



ROLE OF SOCIAL INTERACTION ANXIETY AND SLEEP QUALITY IN PREDICTING BINGE WATCHING

¹Vanshika Arora

Master of Arts, Clinical Psychology

Amity Institute of Psychology and Allied Sciences

Vaniarora231@gmail.com

²Dr. Mamata Mahapatra

Amity Institute of Psychology and Allied Sciences

ABSTRACT

The research explores the relationship between social interaction anxiety, sleep quality index and problematic binge watching among young adults (18 – 25 years). This study utilized a quantitative research design and random sampling was carried out to collect a sample of N=153. Data was collected using reliable and valid

instruments, including The Pittsburgh Sleep Quality Index (PSQI), The Liebowitz Social Anxiety Scale (LSAS), The Problematic Series Watching Scale (PSWS). Statistical analysis, including Pearson bivariate correlation analysis and multiple linear regression, was conducted. The results indicated a significant positive correlation between social anxiety and problematic binge watching. Further, the multiple linear regression model indicated that both social anxiety and sleep quality were significant predictors of problematic binge watching.

KEYWORDS: *Binge watching, social interaction anxiety, sleep quality*

INTRODUCTION

Binge-watching involves watching several episodes of a TV show or movie in a row. This trend has become increasingly popular recently, largely thanks to streaming services like Netflix and Amazon prime. These platforms make it easy to watch entire seasons of shows all at once, which has led to binge-watching becoming a common habit for many people. Binge-watching has become immensely popular among people of different age groups, particularly among young adults. This stage of life typically aligns with major life changes such as starting college, entering the job market, and forming new relationships. Moreover, it's a crucial time for personal

growth, where individuals are still honing their mental and emotional maturity (Clarke, 2019).

Binge-watching can offer a way to relax and step away from the stresses of everyday life, but it's crucial to acknowledge the possible downsides, especially for late teens and young adults. Research suggests that binge-watching is linked to several mental health issues, including depression, anxiety, loneliness, withdrawing from social interactions, sleep problems, and developing addictive behaviors (Subramanian & Das, 2024.). In last few year, media consumption is growing rapidly because of the development and easy access of streaming platforms. Definition given by Netflix states that “a phenomenon of watching at least two episodes of a TV series during one session”.

Understanding how social anxiety, sleep quality are intertwined is essential for understanding why binge-watching can become problematic. With binge-watching becoming increasingly popular and showing similarities to addictive behaviors, it's crucial to explore how these mental health factors contribute to excessive binge-watching and its impact on health. This research is especially important for young adults, who are at a vulnerable stage where substance and behavioral addictions can develop (Jolanta et al., 2021). Research has investigated how binge-watching and anxiety are linked. It's common for people with anxiety to turn to binge-watching for relaxation and passing the time, and those with anxiety

symptoms often watch more TV than others. However, not much attention has been given to anxiety specifically related to social interactions.

Social interaction anxiety involves feeling uneasy in social situations because of worries about what to say or how to respond (Sun et al., 2021). Spending too much time watching TV can lead to social isolation, which might limit someone's ability to build relationships and communicate effectively with others. That's why it's really important to study how binge-watching might be connected to social interaction anxiety.

Even though binge-watching is becoming more common, there hasn't been much research on it yet. In studies about sleep, experts agree that looking at screens before bed can disrupt sleep. However, when it comes to watching TV, the results are kind of all over the place. Some studies say it's linked to worse sleep (Exelmans et al., 2017), but Bartel and his team found that watching TV isn't a big risk factor for sleep problems (Bartel et al., 2015).

Rationale of the Study

After reviewing the literature and numerous studies that have been conducted previously, exploring the dimensions of social interaction anxiety, sleep quality index and problematic binge watching, some research gaps were quite evident. Most of the research have been conducted to explore the relationship of social interaction

anxiety, sleep quality index and problematic binge watching among the adolescent and geriatric population.

Research Gap

The research gap is that there is little to no study that has attempted to explore this relation with respect to young adults. Considering that this is an age-group as vulnerable to binge watching as the elderly, since they are developing a new sense of identity, working on building their careers, meeting new people, forming new opinions every day, it thus becomes important to understand their feelings of anxiousness. There has been little study exploring the relationship social interaction anxiety, sleep quality index and problematic binge watching between among young adults. Hence, this research is an important step towards bridging the gap in literature and initiating research in this arena.

Method

Aim

The aim of the study is to investigate the relationships between social interaction anxiety, sleep quality index and problematic binge watching among young adults in the age-group of 18 to 25. Additionally, examine the predictive power of social interaction anxiety, sleep quality index in explaining problematic binge watching.

Sample

The sample included 155 young adults in the age group of 18 to 25 ($M = 23$; $F = 132$) from New Delhi and Delhi-NCR (Gurugram, Faridabad, Noida) region, who were randomly selected for the present study. Appropriate consent was taken from all the participants to take part in the study, and they were free to withdraw at any point during study.

Hypotheses

- Hypothesis 1: Social interaction anxiety will have a significant correlation with problematic binge watching among young adults.
- Hypothesis 2: Sleep quality will have a significant correlation with problematic binge watching among young adults.
- Hypothesis 3: Social interaction anxiety and sleep quality will predict significant levels of binge watching among young adults.

Tools

The Pittsburgh Sleep Quality Index (PSQI): The Pittsburgh Sleep Quality Index (PSQI) is a 19-item self-report measure that assesses sleep quality over the past month. The index consists of 7 component scores (sleep duration, subjective sleep quality, sleep efficiency, sleep latency, sleep disturbances, daytime dysfunction, use

of sleep medication) ranging between 0 and 3, with a higher score indicating more problems in that component. An overall sleep quality score is computed, and respondents scoring higher than 5 are categorized as poor sleepers. The index showed acceptable internal consistency ($\alpha = .60$) and developed by Buysse et al., (1989).

The Liebowitz Social Anxiety Scale (LSAS): The Liebowitz Social Anxiety Scale (LSAS) created by Michael R. Liebowitz in 1987, is a popular questionnaire used to gauge social anxiety and avoidance in different scenarios. Research has consistently proven its reliability and validity in evaluating the severity of social anxiety disorder. It's widely employed in clinical and research environments to assess symptoms and track how well treatments are working.

The Problematic Series Watching Scale (PSWS): The Problematic Series Watching Scale (PSWS), developed is a 6-item scale, a measure developed to assess problematic or compulsive television series watching behavior. The scale has established validity and reliability.

Procedure

It was made sure that all the necessary permissions and approvals were taken. Additionally, followed the guidelines outlined in the test manuals and APA ethical standards while conducting the study. The participants were randomly approached and were explained the purpose of our research to them. Each participant agreed to

take part in the study and knew they could stop participating whenever they wanted. Before they began filling the questionnaire they were given a clear explanation about the questionnaire, and we thanked them for taking part.

Results

The data so obtained was analyzed using IBM SPSS Software (2024 version).

Table 1				
<i>Descriptive Statistics</i>				
		Social anxiety	Sleep quality	Binge watching
N	Valid	152	152	152
	Missing	0	0	0
Mean		50.263	5.526	13.125
Median		47.000	5.000	13.000
Mode		46.0	5.0	11.0
Std. Deviation		22.7773	2.3696	4.1164

Descriptive statistics for the variables, social anxiety, sleep quality, and binge watching, on a sample of N=153, include their mean, median, mode and standard deviation, respectively.

Table 2*Pearson Bivariate Correlations*

	Social anxiety	Sleep quality	Binge watching
Social anxiety	-	.133	.243**
Sleep quality	-	-	.094
Binge watching	-	-	-

** . Correlation is significant at the 0.01 level (2-tailed).

Pearson bivariate correlation analysis was done to understand the relationship of variables among each other. The significance was at 0.01 level.

Table 3*Regression Analysis Summary*

Model	df	F	Sig.
1 Regression	2	4.994	.008 ^b
Residual	149		
	Standardized Coefficients (Beta)		Sig.

2	(Constant)		<.001
	Social anxiety	.234	.004
	Sleep quality	.063	.431

a. Criterion: Binge watching

b. Predictors: (Constant), sleep quality

Multiple linear regression analysis was done to understand the extent to which social anxiety and sleep quality predict problematic binge watching in young adults (N=153). The summary of regression analysis, including F-ratio, level of significance and standardized coefficients (Beta) has been presented in Table III.

Discussion

The aim of this study was to investigate the relationships between social anxiety, sleep quality and problematic binge watching among young adults in the age-group of 18 to 25, and to examine the predictive power of social anxiety and sleep quality in explaining problematic binge watching. The data was collected (N=153) and appropriate statistical analysis was done to test the hypotheses. As shown in Table 1, the mean scores indicate the average level of each construct among the young adult participants. The variability in scores, as indicated by the standard deviations, suggests that there was some dispersion of scores around the mean for each variable.

Bivariate correlation analysis was conducted to examine the relationships between social anxiety, sleep quality, and binge watching among the participants. There was a statistically significant moderate positive correlation between social anxiety and binge watching ($r = .243$, $p = .002$, $N = 155$), as shown in Table 2. Hence, the first hypothesis of the study, stating that there will be a significant correlation between social anxiety and binge watching among young adults, is proven. However, no significant correlations were found between social anxiety and sleep quality ($r = .133$, $p = .272$) or between sleep quality and binge watching ($r = .094$, $p = .189$). Thus, the second hypothesis of the study, stating that there will be a significant correlation between sleep quality and binge watching among young adults, has been disproven.

A multiple linear regression analysis was conducted to examine the predictors of binge watching among young adults. The predictors included in the model were social anxiety and sleep quality. As shown in Table III, the regression model was statistically significant $F(2, 149) = 4.994$, $p = .008$. The regression model was statistically significant ($F(2, 149) = 4.994$, $p = .008$), indicating that the predictor variables, as a set, were able to predict binge watching behavior.

Looking at the standardized coefficients (Beta), we see that social anxiety had a significant positive relationship with binge watching (Beta = .234, $p = .004$),

suggesting that higher levels of social anxiety were associated with more binge-watching behavior.

However, sleep quality did not have a significant relationship with binge watching (Beta = .063, $p = .431$), indicating that sleep quality was not a significant predictor of binge-watching behavior in this analysis.

Overall, these findings suggest that social anxiety may be a significant factor contributing to binge watching behavior, while sleep quality may not play a significant role in predicting binge watching.

Conclusion

The study aimed to explore the relationship between social anxiety, sleep quality, and binge watching among young adults (18 – 25 years). Pearson bivariate correlation analysis and multiple linear regression were the statistical techniques used. The correlation analysis revealed several important findings. A significant positive correlation was observed between social anxiety and binge watching. However, sleep quality showed a weak positive correlation with binge watching, although it was not statistically significant.

The multiple linear regression analysis further explains the predictive power of social anxiety and sleep quality in explaining binge watching. Both social anxiety and sleep quality emerged as significant predictors of binge watching. Hence, the

results of this research explain the important role of social anxiety and sleep quality in predicting binge watching tendencies among young adults.

REFERENCES

- Bartel ka, Gradisar.M.,Williamson.P. (2105) Protective and risk factors for adolescent sleep: a meta -analytic review. *sleep med rev journal*,12(8),34-58.
- Clarke,k.(2019).Multivariate relationships of binge watching-drinking-eating with depression, anxiety, and stress in college students. *Journal of Affective disorder*,12(03),45-47
- Exelmans,L., Van den Bulck, J.(2017).Binge viewing, sleep, and the role of pre-sleep arousal. *Journal of clinical sleep medicine*,13(8),67
- Starosta,J., Izydorczyk,B., Wontorczyk,A. (2021).Anxiety-depressive syndrome and binge watching among young adults. *Frontiers in Psychology*,12,37-52.
- Sun,J.J., Chang, Y.J. (2021). Associations of problematic binge-watching with depression, social interaction anxiety, and loneliness. *International journal of environmental research and public health*, 18(3),1-9.