routine is affected due to watching a web series late at night; On the contrary, 22.1 percent respondents either "Disagree" or "Fully Disagree" with the same statement. 24.2 percent respondents chose the option of "Can't say" in response to the same statement.

➢ 42.1 percent respondents either "Agree" or "Fully Agree" to the statement that their communication with family is decreasing due to watching of web series; On the contrary, 38.8 percent respondents either "Disagree" or "Fully Disagree" with the same statement. 19.2 percent respondents chose the option of "Can't say" in response to the same statement.

➢ 68.7 percent respondents chose the option of either "More" or "Much More" to the question of how much they talk with their friends about web series; On the contrary, 22.1 percent respondents chose the option of either "Less" or "Very Less" in their response. Only 9.2 per cent respondents chose the option of "Can't say" in response to the same question.

➢ 49.6 percent respondents either "Agree" or "Fully Agree" to the statement that web series are promoting the western culture; On the contrary, 25.9 percent respondents either "Disagree" or "Fully Disagree" with the same statement. 24.6 percent respondents chose the option of "Can't say" in response to the same statement.

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➢ 57.1 percent respondents either "Agree" or "Fully Agree" to the statement that web series are breaking stereotypes of women; On the contrary, 16.3 percent respondents either "Disagree" or "Fully Disagree" with the same statement. 26.7 percent respondents chose the option of "Can't say" in response to the same statement.

➢ 69.6 percent respondents either "Agree" or "Fully Agree" to the statement that web series are portraying women in stronger characters as compared to T.V.; On the contrary, only 10.9 per cent respondents either "Disagree" or "Fully Disagree" with the same statement. 19.6 per cent respondents chose the option of "Can't say" in response to the same statement.

➢ 61.3 percent respondents either "Agree" or "Fully Agree" to the statement that youth are getting addicted to web series because of watching it; On the contrary, only 16.3 percent respondents either "Disagree" or "Fully Disagree" with the same statement. 22.5 percent respondents chose the option of "Can't say" in response to the same statement.

➢ 52.9 percent respondents either "Agree" or "Fully Agree" to the statement that health problems are increasing in youth because of watching web series; On the contrary, only 22.5 per cent respondents either "Disagree" or "Fully Disagree" with the same statement. 24.6 percent respondents chose the option of "Can't say" in response to the same statement.

➢ 60.1 percent respondents either "Agree" or "Fully Agree" to the statement that abusive language is increasing in youth because of watching web series; On the contrary, only 20.5 percent respondents either "Disagree" or "Fully Disagree" with the same statement. 19.6 percent respondents chose the option of "Can't say" in response to the same statement.

➢ 38.8 per cent respondents either "Agree" or "Fully Agree" to the statement that web series is promoting vulgarity; On the contrary, only 29.6 per cent respondents either "Disagree" or "Fully Disagree" with the same statement. 31.7 per cent respondents chose the option of "Can't say" in response to the same statement.

➢ Only 29.6 per cent respondents either "Agree" or "Fully Agree" to the statement that crime tendency is increasing in youth because of watching web series; On the contrary, 35.4 per cent respondents either "Disagree" or "Fully Disagree" with the same statement. 35.0 per cent respondents chose the option of "Can't say" in response to the same statement.

➢ 39.1 per cent respondents either "Agree" or "Fully Agree" to the statement that aggressive behavior is increasing in youth because of watching web series; On the contrary, only 29.6 per cent respondents either "Disagree" or "Fully Disagree" with the same statement. 31.3 per cent respondents chose the option of "Can't say" in response to the same statement.

➢ 53.0 per cent respondents chose the option of either "Real" or "Fully Real" in response to the question of how real society is shown in web series; On the contrary, only 16.6 per cent respondents either "Unreal" or "Fully Unreal" with the same statement. 30.4 per cent respondents chose the option of "Can't say" in response to the same statement.

➢ 53.8 per cent respondents chose the option of "Yes" in response to the question if there should be a censor board as well for web series like films; On the contrary, 36.7 per cent respondents chose the option of "No" in response to the same question. Only 9.6 per cent respondents chose the option of "Can't say" in response to the same question.

Conclusion

We have evolved a lot from watching typical daily soaps on TV to watching realistic and less melodramatic content on digital platforms in the form of Web Series. For example, Balaji Telefilms Limited (a famous production house) used to offer various kind of soap operas to watch on TV sets, but like the taste and need of viewers changed with time, they also have to come with their separate digital platform – ALT Balaji, to be in the market. In the present study, the researcher is able to achieve

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all the objectives and the researcher found a number of solid and conclusive findings. Around 60 per cent respondents admitted that they had been watching web series up to 2 years and around two third of the respondents agreed that they watch web series less than and up to two hours per day while around 40 per cent respondents said that they watch web series at night. Most preferred platform for watching web series among respondents is Smartphone followed by laptop, tablet and PC. The outcome of the study shows that most preferred genres among students for watching web series is thriller. This study revealed that web series is selected for watching mostly on the basis of its "review" followed by imdb rating, it is observed that most of the respondents were attracted by the "new content. This study proclaims that Enjoyment is the main purpose of watching web series. Mirzapur is the most popular web series among the students. 76.7 percent of respondents agreed with the statement that T.V. viewing is affected adversely after arrival of web series. 69.6 percent of respondents agreed with the statement that web series are portraying women in stronger characters as compared to T.V. 52.9 per cent respondents revealed to the statement that health problems is increasing in youth because of watching web series. 60.1 per cent respondents responded to the statement that abusive language is increasing in youth because of watching web series. 29.6 per cent respondents were agreed to the statement that crime tendency is increasing in youth because of watching web series. 39.1 per cent respondents agreed on the statement that aggressive behavior is increasing in youth because of watching web series. 53.0 per cent respondents chose the option of either "Real" or "Fully Real" in response to the question of how real society is shown in web series. 53.8 per cent respondents chose the option of "Yes" in response to the question if there should be a censor board as well as for web series like film.

Discussions

During the course of the study, the researcher came across several new facts which researcher presented as suggestions :

The sample area is taken as four different universities of students of Haryana state. For the further researcher area it should be large to generalize the study to the nation. Sampling with large numbers can be used to avoid biases. Researcher in corporate survey method for this study while interview method can be used as well as for future studies to understand the phenomena deeply. This field of web series study is new in India so academic as well corporate approach needed to be mixed for better results. Beside this research problem, content analysis of web series and censorship of web series can also be explored. Time and resources were also the limiting factor for the present study as study was carried out for academic purpose only.

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