

Abstract

Binge Watching is typically defined as watching two or more episodes of a series in a single sitting. This unique phenomenon emerged and made it easy to consume television. The present study aimed to develop an indigenous tool to assess this behavior as researches on this phenomenon are gaining popularity and there are limited assessment tools on this construct. The available tools show weak psychometric properties and their norms have not been developed to be used on Pakistani population. Hence, there was a need of an indigenous tool that could assess binge watching and its related factors. Mixed method approach was used in this study and multistage sampling was done. In the first phase, semi-structure interviews were taken from 8 participants ($M(\text{age})=25.25$, $SD=2.05$) and the phenomenon of binge watching was explored. Item pool was generated from the verbatim of the participants. After careful examination and rating of the items from the experts, repeated and incomprehensive items were deleted. Exploratory Factor Analysis (EFA) was done on total 123 participants ($M(\text{age})=24.10$, $SD=2.88$). Problematic Series Watching Scale (PSWS) and Drug Abuse Screening Test-10 (DAST-10) were used in Phase 2 along with Psychological Binge Watching Scale (PBWS) for the purpose of concurrent validity and divergent validity. The results of EFA showed five major factors of binge watching. All these factors and overall scale proved to be a reliable tool to assess this behavior ($\alpha=.97$). Moreover, the developed scale showed good concurrent validity ($r=.65^{**}$) and good divergent validity ($r=-.08^{**}$). At this stage, 30 items were further deleted after factor analysis. Total 243 university students ($M(\text{age})=22.63$, $SD=3.07$) participated in phase 3 of the study for the purpose of Confirmatory Factor Analysis (CFA). Having an indigenous tool on binge watching will aid future researchers to study the phenomenon of binge watching widely.

The findings of the study highlighted the psychological impact of binge watching which can further be used for awareness and interventional purposes.

Key words: Binge Watching, Exploratory Factor Analysis (EFA), Confirmatory Factor Analysis (CFA)