



K-Drama: A Study on Bedtime Procrastination and Binge Watching among University Students

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Abstract

The current research examined the psychological effects of bedtime procrastination and binge-watching K-dramas among university students. 30 willing participants (15 males and 15 females) aged 18-24 were surveyed using standardized psychological tests; the Bedtime Procrastination Scale (BPS) and the Binge-Watching Scale (BWS), which assessed the physiological, behavioral and psychological dimensions. Findings suggest that there was no significant relationship between bedtime procrastination and binge watching. The study further shows the dual effects of binge-watching, on one hand, it supports cultural exchange and emotional intelligence while on the other, it supports sleep deprivation, unreal expectations and body image issues.

Keywords: *K-drama: Genders - Female & Male, Bedtime Procrastination and Binge Watching*

Introduction

The use of technology in the consumption of media requires the identification of new forms of behavior such as viewing series for several hours or delaying sleep to watch a show. Consumption of TV series has taken the meaning of “marathon watching” where several episodes of a show are viewed in one sitting, is now popular word over largely among young people. Thanks to the presence of the streaming services like Netflix, Amazon prime and others this behavior has shifted the conventional approach of watching shows fundamentally (Rubenking & Bracken, 2015). At the same time, staying engaged in media content costs a lot of time and can disrupt well, normal basic daily activities, like sleep, which according to Kroese et al. (2014) referred to as bedtime procrastination wherein an individual actively chooses to stay awake even if it will be bad for them.

This is very true especially as among the genres individuals binge-watch from across the world most of them settle for Korean dramas, also referred to as K-dramas. From the angle of romance, the action, comedy or drama, or leaving a heart-touching attitude of sorrow or joy, from history to the new generation, whether it's the reality or meaninglessness of life as the theme, K-dramas have become popular among the demography of society. These sections note that most of them are produced in series form, meaning that people get to sit for longer hours watching it and finally stay longer in front of the screen, interfering with sleep patterns (Merikivi et al., 2020).

This has been a major cause of several psychological and physiological matters such as fatigue stress and low academic performance most especially among university students as they constitute the largest binge-watching population (Aytas & Topatan, 2024).

Second, gender also has an impact towards the explanation of the phenomenon of binge-watching. As mentioned, it is suggested that women have more preferences in emotionally related content than men who watch action or fantasy contents (Rubenking & Bracken, 2018). Such preferences could be used to determine the rate and outcome of binge-watching while the women have more often reported sleep and mood interferences, and men reported loss of productivity (Winland, 2015).

Admittedly, although it is enjoyable to watch several episodes of a TV series consecutively, if done for several hours, it causes behavioral disorders, emotional avoidance and recognized health risk. Such behaviors should attract psychological attention, more so when accompanied by delays that are worse during the night before sleep. From the current study it is important to understand how and why these patterns differ in terms of gender, and how it affects university students to come up with effective campaigns on how to moderate the consumption of violent media.

One of the most popular psychologically invested K-dramas must be “It’s Okay to Not Be Okay”. This show skillfully depicts psychoses of a male psychiatric nurse, Moon Gang-tae and a female children’s book writer, Ko Moon-young who suffers psychological disorders stemming from the traumatic past. It’s worth addressing issues such as psychological state, abuse during childhood, to the salutary virtue of relationships among others. Another reason for viewers’ attention is complexity of main characters and their desire to change and heal, therefore the audience makes deep emotional identification. For example, the problem of attachment in the character of Ko Moon-young and the unspoken stress a caregiver like Gang-tae experiences can be considered as authentic psychological trauma of the show’s viewers.

It makes people feel emotional, which is why they continue to watch episode after episode in search of the show’s characters to start moving on from what is troubling them. As it is highly involving, such consumption results in bedtime procrastination, where the audience stays awake to continue the experience and drink from the emotional cup of what reality was serving them. The story is engaging and the partial endings at the close of every episode only work to intensify this effect. The effects of this type of marathon viewing are not restricted to emotive responses whereby the audiences get carried away and must catch up on their physiological and psychological requirements. This phenomenon is an indication of the complex dynamic between media use, psychological stimulus and behavioral consequences – a facet about such behaviors that any thinker will find worthy of understanding, particularly if the behavior in question is common among university students who apparently binge into the wee hours of dawn.

The current research examined the correlation between K-drama marathon and sleep delay and the factors involved neurological, behavioral, and psychopathological aspects. More specifically,

through focusing on gender-related differences, the study hopes to discover these mechanisms and consequences for the psychological well-being of university students.

K-Drama Binge Watching and Bedtime Procrastination

K-drama binge watching is known to be highly addictive leading to bed procrastination. Such an activity creates dual meanings both positive and negative as well.

Cultural Exchange and Understanding: K-dramas expose viewers to the South Korean culture, customs and their societal norms. As audiences watch such storylines, they are exposed to values and traditions of another culture, thereby fostering a sense of global awareness and appreciation for diversity.

Emotional Intelligence and Social Skills: Most K-dramas usually involve complex emotional themes, relationships and certain interpersonal dynamics. Viewers develop greater emotional intelligence as they watch characters go through love, loss, and friendship. This engagement can improve empathy and social skills, making personal relationships richer and understanding others feelings.

Negative Impacts

Unrealistic Expectations: K-dramas often depict ideal scenarios and relationships, through which viewers make a comparison from their own lives to such stories. This results in dissatisfaction and unrealistic expectations toward their relationships and aspirations.

Body Image Issues: K-dramas always have characters with strict beauty standards and a flawless appearance, which contribute to body image issues among the viewers and audiences. Exposure to such ideals often creates a feeling of being bad about one's body, and unhealthy comparisons could result in lower self-esteem.

Addiction and Sleep Deprivation: Because binge-watching is extremely addictive, it normally causes too much viewing. This often means that it is at the cost of sleep. Putting off bedtime to see just one more episode can quickly lead to chronic sleep deprivation, affecting general health, mood, and daily functioning.

In summary, although K-drama viewing may provide a means into cultural appreciation and emotional intelligence, there are also risks it presents to the viewer due to idealized expectations as well as health-related concerns. Balance in viewing practices is thus necessary to leverage the former and minimize the latter.

Review of Literature

Bedtime Procrastination

According to Kroese et al. (2016) bedtime procrastination is defined as “needlessly and voluntarily delaying going to bed, despite foreseeably being worse off as a result.”

According to Merikivi et al. (2022) bedtime procrastination is “the consumption of more than one episode of the same serialized video content in a single sitting at one’s own time and pace.”

According to Xuan and Wu (2020) a study was conducted on 431 undergraduate students from a public university in Henan, China. In this study, most participants (85.5%) slept less than 7-hours, which is less than the duration recommended for young people. The findings suggested that the university students were vulnerable to short sleep duration and poor sleep quality, as well as other associated physical and mental problems.

Chung et al. (2020) conducted a study on 106 participants where they completed baseline survey questionnaires and time use surveys for 2 days asking to record all activities they engaged in. Individuals in the high BP group reported significantly more depression, anxiety, and insomnia,

went to bed later, woke up later as compared to the low BP group. Results from the surveys revealed that the high BP group spent significantly more time engaging in leisure and social activity with most of the time spent using media over 24 h compared to the low BP group. Finally, the high BP group spent on average approximately 451% (or 61 min) more time per day on their smartphone 3 h prior to bedtime compared to the low BP group.

According to Li et al. (2021) analyzed the concept of revenge bedtime procrastination, with 150 participants. The study determined that individuals who work hard will deliberately go to bed late if they have little time at the office or spend many working hours on low- paid jobs. In this aspect, the participants commented that everyone seemed to be working while others stayed at home attending to their households hence, they agreed that lack of personal time was the main cause of late nights even if they knew they would be affected by diseases caused by lack of sleep. This indicates that there are emotional and psychological aspects that fuel bedtime procrastination behaviors.

Binge Watching

According to Rubenking and Bracken (2015) binge-watching is “watching three to four or more thirty-minute-long episodes of TV series or watching three or more one-hour-long episodes”.

According to Winland (2015) Binge-watching is “watching multiple episodes of TV series in one sitting or watching between 1 to 6 episodes in one sitting.”

According to Steinbach et al. (2018) a study was conducted wherein 23 participants answered a daily questionnaire, regarding their watching behavior over the course of 15 days. It was observed that the participants used on-demand streaming services on a regular basis and binge-watched on 36% of the measured days. They indicated to watch on average 1.42 hours online series

per day whereby the intended and observed watching time were closely related. One of the main findings of this study was that the students who watched more online series, reported to spend less time than planned on physical activities.

In a study done by Flayelle et al. (2019) 636 university students were evaluated on the participants' motivations for watching internet series, their Binge-Watching attitudes and the relationship of these behaviors with demographic factors such as age and gender. The results demonstrates that students binge watching behavior is strongly associated with positive motivations such as ease of access, entertainment and social interaction. Specifically, a significant positive correlation between entertainment motivation and binge-watching behavior was found ($r = .240$). Additionally, it was determined that female students exhibit significantly higher binge-watching behavior compared to male students, and binge-watching attitudes/behaviors decrease with increasing age and education level.

As the new form of leisure activity, the phenomenon of binge-watching has attracted limited but gradually increasing attention in the psychological literature within the recent years. This systematic review of 28 constructed from the 2013–2020 articles defines and overviews different facets of the phenomenon of binge-watching, types of motivation behind it, occupants' traits, and possible dangers of the action. The findings highlight two primary perspectives. It is the type that is marketed as fun and entertaining while a second one is that which points to several negative effects of its use including the aspect of behavioral addiction. The present review advocates for increased qualitative research across different populations to understand better binge-watching behaviors and their consequences (Jolanta et al., 2020).

According to Sharma et al. (2024) a group of 321 young adults, aged 18-25, analyzed the connections between binge-watching, bedtime procrastination, social media use, and imposter

phenomenon. These variables included the Binge-Watching Addiction Questionnaire, Social Media Engagement Questionnaire, Bedtime Procrastination Scale, Clance IP Scale, and BAI where positive correlations were confirmed. Multiple regression analysis also showed that binge-watching, bedtime procrastination, and social media use were predictors of imposter phenomenon: 34.6% of the variance was found, of which the greatest effect was demonstrated by binge-watching. The research shows the importance of designing programs aimed at changing global technology use and supporting well-being.

Schwerdtner (2021) investigated the effect of binge-watching on sleep quality and quantity and predicted that self-control could mitigate this effect. In the study using an experience sampling method with 78 participants and the daily questionnaires via the “Ethica” app, the result indicated that binge-watching did not affect sleep in a negative manner. Moreover, self-control in individuals of higher grade did not also negatively affect these effects.

Purpose

The purpose is to study the psychological impact of Bedtime Procrastination and Binge Watching of K-Dramas among male and female.

Hypothesis

There will be significant relationship between Bedtime procrastination and Binge watching among university students.

Method

This study involved thirty university students: fifteen male and fifteen female students all aged between eighteen and twenty-four years from Mohali, India. Participants were recruited purposely, and there was equal recruitment of females and males. The participants’ understanding of the reason behind the study was explained and they consented for the study.

Sample

A total sample of N=30 (15=Males and 15=Females) University Students in the age 18-24 was collected from the city Mohali.

Measures

Bedtime Procrastination Scale: as developed by Kroese et al. (2014) BPS is a 9-item scale developed to assess bedtime procrastination. Each item is scored on a 5-point Likert scale from 1 (almost) never to 5 (almost) always. Items 2, 3, 7, and 9 are reverse scored.

Binge Watching Scale: as developed by Thevapriyan et al. (2023) BWS consisted of 30 items. The Binge-watching Questionnaire consists of 30 items in the scale, Items 1 to 10 measures the Physiological dimension, Items 11 to 20 measures the Behavioural dimension and Items 21 to 30 measures the psychological dimension. To score the scale, “Very Rarely” is scored (1); “Rarely” is scored (2); “Sometimes” is scored (3); “Often” is scored (4); “Always” is scored (5).

Procedures

The participants were informed about the purpose of the research, and the questionnaires were filled face to face, each participant was thanked for their cooperation. Standardizes psychological tests were administered to the participants.

Analysis of Data

It will also use statistical method to compare the results gotten from the bedtime procrastination and the binge-watching habits of the participants and finally the correlation between them, separated according to the gender.

Results**Table 1:** *N, Mean, Standard deviation*

	Gender	Bedtime Procrastination	Physiological Dimension	Behavioral Dimension	Psychological Dimension
N	Female	15	15	15	15
	Male	15	15	15	15
Mean	Female	28.1	25.4	30.3	32.4
	Male	27.5	26.3	29.9	29.1
Standard deviation	Female	10.1	5.94	5.92	3.02
	Male	7.93	5.25	6.44	4.79

Table 2: *Correlation between Binge watching and Bedtime procrastination*

	Physiological Dimension	Behavioral Dimension	Psychological Dimension	Bedtime Procrastination
Physiological Dimension	—			
Behavioral Dimension	-0.212	—		
Psychological Dimension	0.251	0.169	—	
Bedtime Procrastination	0.046	0.288	0.195	—

Note. * $p < .05$, ** $p < .01$, *** $p < .001$

Discussion of Results

The study investigates the factors determining university students binge-watching attitudes. Data was collected using a survey developed by Thevapriyan et al. (2023). The survey was

conducted personally with the participation of 30 students to evaluate participants' binge-watching attitudes. The physiological dimension includes physical effects such as fatigue, disrupted sleep patterns or eye strain. The behavioral dimension refers to observable actions such as watching multiple episodes in one sitting or spending excessive time on streaming platforms. The psychological dimension refers to emotional and cognitive aspects such as guilt, loss of control or using binge watch to cope with stress.

The result found that Bedtime Procrastination is positively correlated with Physiological Dimensions of Binge Watching ($r=0.046$), with Behavioral Dimensions ($r=0.288$) and Psychological Dimensions of Binge Watching ($r=0.195$). However, the results were not significant.

Conclusion

This research therefore centered on the effects of binge-watching behavior and bedtime procrastination on university students especially in terms of gender. Findings also showed that regardless of bedtime procrastination's association with binge-watching, the strength of this association differs depending on the dimension. The highest link was recorded between night awakening procrastination and the psychological dimension of binge-watch, meaning that there is some validity in the notion that emotions greatly influence this behavior.

Notably, no general relationship was established concerning the bedtime procrastination and the behavioral aspect, which means that patterns of behavior may not be affected by the procrastination issues facing binge-watchers. Nevertheless, positive correlation with the physiological dimension means that increased children and youths time spent on screens and delayed sleep may pose physical outcomes, though not necessarily manifested at the same moment.

In sum, the present research emphasizes the theoretical implications about the myriad outcomes of overdoing television show watching and night delay and its significance to the university students. Further research studies can include, for example, volumetric representations and sequential, longitudinal approaches as well as strategies for enhancing the ingestion of healthier types of students' media content.

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