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"K L A D" IS A STUDENT JOURNAL FIRST PUBLISHED AT M. NARIKBAYEV KAZGUU UNIVERSITY SCHOOL OF LIBERAL ARTS. THIS JOURNAL IS AIMED AT ENHANCING STUDENTS' INVOLVEMENT INTO SCIENCE AND RESEARCH.

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Literature review

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“BINGE-WATCHING: ADDICTION OR ENTERTAINMENT”*Mukhitova G. Mukhitkyzy***Abstract**

Binge-watching is a new type of consuming video content such as TV programs, TV series, and Video-On-Demand platforms. The purpose of this paper is analyzing selected literature in order to differentiate between positive and negative aspects of binge-watching. By reviewing the articles written by psychological and medical researches, has been found that frequent practice of binge-watching leads to an addictive behavior.

Introduction

In the new age of technology, consumption of media, to be exact TV shows has changed. Moreover, "binge-watching" – the current trend of watching more than three series of the show in one sitting has received a significant amount of popularity among people. Binging' usually relates to an excessive indulgence of eating or the consumption of alcoholic beverages, as in 'binge drinking' or 'binge eating'(Sophia Gaenssle & Philipp Kunz-Kaltenhaeuser, 2020). That's why the issue of excessive utilization of audiovisual content and its effects has been studied and argued by psychologists and researchers in the 21st century.

While some observers have already drawn attention to its negative outcomes, others have provided it with its positive impact on well-being. This paper will examine both pros and cons of particular phenomenon distinguishing between the addictive and entertaining character of audiovisual content.

Critical review

With the development of technology, watching behavior has changed. This new watching behavior is binge-watching, viewing multiple episodes of a TV series in a short amount of time. The present study distinguishes between addictive and entertaining sides of a particular style of viewing, by analyzing existing researches about binge-watching.

Addiction

Binge-watching is a relatively new concept, which refers to the common practice of watching many episodes of a tv series in a single sitting. (*Macmillan Dictionary*, n.d.) Due to the "binge" behaviors such as excessive consumption of alcohol or food, binge-watching usually relates to a negative phenomenon as it tends to be addictive. (Chaudhary, 2014)

After analyzing the selected literature, it has been found that psychological and medical researchers have classified binge-watching as an addiction. (Gold et al., 2003) Addiction can be defined as the condition of being unable to stop using or doing something as a habit, especially something harmful according to Oxford Dictionary.

When it comes to the origin of the addictive nature of binge-watching research conducted by Kubey and Csikszentmihalyi demonstrates similarity with addiction to substances (2002). The relaxed and passive condition of viewers during the process of watching forced them to proceed with the activity to avoid stress after the viewing session (Kubey and Csikszentmihalyi, 2002). As a result of immersion in binge-watching people fall into the state of "flow" (Hoffman and Novak, 1996) associated with the pattern of addiction (Chou and Ting, 2003). Another study carried out by Cooper (1994) denotes reliance on and frequent practice of binge-watching as a tool of escaping from reality, which leads to further dependence on it. Consequently, binge-watching fosters escapism, dependence, guilt, and loss of control. (Flayelle et al, 2019)

Entertainment

Even though binge-watching leads to negative consequences and emotions, the number of active bingers is still high (Nielsen, 2013). Besides recent studies of researchers shed new light on the positive sides of marathon viewing. One of them, Rubin (2009) suggests that binge-watching is a form of entertainment, which promotes a positive attitude toward life and meets the consumer's needs producing a relaxed state of mind. In other words,

positive gratifications from the consumption of video content associated with feelings of relaxation, fun, and entertainment. (Paswan et al., 2015). Another article by Freney (2018) has proposed that people who have planned their marathon viewing session as a reward, experienced more positive emotions essential to a form of entertainment. Further analysis showed that a new style of viewing provides its users with a restorative experience. A definition is given by Kaplan (1995) who describes the restorative experience as a method of mental restoration. Thereby, excessive use of TV programs has not only drawbacks but benefits as well.

Addiction-Entertainment

Comparing the two sides of the same coin, it can be seen that the disadvantages of binge-watching outweigh the advantages. As discussed above entertainment nature of a new style of watching leads to addiction as a result of dependency and state of "flow" (Hoffman and Novak, 1996). While Perks

argued that the utilization of TV series is an instrument to strengthen social connections and a sense of community (2014), de Feijter, Khan, & van Gisbergen in 2016 refuted this statement by proving that people usually limit social interactions because of marathon viewing.

The connection between the addictive and entertaining character of binge-watching is interpreted in the works of Kubey and Csikszentmihalyi (2002). The more people engaged in longer usage time of televised programs, the more dependent and addicted they became.

Conclusion

This paper has discussed the views toward controversial issue of Binge-watching. Two contrasting positions (addiction, entertainment) about marathon viewing were noticed by reviewing the literature. Although binge-watching benefits its consumers, possible risks of addiction have been mentioned.

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