

Abstract

Binge watching has gained immense popularity with more and more television viewer's switching to this mode of television viewing. The purpose of current study was to explore binge watching motivations, viewer transportation and its psychological impact on university students. The research examined gender difference in binge watching motivations, viewer transportation and mental health. In addition, differences were also observed among light bingers and heavy bingers on these variables. Findings of study I indicated significant gender differences in binge watching motivations, viewer transportations and mental health. In addition, significant differences were observed among light bingers and heavy bingers in binge watching motivations. While differences were insignificant for engagement, heavy bingers binge watched for relaxation, pass-time and companionship more than light bingers. Light bingers binge watched for hedonism and socialization purposes more than heavy bingers. Heavy bingers had higher viewer transportation and poor mental health as compared to light bingers. Purpose of study II was to replicate and extend results of study I by exploring culture-specific manifestation of binge watching and viewer transportation. Findings suggested that binge watchers experience a set of personal, emotional and familial problems. Major motivations for binge watching are relaxation, entertainment and companionship. Underlying mechanisms including identification with character and para-social interaction facilitated binge watching. Furthermore, binge watching had a significant negative impact on viewer's social, emotional, physical and psychological health. The implications and future recommendations of research are discussed.