





CHILDREN'S REPRESENTATIONS ON OTT PLATFORMS: A PERCEPTIVE ANALYSIS OF CONTENT DISPLAY

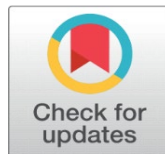
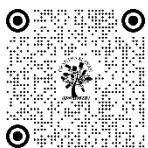
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ABSTRACT

The portrayal of children on OTT platforms can vary widely depending on the shows or movies, and the intended audience watching it. However, there are some general trends and considerations to keep in mind when it comes to the representation of children in this context. One trend that has emerged on OTT platforms is the increasing visibility and representation of children as main characters or protagonists in both live-action and animated programming. This can be seen in shows such as "Stranger Things," "The class," "Elite" among others. At the same time, there are also concerns about the potential negative effects of certain types of content on OTT platforms. For example, some shows may include themes or language that is not age-appropriate, or may depict violence or other disturbing content that could be harmful or traumatic for younger viewers.

This study explores the connection between children's use of OTT platforms and their engagement with them, taking into account a variety of variables like age, gender, education level, and intention to use the OTT platform. For the study, the researcher gathered both primary and secondary data. Data has been collected from 100 respondents. The majority of respondents concur that, characters on children's shows represent diverse backgrounds and cultures; diversity on OTT platforms is adequate for children's understanding of the real world. The research showed that majority of parents are not satisfied with the overall quality of children's content on OTT platforms and they often monitor the quality of content their children's are watching.

Finding the factors and elements affecting the portrayal of children on OTT platforms and its impact on their mental health in this study will close the gap in earlier research.

Keywords: Over-The-Top Platforms, Children, Education, Mental-Health, Behavior



1. INTRODUCTION

India's web entertainment industry has seen significant expansion during the last few years. Indian viewers' lifestyle has altered as a result of the introduction of multiple internet streaming platforms offering a variety of content, and this has been made possible by a significant shift in the kind of content that is consumed. In terms of the quantity of people searching for material online and the duration of

time spent watching videos on the internet, there has been a notable surge in the availability of online content with the advent of more widely accessible broadband services and the emergence of quicker and more affordable internet services via mobile connections.

No matter the age range of the viewer, all video content from all age groups is available for free viewing on streaming media services such over-the-top (OTT) platforms. The OTT platforms occasionally offer viewers a selection of film and web series genres that are suitable for different age groups. It is difficult to find shows that appeal to youngsters on OTT services. The type of content that users are viewing on OTT platforms cannot be monitored. These platforms make it simple to acquire explicit and uncensored information, which exposes children under the age of 18 to material that is inappropriate for their age.

It's amazing what creative individuals can accomplish when viewing the world through a little camera or lens and producing works of art. Movies have a distinct impact on young people, late-teenage students, and those starting adolescence, especially with the emergence of OTT channels and open-source websites like YouTube.

We currently live in an online world. With the assistance of the Internet, anything is possible. Internet, online streaming are more and more addictive to people. Internet addiction is considered as one new disorder that is very common in young people. Today's Indian youth only watch Netflix, Amazon Prime, Voot, ZEE 5, Sony LIV and YouTube. They tend to disregard their parents, studies, families, and friends. (Ganjoo, 2018) Young people open their smartphone, laptop, and tab screens every second and solely watch web series. The first Netflix addict was discovered in Bangalore in October 2018.

In general, the way that kids are portrayed on OTT platforms is a difficult and nuanced issue. These programs frequently represent kids and teenagers as independent & competent with their own agency and distinctive worldviews. These days, documentaries and biopics provide inspiration for kids, but they don't have to relate to every work of fiction or idolize every movie star. On the other hand, parents are unaware of what their kids are viewing on these platforms. They are advised to use caution and judgment, it's necessary to take into account the particular requirements and experiences of particular kids and families. Also, they should monitor the viewing patterns and reactions to the content.

The subscription fee appears to be a small consideration because internet access is relatively inexpensive. Thanks to technological advancements, one may now see a wide range of information from different locations at different times with subtitles in multiple languages. The rise in popularity of OTT platform services and the development of creative and distinctive web programs have contributed to the establishment of an obsession. In today's world, technology and OTT platforms complement one other well. It makes a big difference in captivating views. Additionally, by providing small filmmakers with minimal budget with a great platform to debut, this partnership helps to create films and social tales that have an influence on children's lives.

Children have begun to explore and think since they have finally begun to observe the outside world and its terrible ways. Like everything else, movies also have their pros and cons. While movies may make pupils feel inferior and set an impossible beauty standard, they can also promote togetherness. For many years, movies have fulfilled their objectives, whether they were to amuse audiences or promote social causes. (Shivam Das, 2022).

Movies should only be used by students as a kind of amusement, and they are safe as long as they can tell the difference between reality and fiction. Today's kids might learn something from documentaries and biopics, but they don't have to relate to every work of fiction they see or grow up to be movie idols.

The primary target demographic for web series and other online streaming content is the younger generation, which includes children, teens, and those between the ages of 18 and 30. The audience also includes people in the 30- to 50-year-old age range. These online video streaming services are mostly focused on the "binge-watch" strategy.

The youth perceive daily soaps on television to be dull, pointless, and devoid of innovation; instead, they choose to watch web series or episodes that offer them drama, action, comedy, romance, and more thrilling.

1.1. LEISURE TIME AND BINGE WATCHING

As digital media has developed, there is a tendency for people to watch digital entertainment on websites that broadcast it, like Netflix, Amazon Prime, Zee5, Voot, Sony Liv. In the media, binge watching and Netflix are being equated, particularly for young viewers, or "screenagers." (Urban Dictionary defines "screenager" as a teenager who spends the majority of his or her time in front of the computer, usually surfing the net.) Millennials were not all "born digital" or able to access these services, of course. But those who do are less and less willing to stick to the weekly and seasonal programming schedules: Gen Z (young people born after 2005) and Gen Y (now aged eighteen to thirty-four) are associated.

Web-series viewing has increased on various online streaming services as a result of the growing popularity of digital television. Watching many episodes of a series (often two or more) in one sitting is a new phenomenon that has been made possible by the popularity of episodic web series. The topic of binge-watching has drawn the attention of many people in recent years, those who have studied the motivational variables that support binge-watching of episodic series on online Streaming services like Netflix. According to Budzinski and Gaenssle (2020), the "ease of use" is one of the main causes of the growing trend of binge-watching.

The number of people switching from viewers to binge-watchers has significantly increased, which is having a negative impact on the viewers' health. A large length of time spent binge-watching has been linked to serious negative effects on viewers' mental health, according to recent studies.

The New York Times writer James Poniewozik (2015) stated that streaming's expanded viewing options have changed television so profoundly that it has given rise to a whole new genre. He conceded that some genres have done well in the streaming space; comedies, in particular, have found a comfortable home on platforms like Netflix. He explained that comedy is usually one of the first genres to adapt to new mediums. That could account for the number of highly regarded hit comedies that streaming services released in 2015, including *Master of None*, *Unbreakable Kimmy Schmidt*, and *Catastrophe*. Nevertheless, Poniewozik stated in 2015 that "a certain kind of plot-heavy, competent-but-not-revolutionary drama has been best served by streaming"

1.2. MONETARY GAINS

Voot Kids, Hungama Kids, and other OTT services are stepping up their game as children's access to mobile devices expands sharply. The pandemic's start in 2020

compelled parents to give their kids cell phones for educational purposes. Currently, 67.6% of students in both public and private schools have access to smart phones, up from 36.5% in 2018. (Annual Status of Education Report 2021)

On digital platforms, there is no shortage of content geared towards youngsters. Through the channels of broadcasters, content providers, etc., Netflix, Prime Video, YouTube contains thousands of hours of programming intended for kids.

School children have adopted edtech solutions widely, but this does not necessarily mean that kids' niche entertainment platforms are being used more frequently. (Biswas, 2022) "TV and YouTube continue to appear to be the primary media platforms used by children to get material." The pandemic should have resulted in a sharp rise in the usage of children's OTT platforms.

On digital platforms, we can see that there are hundreds of web series, episodes, and films already available, with new ones being added on a regular basis. Children these days may simply access them via cell phones or laptops because everything is available online. The majority of the content offered on OTT platforms is uncontrolled, and there are numerous elements that increase the number of young audiences - kids, children and youth.

A sense of rebellion against one's parents, one's country, one's law, one's religion, and other societal taboos is either directly or indirectly fostered by the content displayed on over-the-top (OTT) platforms. This content combines profanity, hostility, and vulgarity. Although sometimes, it deals with uniqueness and innovation, there is a good probability that it will also catch the attention of teenagers. Ultimately, it presents a variety of topics that the youth of India might not be acquainted with or might find motivating.

Normally a typical day in the life of a child and young person should include things like, hanging out with friends, playing sports outside, exercising, finishing their homework and being involved in physical activities. But web shows and online video streaming have now superseded all of these. They are more dependent on the internet and online information, which resulted in less engagement and social interactions, resulting in harming their mental & physical growth.

Children are already known to be more likely to mimic and alter behaviour to fit their own as they now find everything comparable to what is depicted in online web programs and other video content. It consequently leads to several behavioural modifications in today's children. It's also possible that the frequent displays of drug use, alcohol consumption, smoking, nudity, and profanity on these online web shows have influenced them to become more aggressive in both behaviour and ideas, which somehow contributes to the early development of various unhealthy behaviours.

2. LITERATURE REVIEW

T. S. Saraswathi, Shailaja Menon and Ankur Madan, (2018) through this Book, the editors have made a sincere effort to bring together experts in a variety of fields, including child development, schooling, child caring, social policy, and childhood studies to discuss important issues related to childhood in India. The crucial point raised by the author is that ideas about childhood which are not constant and distinct, but instead are continuously molded by social forces such as culture, power dynamics, and market forces.

Pandit, Manisha & Parmar, Kajal. (2021) Transnational OTT services like Netflix, Amazon Prime, Disney Hotstar, Zee5, Alt Balaji have emerged, giving viewers a variety of alternatives for how they want to watch content. In this article, the

researchers discussed how the evolving identity of young Indians is being framed by the information streaming on these OTT platforms. By defying stereotypes of young people in India, the central character of the stories shared on these platforms are questioning identities that are based on socio-cultural or class divides. This paper examines the contemporary media culture and its effects on young people who are often exposed to it in order to comprehend the roots of Indian youth culture. According to this article, cultural artifacts are complex sets of pictures that are displayed on many media platforms and cause viewers to feel a variety of ways.

Tiwari, Sakshi & Rai, Sushil. (2021) The purpose of this study is to learn how young people in India feel about OTT platforms, how their popularity affects movie theaters, and what are the major drivers of OTT growth in India. The globe has undergone a dramatic change as a result of the COVID 19 crisis, which altered the course of human history. It has also been noted that throughout this time, consumers, particularly "Young" in India, have changed their viewing habits and are using OTT platforms for their everyday pleasure. The researchers in this paper concluded that OTT consumption is rising among the younger population in our country and that OTT has a promising future. The theatre proprietors in this situation need to concentrate on finding ways to appeal to the youth.

Phillu, Philomina & Sultana, Tahmeena. (2022) In a study "Childhood and Online Audiovisual Content in Spain: An Approach to Consumption and Parental Mediation on OTT Platforms," Maria Marco, Marta Cerezo Prieto, Maria De la Pena, and Marina Hernandez Prieto (2020) stated that "Even among adult age groups, TV is becoming more popular than only being seen on smartphones as a means of transmitting audiovisual material." In addition to traditional tv shows, OTT platforms are more used by movie watchers. However, users' viewing habits have broadened to include web series and documentaries these platforms provide to a wider range of web content.

Park, Sungwook; Kwon, Youngsun (2019) In a 2019 study by Sungwook Park and Youngsun Kwon, "Research on the Relationship between the Growth of OTT Service Market and the Change in the Structure of the Pay-Tv Market," noted that the amount of OTT revenue in total does not suitably influence either the phenomena of cord-cutting or the structural shift in the pay-tv industry. This research also demonstrates that the structural shift in the subscription TV market is significantly impacted by the network implications of fixed broadband.

Suman Kumar & Rajendra Prasad Meena, (2023) In their study "the Rise of OTT Platform; Changing Consumer Preference," Kumar Suman and Prasad Rajendra (2021) discovered that consumers are now well-informed about new technologies and the upcoming trends in the entertainment industry. The OTT platforms' global expansion can be attributed in large part to this situation. This article discusses the rise of over-the-top (OTT) content, the elements that make it successful, and the major players that serve the intended audience.

Gupta, Pramit. (2021) Pramith Gupta (2021) in his study "The Factor Effecting Shift on Indian Customers from T.V Series to Web Series-The Future of OTT Services in India" provided insight into the reasons behind Indian consumers' switch from TV shows to web series, as well as the prospects for over-the-top (OTT) services in the country. It also provided insight into the country's adoption of web series as its main form of video consumption. According to this study, younger people are far more interested in online series than middle-aged and older people are in television series.

Troles, Hannah (2019) in a study of 2019 study "Binge-Watching and Influences on Psychological Well-Being and Important Daily Life Duties," by Troles,

Hannah, discovered that binge watchers typically experience feelings of relaxation and happiness following their online content consumption. Streaming videos via over-the-top (OTT) platforms appears to be becoming a standard form of entertainment. The study found no proof that excessive disregard for daily routines or negative health effects results from watching video streaming content.

Raj Priya, Pias Mondal and Paldon Trinley (2021) in their study "Understanding the Intentions of Students to Use OTT Platforms," Raj Priya, Pias Mondal, and Trinley Paldon (2021) examined the "relationship between Over the Top (OTT), Social gratification, consumer engagement towards OTT platforms, and Subscription intention." Customers are more engaged with over-the-top (OTT) platforms that contribute to their identity formation, according to the research's findings. Additionally, the study indicated that in order to use an OTT platform, a buyer needs to be literate and should have interactive technologies installed on their smart devices.

Somabhusana Janakiballav Mishra, Debasish Rout, Ranjan Kumar Kantha and Animesh Naman Jha (2021) in a study titled "Perception of People of Bhubaneswar City towards OTT Application," stated that teenagers aim to uncover changes in television and movie watching fashion trends. "Netflix, Amazon Prime & Hotstar, are the major players in the Indian OTT service market," the report concludes. Most consumers watch content from these programs for up to two hours each day. Indians adore using these sites to watch web shows. The film is the second most watched program. OTT usage is primarily driven by entertainment.

Prapti Das Mallik (2021) the notion of Over the Top (OTT) Platforms and its expansion during the Covid-19 pandemic was stated in a study by Prapti Das Mallik (2021) "Impact of Over the Top (OTT) Platform in Film Industry: A Critical Analysis." This report shows that OTT platforms are the new face of the business and a rapidly growing category of entertainment. He makes an effort to examine the impact of OTT video streaming platform usage during the pandemic as well as the rise in popularity of the OTT market on the film industry. According to the study's findings, OTT platforms have a better track record for releasing new movies, and their prospects for growth in India are promising.

Silpa Parihar and Kamal Kant (2021) In their study "Impact of Marketing Mix on Consumers Satisfaction-a Study of consumers of OTT Platforms in India," Silpa Parihar and Kamal Kant (2021) founded that young people primarily favored OTT Platforms. The research data indicates that during the COVID-19 epidemic, over-the-top (OTT) platforms proven to be the most effective entertainment platform. Additionally, the study reveals that viewers spent over five hours watching over-the-top (OTT) material since these platforms offer high-quality visual and audio content that is accessible to viewers of all ages.

Sumathy and Sujith. T.S. (2021) in their study "User Perception Towards OTT Video Streaming Platforms in Kerala (With Special Reference to Thrissur)", Sumathy and Sujith T.S. (2021) find that viewers like OTT platforms due to its ease and high-quality program contents. Cheap internet connections also contribute to the growth of streaming services. The majority of users are content with OTT material, the research claims. People become delighted when movies are launched on over-the-top (OTT) platforms in the midst of the COVID-19 pandemic.

Honey Rao (2021) according to Honey Rao's study conducted in 2021, "Impact of OTT Giants on Video Entertainment Preferences of Indian Young Adults: A Before and After Study," 2018 saw a gradual shift in the majority of adults and young people toward OTT platforms following the debut of the online series Mirzapur and sacred games. For young people, OTT services have become a major source of

entertainment. According to his research, the primary factors that led people to choose OTT services over TV were censorship, production advancements, show duration, and program content.

Kajol Nisla (2021) In the study "The Convergence Model and Content Regulation of OTT Platforms in India: An analytical Study," by Kajol Nisla (2021), she stated that video streaming services like Netflix, Sony Liv, Hotstar, Zee 5, Alt Balaji, and Jio cinemas have signed and agreed to abide by the self-regulation and code of ethics for OTT services put forth by the Indian mobile association and network. Regulations need to be developed with all parties' perspectives and past media laws in mind. In the age of media convergence and digital technology advancements, it is crucial to create universal regulations that address various channels for content distribution.

Figure 1

S. No.	Name of OTT Platforms	Origin year	Headquarter	Monthly Plan
1.	Amazon Prime Video	2016	USA	129 Per Month 999 Yearly subscription
2.	Netflix	2012	California	199 Per month 799 Per Year
3	Voot	2016	Mumbai	99 Per Month 999 Per Year
4.	Disney Hotstar	----	Mumbai	VIP plan – 399 per year Premium plan – 1499 Per year
5.	Sony Liv	2013	Mumbai	299 Per month 600 – 6 months
6	ZEE 5	2018		99 – Per month 999 – 12 months
7	Eros 5	2012	Mumbai	49 – Per month 399 – 12 months
8.	Sun NXT	2017	Chena	50 – per month 49/ 0 – 12 months
9	ALT Balaji	2017	Mumbai	43 – Per month 300 – 12 months

Source - <https://indianonlineseller.com/top-10-ott-platforms-in-india>

Figure 1 Major OTT Platforms in India

3. THEORETICAL FRAMEWORK

The theoretical framework for this research paper encompasses several key concepts and theories from various disciplines, including media studies, psychology, sociology, and communication. These theories provide a lens through which to analyse the impact of web series content on children's perceptions and behaviours. In this research, we're looking at how kids react to web series on platforms like Netflix or Amazon Prime. To understand this better, we're using some big ideas from different subjects like media studies, psychology, and sociology.

"Cultivation Theory suggests that television content shapes viewers' perceptions of reality. For instance, exposure to violence may lead individuals, particularly children, to perceive aggression as normal. Social Learning Theory emphasizes the role of observation in learning. Children may imitate behaviours they see in web series, such as smoking, if they perceive them as acceptable or desirable. The Uses and Gratifications Theory focuses on viewers' motivations for media consumption, such as seeking entertainment or social connection. Socialization Theory examines how media content influences individuals' understanding of social norms and behaviours, potentially normalizing negative actions like cruelty. Media Effects Theory explores how exposure to media content impacts individuals' thoughts, emotions, and actions. By integrating these theories,

researchers aim to comprehensively understand how watching web series shapes children's perceptions, learning, and behaviour, providing insights into the broader impacts of digital media on youth."

3.1. RESEARCH OBJECTIVE

- 1) Explore the psychological effect of children's exposure to web series content.
- 2) To ascertain the impact of web series on children's perceptions of the social world.
- 3) To investigate how over-the-top platforms portray children in movies & shows.

4. METHODOLOGY

For the study, the researcher gathered both primary and secondary data. This particular study is intended to be an exploratory investigation of the varied psychological impacts of children's portrayal on OTT platforms and other internet streaming media on young minds. A structured questionnaire was used for data collection. An online survey of Google forms is designed to determine the OTT watching habits of children between the age of 5 to 16 years, and 100 respondents from various localities were the sample the researcher analysed the study's quantitative and qualitative components after data collection. In order to gather primary and secondary data, the research also used observation, questionnaires, conducted interviews, and did literature reviews. Quantitative Data was analysed by simple percentage analysis and charts with Excel and single factor ANOVA.

4.1. RESEARCH DESIGN

The purpose of this research is to investigate the psychological impacts of children's portrayal on OTT platforms and internet streaming media on young minds. The study uses an exploratory research design and includes 100 respondents, comprising of parents and children aged between 5-16 years, who own smart phones and have OTT subscriptions. The sampling approach utilized is simple random sampling to ensure equal opportunity for all potential participants to be included in the study. Data analysis is conducted using descriptive statistical analysis with Microsoft Excel utilized for data organization and graphical representation. Tables, bar graphs, pie charts, and charts are used for visualization. Additionally, single-factor ANOVA is conducted to explore potential differences in psychological impacts among various demographic groups. The primary data is collected from 100 respondents with internet connections and Smart phones through structured surveys designed to capture their psychological responses to children's portrayal on OTT platforms. Supplementary context and support for the primary data findings are sourced from reputable websites, research papers, articles, reports, and journals. This research aims to provide comprehensive insights into the psychological effects of children's exposure to content on OTT platforms and internet streaming media, contributing to a better understanding of the implications of digital media consumption on young minds.

5. DATA ANALYSIS AND INTERPRETATION

Google Forms was used to collect data online. There were two different kinds of questions: closed- and open-ended. Concerning viewing habits and the effects of over-the-top (OTT) video streaming on individuals, questions were posed.

5.1. ANALYSIS OF QUESTIONNAIRE SECTION A

In Section A, demographic data such as gender and age were gathered from the respondents. The demographic profile of the sample is succinctly outlined below.

Age Distribution:

Figure 2

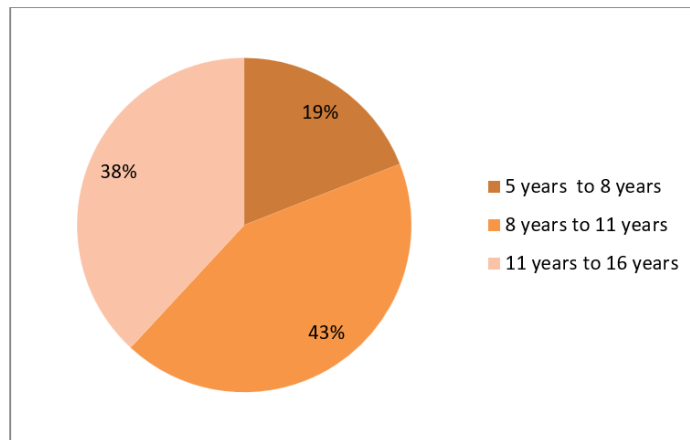


Figure 2 Age Distribution

The age frequency distribution reveals that respondents aged 11 to 16 and 8 to 12 constitute the largest demographic of children engaging with OTT platforms, with both groups accounting for 40% of the total. These age groups exhibit significant interaction with OTT content. Conversely, respondents aged 5 to 8 demonstrate lower levels of activity on both social media and OTT platforms.

Gender Distribution:

Figure 3

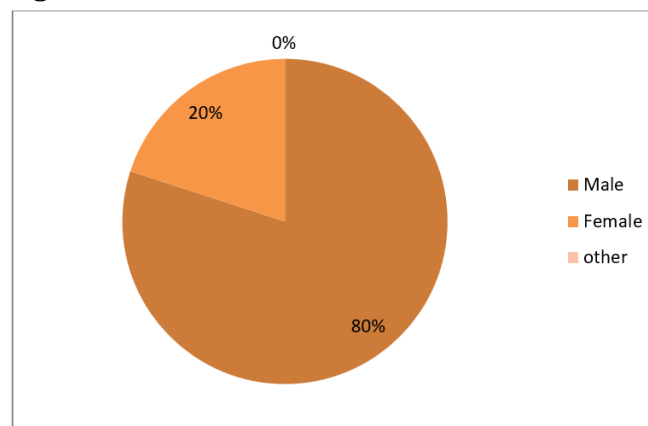


Figure 3 Gender Distribution

The figure indicates that there were more male children's responders than female children. Research revealed that male children, particularly those in their teens, are more interested in OTT platforms.

5.2. ANALYSIS OF QUESTIONNAIRE SECTION B

This section of the survey was designed to elicit information from the parents and children regarding several aspects such as frequency, viewing habits, utilization, impacts, values, parental involvement and inquiries pertaining to content. Respondents were asked in the second half of the same section how much they agreed or disagreed with the following parameters: time spent, preference, and usage paid for. Graphs are used to aid in the analysis.

OTT Platform Preferences:

Figure 4

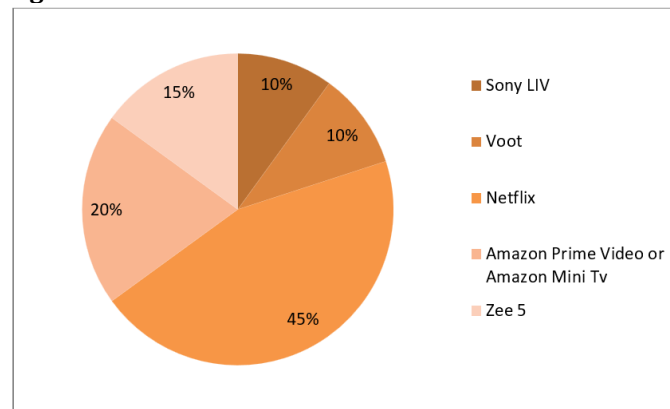


Figure 4 OTT Platform Preferences

We can infer from Figure 3 above for the question asked -Which OTT platforms your child uses most often? The result shows that about 45% of children from 5-16years of age group are the viewers who get their amusement from Netflix. Viewers access OTT content on Amazon Prime and other platforms 20% and 15 % of the time, respectively. Sony Liv, Zee5, and Voot have relatively little viewers.

Watch Time

Figure 5

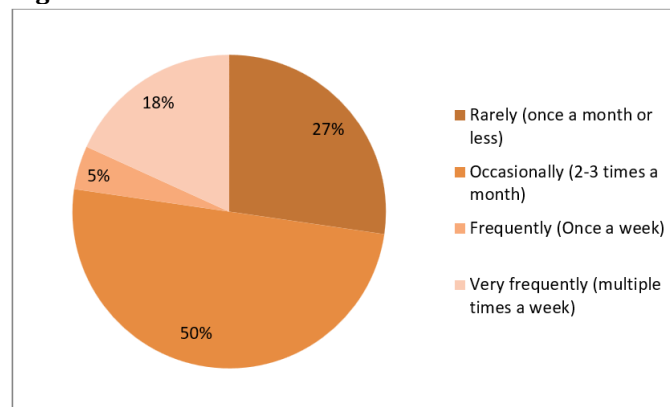


Figure 5 Watch Time

According to Figure 4 above, for the question asked from the parents - How often your child uses OTT platforms? 50% of children watch OTT these days 2-3 times a month. 27% percent are amusing for one once a month or less. On these applications, almost 18.2% of viewers watch content very frequently (multiple times a week) but only 4.5% children watch OTT frequently, like once in a week.

5.3. PARENT'S OPINION

Figure 6

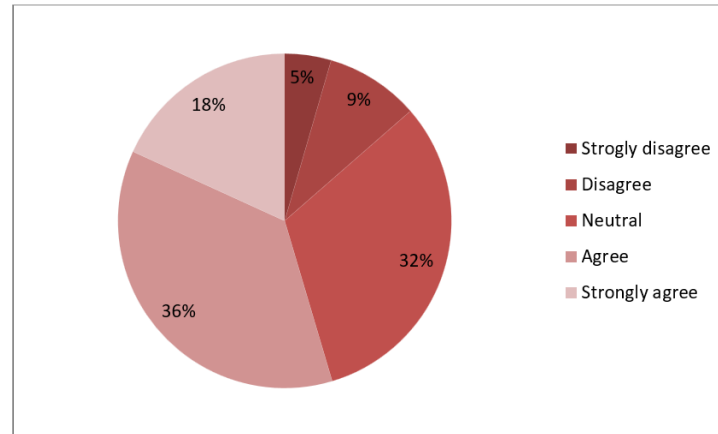


Figure 6 OTT Platforms have a Responsibility to Portray Children Responsibly and Authentically

Interpretation: When asked from the parents about that do they believe that OTT platforms have an obligation to represent children in an authentic and responsible manner? Out of 100 respondents 31.8% were neutral to this thought, while 27.3% agreed to it. 18.2 % strongly agreed with the statement.

Figure 7

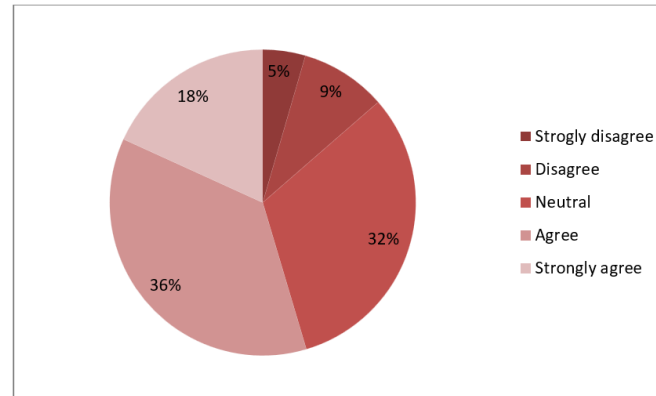


Figure 7 The Characters on Children's Shows Represent Diverse Backgrounds and Cultures

Interpretation: 36.4% agreed that the characters on children's shows represent diverse backgrounds and cultures, 18.2 % strongly agreed with the statements, where as 31.8% parents' views are neutral with the statement.

Figure 8

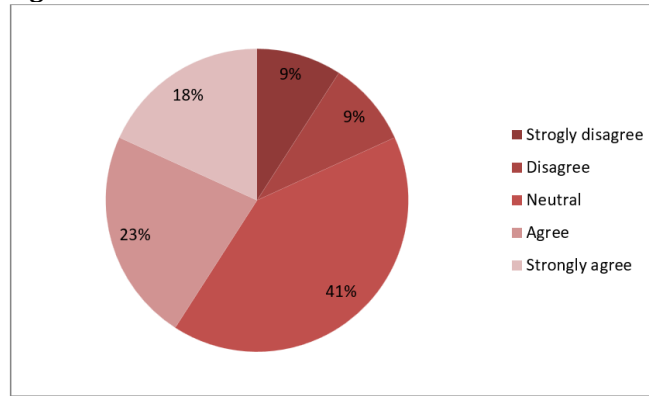


Figure 8 The Content on OTT Platforms Positively Portrays Values and Morals

Interpretation: when asked from the parents, The content on OTT platforms positively portrays values and moral, out of 100 respondents, 31.8% agreed, while majority of 36.4 % were neutral to the thought of portraying values and morals on OTT platforms

Figure 9

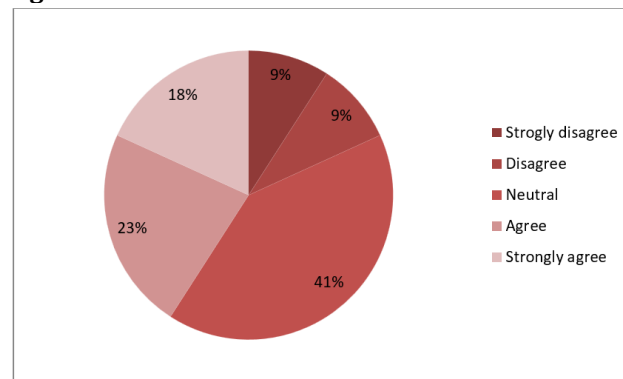


Figure 9 The Storylines on Children's Shows Encourage Critical Thinking

Interpretation: 50% of the parents agreed out of 100 respondents with the statement that storylines on children's shows encourage critical thinking while 36.4% parents have no thought about the statement given and only 13.6% parents strongly agreed with the statement.

Figure 10

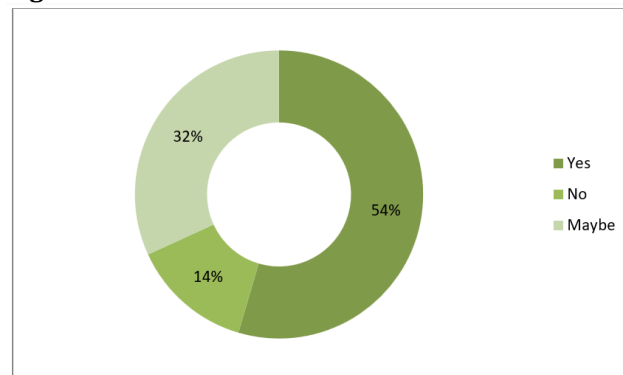


Figure 10 Are You Satisfied with the Overall Portrayal of Children on OTT Platforms?

Interpretation: Around 50% parents are satisfied with the overall portrayal of children on OTT platforms and 31.8% responded in Maybe, means they are not sure with the overall portrayal of children on OTT platforms and only 18.2% people said NO and they don't agree with the statement.

Figure 11

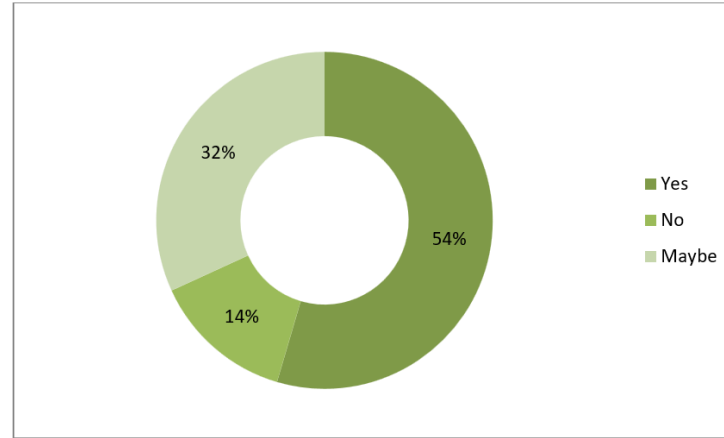


Figure 11 Do You Think the Content on OTT Platforms Promotes Positive Behavior Among Children?

Interpretation: Around 50% parents think that the content on OTT platforms promotes positive behaviour among children and 31.8% responded in Maybe, means they are not sure with the statement and fact that content on OTT platforms brings a change in the behaviour of children and only 18.2% people said NO and they don't agree with the statement.

Figure 12

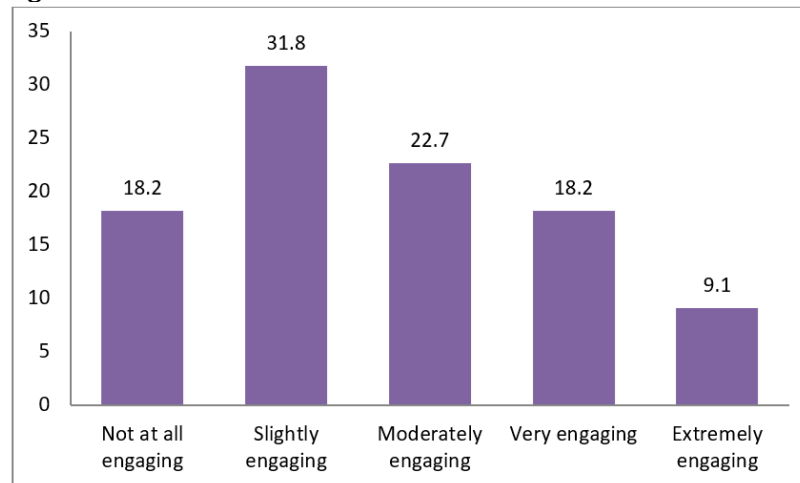
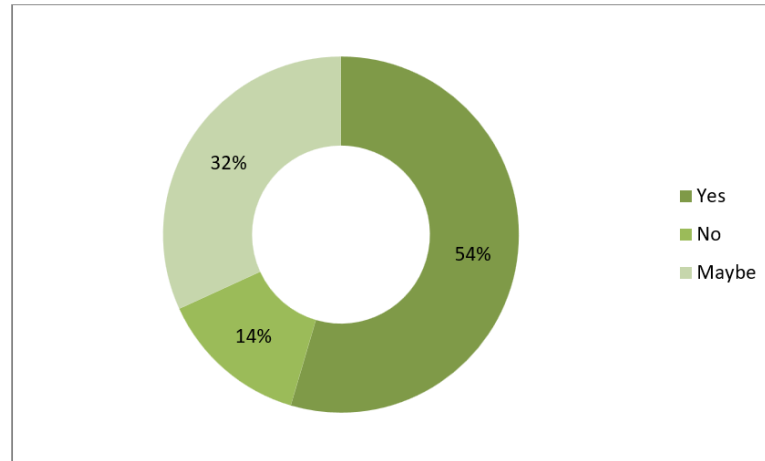
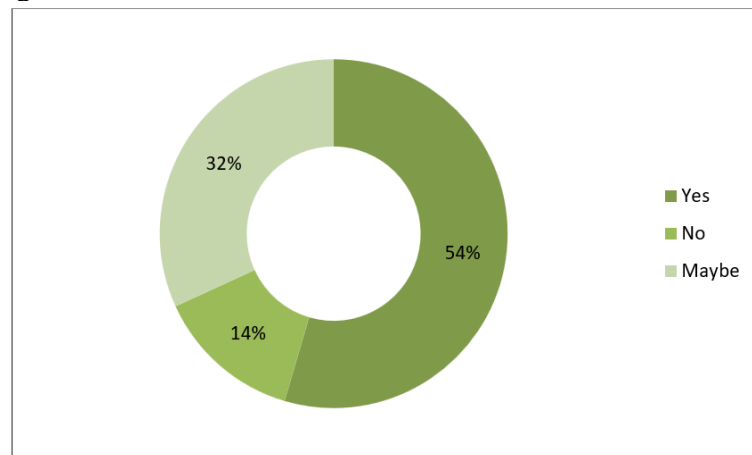


Figure 12 How Engaging do you Find the Narratives in Children's Shows on OTT Platforms?

Interpretation: Only 31.8% of parents believed in engaging narratives in children's shows on OTT platforms and 22.7% parents believed that the contents are slightly engaging, 18.2% parents also find it very engaging and 9.1% finds it extremely engaging.

Figure 13**Figure 13** Do you Think OTT Platforms Adequately Address Sensitive Topics Relevant to Children (E.G., Bullying, Body Image, Mental Health)?

Interpretation: When asked from the parents that do they think OTT platforms adequately address sensitive topics relevant to children, 59.1% agreed with the statement by giving examples of shows like – 13 reasons why? Raising Dion, and Dark, also it has adverse effective and addictive impact on their children's, 22.7% were in doubt with the statement and only 18.2% denied with the statement of problem.

Figure 14**Figure 14** Do you Watch Content Specifically Targeted Towards Children on OTT Platforms?

Interpretation: 66.2% of parents agrees with the statement that the content they watch are specifically targeted towards children on OTT platforms. 22.7% responded in May be and only 9.1% don't watch the content specifically targeted towards children on OTT platforms.

Figure 15

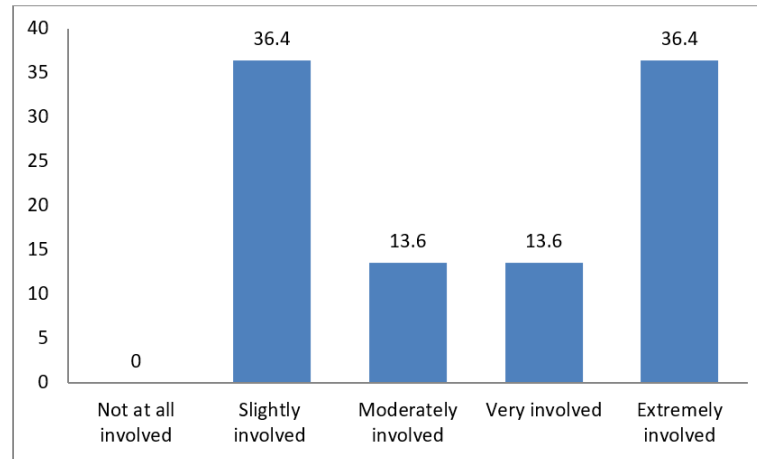


Figure 15 To What Extent do you Believe Parents Should be Involved in Monitoring Children's Content on OTT Platforms?

Interpretation: 36.4% parents feel they should be slightly involved and 36.4% feels that they should be extremely involved in monitoring children's content on OTT platforms. 13.6% are moderately involved and 13.6% are very much involved out of 100 respondents.

Figure 16

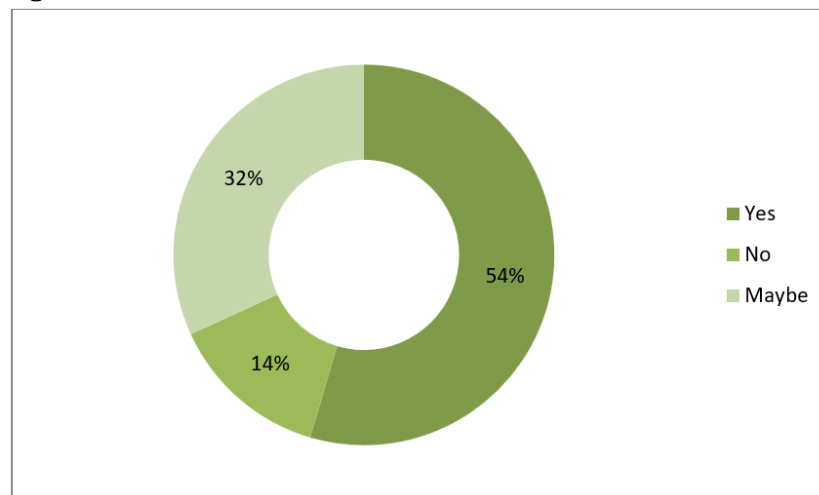
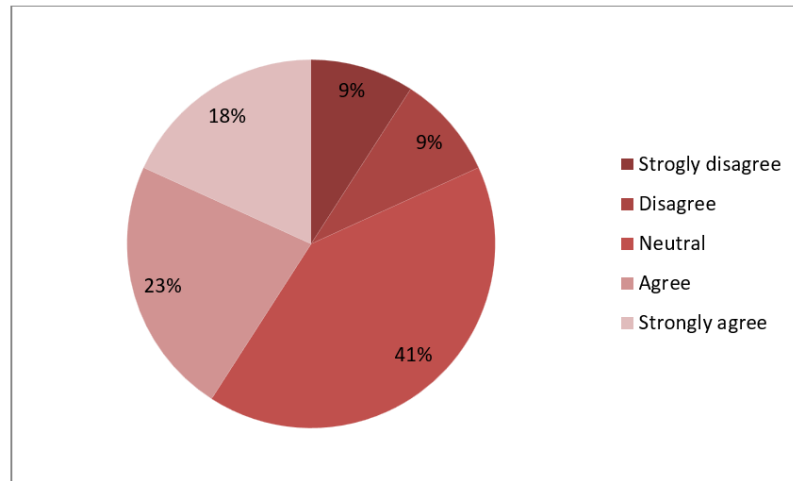
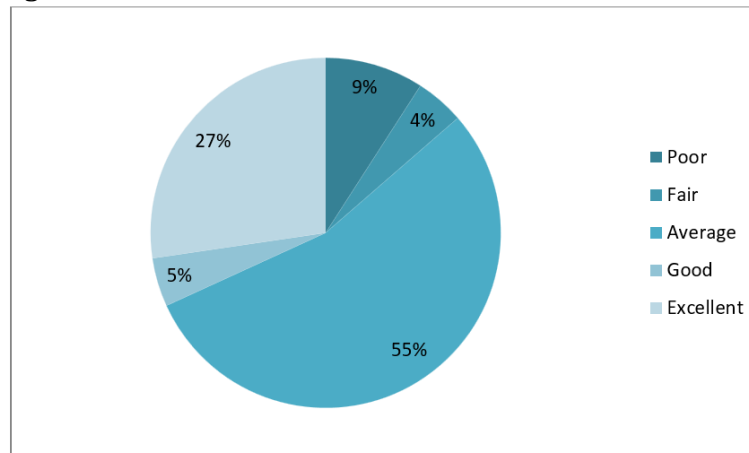


Figure 16 Do you Believe that the Representation of Diversity on OTT Platforms is Adequate for Children's Understanding of the Real World?

Interpretation: When asked from the parents, about their believe that the representation of diversity on OTT platforms is adequate for children's understanding of the real world, 54.5% agrees with the statement in responding Yes and 13.6% responded in No, while remaining 31.8% responded in Maybe, they are not sure of the content representation.

Figure 17**Figure 17** Are there Noticeable Differences in the Content Preferences Between Boys and Girls on OTT Platforms?

Interpretation: Out of 100 respondents, views of 40.9% on the differences in the content preferences between boys and girls on OTT platforms was neutral and only 18.2% strongly agreed with it while 22.7% agreed with the statement. 9.1 % disagreed with the statement and same number of people strongly disagreed with the statement.

Figure 18**Figure 18** How Would you Describe the Overall Content Available for Children on OTT Platforms?

Interpretation: When asked about the overall content available for children on OTT platforms, 54.5% of respondents found it average and 27.3% found it excellent, whereas 9.1 % of parents feel that the content is poor on OTT platforms with respect to the children.

5.4. ANOVA

The purpose of this study was to determine the portrayal of children on OTT platforms from 5-16years age group. In order to determine respondents' opinions, a scale of 1 to 10 was used (1 being who strongly disagree and 10 being strongly agreed). For this, the researcher has employed single factor analysis of variances.

From each of the 5 OTT applications or platforms that are commonly watched by the children and parents, we selected ten responders at random and solicited their opinions.

Hypothesis:

H0: The respondents' mean ratings for their favorite over-the-top (OTT) applications do not significantly differ from one another.

H1: The respondents' mean ratings for their favorite over-the-top (OTT) applications varied significantly.

ANOVA interpretation:

Table 3 displays the total ratings, average ratings, and rating variances. The single factor ANOVA summary with the p value is displayed in Table 4. Less than 0.05, or 0.000, is the p value. Thus, it can be said that there is a substantial difference in the mean ratings that respondents provided for their favorite over-the-top (OTT) applications, rejecting the null hypothesis.

Table 1

Table 1 Single Factor Anova					
Group	Count	Sum	Average	Variance	
Netflix	10	71	7.1	3.211	
Zee 5	10	29	2.9	0.988	
Amazon Prime or Amazon Mini TV	10	56	5.6	5.822	
Voot	10	24	2.4	2.044	
Sony LIV	10	20	2	0.666	

Table 2

Table 2 ANOVA Summary for a Single Factor						
Variation Source	SS	DF	MS	F	P Value	F Critical
Between Groups	265.4	9	29.493	13.037	4.42E-13	1.985
Within Groups	203.6	90	2.2622			
Total	469	99				

These findings underscore the importance of considering diverse perspectives and portrayals of children across OTT platforms, highlighting potential implications for content creators, platform providers, and policymakers in ensuring responsible and inclusive media representation for young audiences.

6. CONCLUSION

The study examines the viewing habits of OTT platforms by the children between 5-16years of age group and looks for the portrayal of kids & teenagers watching movies & web series on online streaming platform. According to research, the three biggest companies in the Indian OTT service market are Netflix, Amazon Prime and Zee 5. The majority of viewers watch it 2-3 times in a month because of the parental control for viewing content from these platforms. The most popular content categories for over-the-top web apps are movies and web series. Majority of the parents believes that there is a diversity of content available on OTT platforms for children, including genres, cultural representations, and educational value which also shares a balance between entertainment and educational content and around 36.4% believes it is very poor in terms of maintaining a balance in quality content

while 31.8% shares a neutral response. For parents OTT usage is primarily driven by entertainment. It has been discovered that the respondents' mean ratings for their favorite over-the-top (OTT) applications range significantly from one another. This indicates that opinions about these OTT apps differ greatly.

The study shows the potential impact of content on children's cognitive and emotional development exploring different types of content which may influence children's perceptions of gender roles, cultural diversity, and societal norms based on the content narratives.

Assessing the appropriateness of content based on different age groups, considering the cognitive abilities and sensitivities of children at various developmental stages, it was found that children between 10-12 years & 13-16 years of age group are the most common viewers of OTT platforms. Examining the effectiveness of parental controls on OTT platforms in regulating children's access to age-appropriate content and investigating the role of parental guidance and involvement in shaping children's viewing habits, it was found that majority of parents are extremely involved and some are slightly involved. Analyzing how various groups, including gender, ethnicity, and abilities, are represented in children's content on OTT platforms, assessing the impact of diverse representation on children's understanding of inclusivity and acceptance, this study founded that majority of the parents think of the same and to some extent the behavior pattern of children is getting impacted from what they see and try to adapt from the narratives they watch on OTT platforms.

The study explored the existing or potential regulatory measures to ensure responsible content creation and distribution for children on OTT platforms, and overall satisfaction of the parents, from the quality of content, majority of them shares 36.4% neutral opinions and 27.3% are satisfied, while 27.3% are very dissatisfied. In addition, the youth are falling behind in school and are more susceptible to health issues. But their inclination for binge watching is also affecting their relationships with their families and friends.

This study aims to predict the needs of future generations. Applications that are in high demand including virtual reality experiences that broadcast high-definition video simultaneously. Because of the steady rise in internet usage, OTT platforms have a bright future.

CONFLICT OF INTERESTS

None.

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None.

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