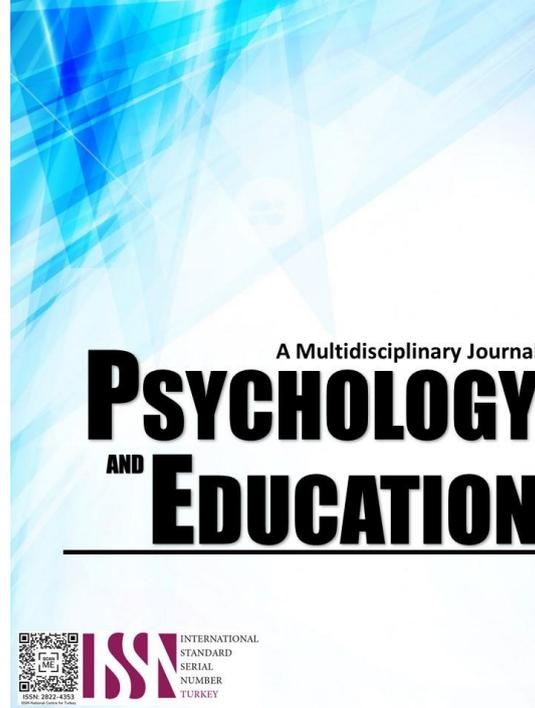


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A Phenomenological Exploration of Binge-Watching in Early Adulthood

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Abstract

Binge watching is a practice of watching multiple movies in one sitting. This study aims to discover the lived experiences of early adults in binge-watching. With the use of Interpretative Phenomenological Analysis, the researchers provided interpretations and meanings out of responses given by the participants. The purpose of the study is to determine the experiences of early adulthood to binge-watching in terms of mental health, and emotions. In addition, this study also emphasizes the challenges of early adulthood in other aspects such as their physical health, social life, daily routine, sleeping patterns and academic performance in terms of binge-watching. 4th year college students in a private school in Bocaue, Bulacan ages 18-24 years old were attained through the use of purposive sampling. The participants accomplished a semi-structured interview guide consisting of a series of questions in the area of experiences and challenges of early adulthood towards binge-watching. The results that emerged from the data analysis is that early adulthood who are most likely to binge-watch are motivated by social media and peers. Early adulthood tends to feel positive emotions such as relaxation, happiness, satisfaction and empathy that results in emotional rewards caused by binge-watching.

Keywords: *phenomenological, exploration, binge-watching, early adulthood*

Introduction

Binge-watching is a relatively new behavioral habit that involves watching two to six episodes of a television show in one sitting (Netflix, 2020). As a result of the advent of many on-demand streaming platforms, such as Netflix, Hulu, HBO GO, Amazon Prime, Disney+, Crunchy roll, and Apple TV, this behavior began to acquire popularity. In 2013, Netflix introduced new ways for viewers to watch TV shows, allowing them to select from a wide range of content and watch as many episodes as they wish. Furthermore, a TV show's entire season is available at once. The viewer does not have to wait a week for the following episode, as is typical of regular television (Flayelle, 2020). However, binge-watching occurred earlier and expressed itself as watching numerous episodes in TV marathons on VHS, DVD, DVR—digital video recorder—or VOD—video on demand (Samuel, 2017). Between 2011 and 2015, binge-watching grew in popularity, eventually becoming a common approach for mainstream audiences to consume TV shows (Pierce-Grove, 2017).

Netflix has over 167 million paying customers, according to the most recent figures given in the third quarter of 2019 (Netflix, 2020). This figure has rapidly risen from 5 million in 2012 to more than 167 million by 2020 (Chang, 2020). Several studies suggest that people aged 18 to 39 are more inclined to binge-watch than older people (Chang, 2020; Market Cast Study, 2020).

Meanwhile, the differences between men and women can be seen in their television show preferences. Women tend to choose comedies and dramas, whereas men prefer fantasy or science fiction programming. According to the most recent studies, women are more likely than males to watch cable television (Harris Interactive Americans, 2020).

The main danger of excessive binge-watching is the possibility of acquiring indications of behavioral addiction. Multiple research suggests that binge-watching for quick satisfaction and emotion regulation is a maladaptive coping mechanism for common behavioral addictions such as problematic internet/computer use, gambling, and social media addiction (Riddle et al. 2022; Panda&Pandey, 2017). The want to escape reality, loneliness, habit, or passing the time are the factors that drive problematic binge-watchers (Starosta, 2019; Sung & Kang, 2018Merill and Rubenking's (2019) study likewise found statistically significant relationship between binge-watching and procrastination. According to the study's findings, reward motivation and a tendency for procrastination both predict a high frequency of binge-watching. Furthermore, excessive binge-watchers exhibit other symptoms of behavioral addiction, such as loss of self-control, urgency, regret, neglect of duties, negative social and health consequences, lying, or even withdrawal symptoms such as anxiety, nervousness, rage, and concentration difficulties as stated by Flayelle (2019). This study aims to explore the phenomenon in terms of binge-watching in the lives of early adulthood.

This study will highlight binge-watching and the lived experiences and challenges faced by early adulthood. Furthermore, the goal of this research is to raise awareness and educate people about their binge-watching restrictions in terms of their mental health. The possible contribution of this study is to raise consciousness about the impact of binge-watching to different aspects of early adulthood's lives, The data of the study that would be collected and the results and conclusion that would be analyzed would be contributed to the field of study of psychology which would be accessible to future researchers for further studies as well as the innovation of this kind of research topic for its future reference.

Research Questions

This study entitled A Phenomenological Exploration of Binge-Watching in Early Adulthood aims to discover the lived experiences and challenges of early adulthood towards binge-watching. Furthermore, this study aims to develop an effective program for the benefits of early adulthood in terms of binge-watching. Specifically, it sought to answer the following questions:

1. What are the lived experiences of early adulthood in Binge-watching?
2. What are the challenges-faced by early adulthood in Binge-watching?
3. What intervention programs may be proposed based on the results of the study?

Methodology

Strategies of Inquiry

This study followed the strategies of inquiry of phenomenology. Phenomenological study, according to Creswell (2013), "describes the common meaning for several individuals of their lived experiences of a concept or a phenomenon" Furthermore, Smith et al. (2009) stated that "Phenomenology is not only a description, but it is also an interpretive process in which the researcher makes an interpretation of the meaning of the lived experiences. The Interpretative Phenomenological Approach is used to discover and interpret the "lived experiences" of people who have

encountered related (common) phenomena (Alase, 2017).

Respondents of the Study

The participants of the study are 24 students in the final level of their college education in a private higher education institution in Bocaue, Bulacan. Purposive sampling technique has been utilized to select respondents. The participants should be aligned with the following criteria such as fourth year college students, must be 18 – 24 years old, either male or female, and must be a student in a particular private school in Bocaue, Bulacan.

Data Collection Approaches

An interview is a qualitative research technique that depends on asking questions in order to gather information. In interviews, there are usually two or more participants, one of whom is the interviewer who is posing the questions (Scrbbr, 2022).

Data Collection Processes

The initial process of data gathering is the selection of respondents that will participate and will provide the data needed in the study. The respondents are selected using purposive sampling and must be associated with the given criterion such as fourth year college students, 18 – 24 years old which is considered as early adult, and either male or female. 18 female and 6 male for a total of 24 are selected at a particular private school in Bocaue, Bulacan from different programs. They are given consent forms before the researchers proceed with the actual interview. A brief orientation has been administered to give respondents some fundamental knowledge on what the study is all about. Google Meet, an online video conferencing platform has been utilized in conducting the data collection and the respondents are interviewed one by one to secure their privacy and to assure them that every data they will provide will only be exclusive between them and the interviewer and it will solely be used for academic purposes.

Data Analysis Procedure

Data analysis procedure is the process of gathering, predicting, and analyzing data in order to extract insights that can be used to make decisions (Calzon, 2022). In addition, according to LeCompte and Schensul (2022), research data analysis is a process used by researchers to reduce data to a story and interpret it to obtain insights. The data analysis process

aims to reduce a large set of data into smaller fragments, which provides context.

Results and Discussion

The following section summarizes the results collected thoroughly from the interview. The findings of this study are organized into themes discovered throughout each participant's interview. These findings are divided into two categories, each of which covers a different theme. These themes include their lived experiences and challenges. The frequencies of subordinate themes of each superordinate theme are listed in descending order of prevalence. Furthermore, direct quotations from numerous participants are supplied to further discuss issues or domains.

Lived Experiences

This chapter includes experiences of early adulthood in terms of positive emotions, motivations, attitudes, and behavior in binge-watching this, according to the study of (Neubaum et al. 2019), It was discovered that people who watched positive media more frequently than others tended to act more optimistically in their daily lives. (Shim et al. 2018) revealed that binge-watchers demonstrate how people view binge-watching as a way to fulfill their needs for fun, effectiveness, control, and information.

Emotional rewards of Binge-watching

Binge-Watching provides satisfaction to viewers not just by how great the plot twists are or how good the characters act in the story but also the experience itself from binge-watching. It also brings satisfaction which eases boredom, relieves stress, gives a feeling of being rewarded, serves as a form of escapism, brings new learnings, give a sense of achievement and a sense of surprise. Binge-watching has been a channel for leisure which gives motivation to seek for satisfaction after the birth of media streaming sites which has been easily accessible to every individual (Boca, 2019). 12 out of 24 students stated that binge-watching relieves their stress. Respondent 11 stated that he feels relieve because binge-watching helps him to escape life's problem.

“For me Escapism can be healthy in a good way and it's like our body's way of rewarding you for the pleasure while reinforcing continued engagement in watching something we are interested and capture our imagination.” Stated by respondent 11

Contributing Factors

Motivations are what encourage an individual to engage in binge-watching activity. These motivations are identified as social media promotion, peer pressure, the uniqueness of the story itself, the relaxation it gives, and just because of boredom. According to the Uses and Gratification Theory which explains why individuals seek watching to satisfy needs, individuals' motivation to binge-watch is to meet the needs for acquaintance, refreshment, and the sense of accomplishment (Steiner et al. 2020). 17 out of 24 students stated that their motivations to binge-watch are their emotions and social media promotion. Respondent 7 shared that social media promotion is what motivates her to binge-watch.

“Ako kasi ano talaga more on sa mga feedbacks ng mga tao sa socialmedia mga recommendations kung trending siya so dun ako napupush na panoorin yung movie na to kahit wala pa kong netflix wala pa kong sourcekung saan may internet din naman so dun din ako naano sa mga feedback ng movie ayun pupush ko talaga.” stated by respondent 7.

Binge-Watching Affects Mood

The Acronym (2022) mentioned that movies and series have a great impact in affecting and establishing one's mood. An individual can experience and express different emotions in just one sitting. 12 out of 24 students stated that binge-watching affects their moods by sympathizing with the movie character. Respondent 13 shared that her moods whenever she binge-watch depends on the movie genre that she is watching.

“Ayun kapag kasi nakakanood ako series depende talaga sa genre yung magiging mood ko, minsan kasi masyadong ano yun, nafofocus don sa series na aapply siya minsan sa mood like kapag malungkot parang ang lungkot lungkot mo rin tapos kapag nakakagalit yung mga episode or yung series na pinapanood parang galit ka rin ganon, nakakadamay.” Respondent 13 stated.

Binge-Watching Helps to Learn New Things

There are some movies that can encourage one's creativity and help individuals to solve their problems. They can help the viewers figure out a solution in their life similar to the genre of sci-fi which involves the imagination of the viewers and to have stronger social skills. 22 out of 24 students shared that binge-watching helps them to learn new things because it

widens their perspectives.

It Widens Perspective. Just like reading books, Watching TV is also a way to widens people's knowledge depending on what kind of genre the viewers are watching, research shows that people who are watching aggressive series or movies has a negative impact on their behavior, although there are negative effect, the positive effect of this is that viewers learn different kinds of language, generates the feeling of comfort and energizing effect. Chu (2017). Just like the following statement the respondent response:

For respondent 2, she became conscious about other people who don't judge other people so fast.

“Siguro po sa panonood po parang, hindi parang, talagang namumulat niya ako sa mga bagay like kunwari in a perspective ng ibang tao, kasi 'di ba, minsan parang mabilis natingi-judge ang mga tao, sa real life and then in the series, pinapakita nila yung side ng mga tao, ng mga character bakit sila nagkaganon, so, ipaalam na 'wag mag-invalidate ng ibangtao.”

For respondent 9 Statement, he is looking for the deeper meaning in the movie.

“Ayon actually ayon nga katulad nung sinabi ko hindi lang kasi talaga ako nanonood lang basta manood lang ganon, nilulook ko talaga yung deeper meanings non, tina-try kong iunderstand yung mga pangyayari ganon paanoko ba yon macoconnect sa akin ganito ganyan so Malaki talaga, malaki din yung natutulung non hindi lang academic kapag merong pinapanood na especially about social issues ganon kasi as a social study major ayon malaking tulong din sakin yon and at the same time life lesson na pwede kong iapply buhay ko sa pagbibinge-watch ng mga movies and at the same time ng mga series ayon po.”

For respondent 12, he learns some of the medical terms and sometimes unconsciously learns about the language without looking for a translation.

“Siguro dun samga story naanosila for example yung story medical may mga terms ka natutunan dun yung mga language na ginagamit nila for example yung Korean drama habang nanonood ka yung ibang word na familiar na sayo yung madalas nilang ginagamit kahit hindi mo na basahin yung subtitle niya naiintindihan siya sa conscious mo na yun.”

For respondent 18 statement, she likes the angle of the camera that gives more impact in the movie she's watching. *“Help you you learn new things pano ba, maliban sa moral lesson na nakukuha ko sa ano medyo cheesy pero nakakakuha naman tayo diba sa mga moral lesson na napapanood ko sa mga story movies ganon sa napapanooran ko may nakukuha naman tayo kahit papaano so maliban dun dati pa lang interested na ko sa cinematic sa mga shots nakakaamaze lang yung mga angle shots parang yung mga shots na yun yung mga maliit na bagay na yun nakaka-amaze siya kung pano siya nakakacontribute sa experience sa nonood yun siguro mga implant naganon gusto rin matutunan.”*

Respondent 20 stated that she learns the importance of hard work that the protagonist is doing in life.

“Siguro sa mga napapanood ko yung pagsusumikap ganon kasi halos sa, lalo na sa start-up hindi sila sumuko, patuloy lang sila ng tuloy ayun pagsusumikap nga.”

Meanwhile, for respondent 22 statement, there are movies that are just nonsense while there are also many movies that are educational.

“Kapag ano may mga sa films kasi at series hindi lang naman siya eme eme lang na parang wala ka matutunan actually may ibarin series na sobrang educational na napakarami mo rin matutunan at maacquire so ayun.”

Positive Emotions that a Viewer Can Feel

Binge watching has a cathartic effect which allows the viewers to have strong emotions towards the movies, this is beneficial for those who are having a hard time to express their feelings and emotions such as laugh, cry, or experience an emotion stated by Alcalá (2020). 16 out of 24 students stated that they feel happy whenever they binge-watch.

Happiness. Scott (2020), mentioned that when a person is stressed and exhausted, they tend to do something like exercise or meditation to relieve their stress for a short while, while building their resilient for a long run and just like re-watching favorite movies or series, it helps to reduce the stress or completely get rid at all because watching something that you look forward to does not makes a person enjoy, happy and excited but also relieved it's stress and sometimes problems according to Scott (2020).

According to respondent 16 statement, she feels happy and relaxed while binge watching, it also helps her relieve her stress.

“yung masaya ayun positive, masaya and relaxing, parang paulit ulit lang din naman na masaya and relaxing, kasi nga, kaya tayo nanonood, kasi para mag relax, maging masaya, maibsan yung pagka-bored natin, then bonding sa sarili, ano ba, parang stress reliever natin yun.”

For respondent 22 statement, when she reaches the climax and the favor of the situation is in the protagonist, she is also happy.

“Kapag nag reach na yung climax yung series tapos pabor sa protagonist yung nangyayari parang okay na din ako kasi nasolve na yung problem nila at pag nagtapos na yung series na parang happy ending ganon ayun parang nakaka-affect din siya ng mood parang nadadamay ako.”

Mental Health before Binge-Watching

Preissler (2020) stated that viewers describe their mental health before binge-watching as both positive and negative. There were respondents who had a neutral to stable mental health and there were also respondents who felt stressed even before they started binge-watching. However, it was revealed that mental health status has nothing to do with the motivation prior to binge-watching. Moreover, studies did not support any found significant relationship between psychological health disorders and binge-watching behavior. 12 out of 24 students stated that their mental health is ranging from neutral to stable before they binge-watch. Respondent 15 shared her sentiments about her mental health before he binge watch.

“Ano parang masaya naexcite ganon dahil marerelax na naman yung isip kasi pag nonood ako yun talaga ang pahinga ko.” stated by respondent 15.

Binge-Watching Affects Critical Thinking

Binge-watching does not just provide entertainment and pleasure to the eyes but also it feeds knowledge and wisdom to the mind. Watching expose us to a variety of situations and challenges which helps us to broaden our perspective and enhances our cognition and intellectual ability. Furthermore, according to Schimmel (2021), movies can be a powerful tool in teaching because they engage the viewers in the movie and gain a better understanding about the life

experiences of individuals. 14 out of 24 students stated that binge-watching enhances their critical thinking. Respondent 7 shared that watching movies helps her to improve her decision-making skills.

“Sa critical thinking ano, especially yung mga adventure na may halong suspense ganyan kasi ano, outside the movie ka parang may times na ano nakaisip ka din ng alternative solutions na di nagagawa ni bida minsan na frufustrate ako na dapat ganito nalang ginawa niya para di siya namatay mga ganun. Saka ano especially kapag realistic yung scene like for example nanakawan yung si bida sa bahay niya in the middle of the night ganyan so parang it's either makakakuha ka ng idea or yung mangyayari sa movie yun yung mapeprevent mo at saka kung mangyari sakín in real life yun alam ko na gagawin ko.” Respondent 7 stated.

Overall Experience in Binge-Watching

Viewers find their overall experience in binge-watching as satisfying in all aspects. It can be a way to ease boredom, to relieve stress, to serve as a medium wherein they can redirect their attention away from overthinking, and it can just be an effective source of entertainment. According to a study, binge-watching is considered to be satisfying which is comparable to the emotion experienced after accomplishing a book (Steiner et al. 2020). 20 out of 24 students stated that they have satisfying overall experience in binge-watching.

Satisfying overall experience. Studies claimed that finishing a show gives binge-watchers satisfaction. It has been reported that this gratification has a sense of completeness which is similar to the emotion experienced after finishing a book, and they believed binge-watching this process more effectively than viewing broadcast television (Steiner et al. 2020). Furthermore, as long as there are no conflicts of interest or guilt feelings, binge-watching is considered to be enjoyable. The heightened sense of authority brought on by binge-watching, on the other hand, has a beneficial impact on one's well-being.

These findings support the critical position of self-determination as a mediator between media consumption, media enjoyment, and psychological health (Granow et al. 2018).

Respondent 8 described her overall experience in binge-watching as entertaining.

“Nakaka-entertain pero nakakaubos din ng oras kung sinimulan mo manood ng umaga hindi magiging maganda dahil wala ka na magagawa na iba kaya ako nanonood lang ako tuwing gabi pagtapos ng mga gawain in the same time natuto rin naman ako sa mga bagay-bagay yun nga yung mga lesson na pinapanood ko sa movie na yun realization din saakin.”

Respondent 10 described her overall experience in binge-watching as an effective way to divert her attention from overthinking.

“It really helps me talaga sa pagtanggap ng pag-ooverthink ko. Nakakalimot ako sa problema.”

Challenges of viewers

This chapter includes challenges of early adulthood in binge-watching in terms of their social life, Physical activities, academic performance and daily routines. Procrastination decreases productivity as a result of binge-watching frequently resulting in the viewer developing guilt (Mehra et al. 2018). In other circumstances, the accompanying guilt from binge-watching causes the consumer to lose control even more in order to put off duties even longer (Panda et al. 2017).

Binge-watching Affects Daily Routine

Viewers admit that binge-watching causes distractions to their daily routine. Some of the participants experience distractions and negligence to their usual daily routine because of binge-watching. Moreover, moving around and getting some fresh air will do wonders for your physical and emotional health. It regulates your mental health while also accelerating your metabolism, which is essential for functioning, particularly on bad days. Sadly, some studies have discovered that binge watching may make someone less interested in doing physical activities. It's concerning that this could make them more sluggish and possibly force some people to stop attending events. Berman (2022) 22 out of 24 students shared that binge-watching affects their daily routine for it results in sleep deprivation.

Binge-watching Interferes with Sleep. Binge-watching serves as entertainment support to viewers. Furthermore, the content of the movie or the series has something to do with viewers' resistance to binge-watching, because according to some participants, the more exciting the movie or series gets, the more they want to finish every episode. In addition, that results in every viewer staying up all night watching, and

sacrificing sleep. Moreover, according to Walton (2017), the idea that using our smartphones and other devices before bed is detrimental for sleep has received a lot of attention recently, but for a different reason. Here, the blue wavelengths of the displays' light can influence the parts of the brain that control circadian rhythm, in part by preventing the release of melatonin. So, neurophysiological mechanisms have mostly been used to explain the cause.

Results in Sleep Deprivation. Delaying sleep can be harmful, as a recent study in the Journal of Clinical Sleep Medicine indicated that binge-watchers had more fatigue, more insomnia symptoms, lower sleep quality, and more awareness before bed as stated by Sleep Education (2022) Furthermore, binge-watching is linked to increased levels of "pre-sleep arousal," which explains why many individuals have trouble falling asleep after watching an interesting show because their brains simply can't bring themselves to stop thinking about the plot. (Sleep Health, 2022) Moreover, some of the participants share their experiences about how binge-watching affects their sleep. Respondent 7 narrated how binge-watching affects her sleep because of too much screen time.

"Ang regular ko na sleep talaga na sure na sure ako mga 2am pa ayon sa kakapagano may halong movie kasi kapag nasa harap ka ng screen di mo talaga mafifeel yun ganto walang darkness may light padin yun yung napeperceive ng katawan ko akala niya umaga pa din kaya di ako nakakatulog kaya ano the more you watch the more you prevent yourself for sleeping." Stated by respondent 7.

According to respondent 8 she stays up to midnight binge-watching that results in her waking up late in the morning.

"Ang target ko sa tulog ko 9 hours o 8 hours sa gabi ganon ang nangyayari kasi minsan umaabot ako ng 12:30 ganyan kaya ayon nalelate ako ng gising at yun hindi dapat ganon." As stated by respondent 8.

Respondent 12 narrated how binge-watching destroyed his sleeping patterns and body clock.

"Malaking negative effect siya sa sleeping pattern ko sa body clock ko bago ko mag simula manood ng mga ganyan ayon naman yung sleeping pattern ko, bago ko mag simula manood ng mga ganyan normal naman ako normal naman pala talaga ko normal pala yung tulog ko tapos nung simula ako manood nun ayon mga alas dose alas tres." Respondent 12 narrated.

Affects Studies and Work. Binge-watching does take a lot of time for every viewer, from the fact that binge-watching is a watching activity that takes too much time. In addition, with that binge-watching habit they also take the time of the viewers for their school and work. Moreover, some of the participants identified that binge-watching interferes with their study and or work. Furthermore, binge-watching undoubtedly hinders intellectual development in students. Young people usually fall behind in their academics because it makes it difficult to keep up with a demanding college schedule. They frequently neglect to prepare for exams, miss class, and fail to turn in assignments on time. Naturally, if the only thing on your mind is wrapping up another season of an engaging show, it will be impossible to complete projects by the deadline. When this happens, one's desire to study substantially declines, and the only way to regain it is to quit watching Netflix. Assessment results suffer as a result, and the likelihood of expulsion rises. The Clinton Courier (2021)

Interferes with Study Habits. Binge watching hinders intellectual development in students. Young people usually fall behind in their academics because it makes it difficult to keep up with a demanding college schedule. They frequently neglect to prepare for exams, miss class, and fail to turn in assignments on time. Naturally, if the only thing on your mind is wrapping up another season of an engaging show, it will be impossible to complete projects by the deadline. The Clinton Courier (2021) Furthermore, some participants narrated how binge-watching interferes with their study habits.

"Since student din po ako, 'yung binge watching is may positive and negative effect din po, so parang ano po, case to case basis po, kasi minsan, sa studies po sa academics, need din pong mag-rest, and then parang isa 'yun sa, hindi ma-drain 'yung utak mo ganon po parang tinutulungan ka niya para ma-relieve ka sa stress and then 'yung negative po, nasasantabi po 'yung mga activities, mga task para makapag-binge watch po." Respondent 2 narrated.

Respondent 16 said that binge-watching causes distractions to her study.

"Oo ganon distraction, lalo na talaga minsan pag may inaabangan akong series, nagiging distraction siya like minsan ano deadline na ngayong araw, tapos ano, nood muna tayo ngayon ng isang episode ganon."

Respondent 22 narrated how binge-watching affects

her studies.

"Ayun nakaka-apekto na siya halimbawa may klase ako tapos dahil ayun nga parang nabitin sa panonood ng kahit anong series na interesting parang ano siya yung isip ko nakafocus dun sa pinapanood ko ano kaya mangyayari o kaya ano kaya next episode niya imbis na matuto ako sa klase parang na didivert yung attention ko sa pinapanood ko."

Furthermore, there are also participants that stated how binge-watching affects their work.

"Sometimes I'm late at my work because of overnight watching movies ayon po. So sa pag-aaral naman ah hindi naman siya naka-apekto kasi ano eh ah time management." Respondent 4 said.

Respondent 21 said that she doesn't do her work properly because of binge-watching.

"Di mo na nagagampanan ng maayos ang trabaho dahil gusto mo na lang manood or puyat ka kaya matutulog ka sa trabaho."

Respondent 6 stated that binge-watching has never been a distraction.

"For me di naman siya nakaka-distract kasi nakaka-help siya. Balance lang naman ako sa panonood." Respondent 6 said.

Respondent 8 stated that she still chooses to take a rest after school from binge-watching.

"Sa pagaaral naman hindi naman ako masyado mapanood pag may pasok as in siguro ano lang sunday, sunday lang ako nanonood dahil nga may pasok hanggang gabi may klase tayo pagod na nga yung utak mo kaya yun tinatamad na ko manood ng movie dahil magdamag na ko nakatutok sa cellphone ayun."

Respondent 9 narrated how he can relate movies that he was watching to his life and in their class discussion.

"nakakatuwa kasi pagka-during class may question about this particular social issue and napanood ko siya sa isang series or movie ganon minsan na gagawa ko siyang example na tapos nai-rerelate ko din yon hindi lang sa sarili ko pati doon sa mga kaklase ko ganon kung ano yung nangyayari sa atin sa amin"

ganon as a student, as an individual lalo na sa panahon ng pandemic so I think hindi siya naging distraction or actually mas nakatulong pa siya na may matutunan pa ako when it comes to my academics yon."

Respondent 10 stated that she knows her priorities well.

"Wala naman. Kasi pag may klase or pasok, di naman ako nanonood. Ngayon lang talaga na bakasyon. And kahit naman may online business ako, syempreyungpag message ng customers, bigla bigla yon, uunahin ko parin yon kesa manood. "

Binge-watching Affects Emotion

This theme elaborates how binge-watching affects the feelings and emotions of viewers towards the characters in the movies. It presents the participants' point of view on what they experience throughout the movie. In addition, (Rubenking et al. 2018) discovered that binge watching was used to help viewers regulate their emotions by allowing them to indulge in whatever emotions they desired based on the content they chose to watch. 12 out of 24 students stated that binge-watching brings feeling of empathy to them.

Respondent 16 stated that her mood depends on the movie genre that she is watching, it affects her emotion in a way that she is sympathizing with the movie character.

"Yung mood ko, minsan depende talaga sa mga napapanood natin, kapag malungkot, dalang dala natin yung lungkot non kapag sad ending, ayun depende sa mood natin na pag sad ending or kapag happy ending edi masaya, nakakarelata tayo, kapag malungkot edi nasasaktan tayo, ganon, yun."

Respondent 16 stated.

Social Life of Viewers

This theme presents the overall effect of binge-watching the social life of early adulthood. Individuals who engage in binge-watching may adversely affect the social activities of the viewers (Ramayani et al. 2018). 12 out of 24 students stated that binge-watching bonds their relationships by sharing thoughts about movies with their loved ones.

Bonds Relationship. Intensive binge-watching may be linked to social pleasure and other factors that in fact encourage social interactions (Ramayan et al.

2018). In addition, the study of (Anghelcev et al. 2020) revealed that Binge watchers claimed to spend a lot more time interacting with friends and family.

Respondent 2 Stated that binge-watching serves as a way to connect herself with her friends.

"Siguro po ano, okay pa rin naman po kasi po ano, yung circles of friends ko po parang mahilig din po sila sa mga series and movies, para pong yung pagbibinge-watch ko po, isa po yun sa mga ways para maging connected pa rin po ako sakanila para like may pag-usapan kami or may pagkwentuhan." stated by respondent 2.

Similarly, respondent 3 stated that binge-watching bonds her relationship with friends by sharing thoughts about movies.

"kunwari may kaibigan ako na parehas kami nanonood ng drama ganon, isheshare ko kung ano yung napanood ko, kekwento yung story yung natutunan ko sa napanood ko, pag wala na kami mapag-usapan, yun na yung topic na binibigay ko." Respondent 3 stated.

Respondent 4 shared that sharing thoughts about watching movies affects him to have a positive relationship with friends

"Nag-improve ako kasi po introvert po kasi talaga ako, mahiyain tapos kapag may get together po ng classmates or ng mga friends ayun po parang mas nagiging topic po naming yung mga napapanood na series kaya po ayon, sa tingin ko po talaga nag-improve siya."

Binge-watching Intensify Loneliness

This theme presents how binge-watching intensifies loneliness. there are times when a person wants to be alone for a while away from everything, although it is hard to be alone, there are times when a person feel the need to be one, as it turns to be possible to be alone without completely alienated themselves as stated by Pangilinan (2021). in spite of that, isolation can sometimes lead to different kinds of emotions such as sadness, grief, hopelessness and more as stated by May(2021). 12 out of 24 students stated that binge-watching influence them to be emotionally unstable. Respondent 18 stated that binge-watching intensify her loneliness in a way that she can relate to the story.

"Siguro pag andun na ko sa low mood during that day

yung sadyang malungkot na ko that day tas nanood ako intensify naman minsan nadadala tayo sa characters kunwari parang nakakarelate ka sa story parang naiintensify na yung loneliness mo so yun ganon parang mas nacoconnect ka sa kanya in that way na iintensify ka sa kanya ay oo nga no baka ganon din yung story ko yun lang.”

Overall Impact of Binge-Watching

This theme elaborates the impact of binge-watching to early adulthood in terms of gaining knowledge. Thus, Individuals are defined by self-development and cognitive opportunities to learn information or knowledge through watching TV series (Shim et al. 2018). 24 out of 24 students stated that binge-watching brings life learning to them.

Brings Life learning. Binge-watching can establish a significant and very meaningful experience for viewers (Merrill et al. 2019). Moreover, Binge-watching provides insights and realizations to viewers that can apply to real life situations. Thus, it is extremely possible to improve one's perceived comprehension and general knowledge in binge-watching (Kaufman, 2021).

Respondent 19 shared that binge-watching gives her life lesson that she could apply on how to deal with other people.

“Amazing, maganda kasi kumbaga kasi madami kang matutunan sa pinapanood mo bukod dun for me mas pinapalawak yung understanding ko kaya kahit hindi ko na experience yung ng characters parang naexperience ko na din yun ganon parang nagkakaroon ako ng idea how to understand yung mga tao sa paligid mo ganon.”

Aspects of life that have been deprived

Procrastination and decreased productivity as a result of binge watching frequently result in the viewer developing guilt (Mehra et al. 2018). In other circumstances, the accompanying guilt from binge watching causes the consumer to lose control even more in order to put off their duties even longer (Panda et al. 2017).

Respondent 4 stated that binge-watching affects her daily routine in doing physical activities.

“Sa tingin ko po yung ano page-exercise kasi po dati noong hindi pa ako nagbibinge-watch kumbaga ano,

nasa daily routine kasi mula umaga hanggang gabi naman nag e-exercise ako, kumbaga ano ko na siya, nasa daily routine pero noong naging addicted na ko sa movies, minsan na lang, kumbaga skip skip na yung page-exercise.”

Respondent 16 also added that binge-watching lessens her to do exercises and workouts.

“nagkaron ng kakulangan is yun nga yung hindi na ako nakakapag exercise or workout simula nung talagang nagbibinge-watch na ako, second naman is nagkakaroon ng apekto o epekto, nagkakaroon ng epekto sa pag- aaral ko kasi nga parang hindi na, nagiging distraction siya and yung last naman, in third naman is yung pakikipag socialize ko syempre halimbawa may mga friends tayo na kailangan ng makakausap syempre hindi natin nakakausap kasi nga minsan naka do not disturb ako kapag nanonood ako kaya hindi nag nonotif, so nagtutuloy-tuloy yung panonood ko and habol ko lang din sa family, or sa bahay, hindi na ako nakakatulong sa gawaing bahay kasi nga tuloy tuloy yung panonood ko parang ayaw kong paistorbo.”

Respondent 13 shared that binge-watching negatively affects her studies.

“dahil sa binge-watching nood talaga nakakapagpabaya siya ng studies like wala kang ibang iniisip kundi gusto mo lang manood ganon, saka lalo na yang exercise kasi syempre kapag nanonood lang diba nakahiga lang lalo na pag binge watching na, nakahiga ka lang mag damag, walang kilos tapos kakain ka pa ng mga junk foods ganon.”

Respondent 2 also added that binge-watching negatively affects her school performance and makes her procrastinate on tasks.

“sa studies ko ganon, napabayaan ko po yung studies ko like, ang course ko kasi is accountancy, parang trabaho lang parang curios ka talaga, review and then yung parang hindi ko po napapansin yung pag may mga quiz kami na mga malapit na ipasa, ganon po.”

Respondent 1 stated binge-watching affects his social activities to interact with people because her attention is focused on watching movies.

“Syempre po 'yunguna po 'yung social aspect, 'yun po, tulad po sa tanong kanina, kasi po imbes, 'yun nga po,

imbes na makakapag socialize ka sa ibang tao, mas natutuunan mo pa ng atensyon yung pagbibingewatch.”

Respondent 6 also added that binge-watching lessens his social engagements with others.

“Sa social life gaya ng sabi ko kanina di masyadong nakikipag socialize.”

Ally stated that binge watching negatively affects her to unite with her family.

“sa relationship ditto sa mga nakakasama ko sa bahay. Unlike before na nakakapagbonding kami.”

Conclusion

Based on the findings of the study, the following conclusion were drawn: (1) Some of the early adulthood expressed that binge-watching serves as their mechanism in coping up with stress. In addition, most of the participants claimed that social media motivated them to commit in binge-watching. Viewers also revealed that binge-watching has been beneficial to their mental health. (2) Binge-watching helps early adulthood to improve their critical thinking skills and has the capacity to empathize themselves to the situation of the movie character. In addition, most of the early adulthood experience that binge-watching helps them to adapt new lessons that can apply in their daily life. (3) In terms of Binge-watching, early adulthood experiences positive emotions such as satisfaction on their mental health, developed their perspectives, and affects their critical thinking and enables them to give empathy. (4) However, some of the early adulthood revealed that binge-watching negatively affects them to be unproductive. In addition, some of them experiences sleep deprivation in terms of binge-watching and poorly affect their academic performance. (5) In terms of binge-watching, the social life of viewers also affected as some of the early adulthood expressed that binge-watching interferes their social interaction with family and friends while some of participants admit that binge-watching helps them to establish good relationships with other people. (6) Some of the participants also revealed that binge-watching increased their feeling of loneliness as they have the capacity to isolate. In addition, the physical activities of early adulthood also been deprived due to excessively indulge in binge-watching.

Following are some recommendations made in light of the findings and conclusions: (1) It is also advised to conduct a webinar or seminar intended for early adulthood who are committed to binge-watch to be able to have knowledge on the important issues regarding binge-watching. (2) Specifically, it is advised that early adulthood manage their time properly in terms of binge-watching to avoid sleep deprivation, isolation, and unproductivity. (3) The researchers encourage early adulthood to give much more importance to their physical activities and academic performance rather than watching to avoid addiction from binge-watching. (4) It is quite advised that viewers should watch good movies that beneficial for their mental health to avoid mental health problems. (5) Early adulthood suggested to familiarize themselves in a healthy manner of binge-watching to avoid negative risks in their daily life.

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