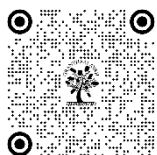


THE IMPACT OF STREAMING SERVICES ON YOUTH TELEVISION VIEWING HABITS AND MEDIA LITERACY

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ABSTRACT

Streaming services have revolutionized the entertainment industry and have a pivotal role in attracting youth for movie and television shows. The availability of streaming services such as NetFlix, Amazon and other platforms have drastically reduced traditional television viewing. Due to availability of the shows at any time youth are habituated to binge e-watching resulting in a single session watching complete seasons of different shows in one sitting. The e-watching has helped the youth to increase their knowledge about various cultures, beliefs, and perspectives which has helped in improving their overall understanding of the world. However, this also has led to exposure of youth to inappropriate content resulting in parental monitoring of the content usage. Media literacy has been increased by streaming services. The appropriate use of specific content for desired work needs navigation and critical evaluation. Thus, media literacy of young people is being improved by streaming services. The present review has identified that streaming services have beneficial effects on media literacy and improving the knowledge and exposure of the youth. The exposure to inappropriate content needs to be monitored so that beneficial aspects are more prominent and youth have productive outcomes based on utilization of streaming services.

Keywords: Streaming Services, Media Literacy, Youth, Television, Content

1. INTRODUCTION

Streaming services have revolutionized the entertainment industry, offering consumers a wide range of options for viewing movies and television shows. This has had a significant impact on the television viewing habits of young people, who now have access to a vast array of content at their fingertips. The rise of streaming services has also raised concerns about the effect on media literacy among youth. The youth can be defined as individuals aged between 15 and 24 [United Nations. \(n.d.\)](#). According to a study by the [Common Sense Media. \(2015\)](#), 59% of teens surveyed said they watch TV shows and movies on streaming services every day, while only 25% watch live television [Lenhart \(2016\)](#). This trend has prompted

researchers to explore the impact of streaming services on youth television viewing habits and media literacy. Media literacy is an essential skill for young people to develop in today's media-saturated world. With the increasing popularity of streaming services like Netflix, Amazon Prime, and Disney+, it is important for youth to understand the impact of these services on their media consumption habits, as well as the potential consequences of their media choices. This essay will explore the concept of media literacy with regard to streaming services among youth in India.

In recent years, streaming services have revolutionized the way we consume media, with an increasing number of youth turning to these platforms for their entertainment needs. With the convenience and flexibility of on-demand viewing, streaming services have had a significant impact on the television viewing habits of youth, as well as their media literacy skills [Braun & Clarke \(2006\)](#). While the benefits of streaming services cannot be denied, concerns have also been raised regarding the potential negative impacts on media literacy, as well as the potential for exposure to inappropriate content. As noted by Riggins and Krcmar, traditional television viewing has been declining for some time, with youth now watching more content on-demand and at their own convenience. This shift in viewing habits has been fueled by the rise of streaming 20192016 services such as Netflix, Amazon Prime, and Hulu, which offer a vast library of content that can be accessed anytime, anywhere. However, while the convenience and variety of streaming services may be appealing, it is important to consider the potential impact on youth television viewing habits and media literacy [Webster & Phalen \(2017\)](#).

Research has shown that streaming services can have both positive and negative impacts on the media literacy skills of youth [Thompson \(2013\)](#). On the one hand, streaming services can provide access to a diverse range of programming, including documentaries and foreign films, which can broaden horizons and promote critical thinking skills. On the other hand, the lack of regulation and oversight on these platforms can also lead to exposure to inaccurate or misleading information, reinforcing negative stereotypes and biases. Additionally, the potential for exposure to inappropriate content on streaming services is a growing concern. While many platforms have implemented parental controls and content rating systems, these measures are not foolproof and may not be enough to protect youth from exposure to potentially harmful content [Wartella et al. \(2013\)](#). With the increasing amount of content being produced specifically for streaming services, including content that is more explicit or mature in nature, the need for effective safeguards is becoming increasingly urgent. Therefore, it is important to understand the impact of streaming services on youth television viewing habits and media literacy, and to consider ways to mitigate any potential negative effects. By promoting media literacy and digital citizenship, and implementing appropriate regulations and guidelines, we can ensure that youth are able to engage with streaming services in a safe and responsible way, while also enjoying the benefits that these platforms provide in terms of convenience, variety, and access to diverse perspectives [Zywica & Danowski \(2008\)](#).

In the last decade, the emergence of streaming services such as Netflix, Hulu, and Amazon Prime Video has revolutionized the entertainment industry. With millions of subscribers worldwide, these platforms have become the go-to destination for viewers who want to watch movies, TV shows, and other forms of digital media on their own terms, without the restrictions of traditional TV programming [Xie & Bugg \(2009\)](#). One of the most significant impacts of streaming services has been on the television viewing habits of young people. With an ever-increasing amount of content available at their fingertips, young viewers have

greater autonomy and control over what they watch, when they watch it, and how they watch it. According to a study by [Common Sense Media. \(2015\)](#), a non-profit organization focused on kids and media, 59% of teenagers surveyed said they watched TV shows and movies on streaming services every day, while only 25% watched live television [Lenhart \(2016\)](#).

While the growth of streaming services has been a boon for young viewers seeking greater access to content, it has also raised concerns about the impact on media literacy. With so much content available, young people may find it difficult to distinguish between reliable sources and fake news, or to critically evaluate the messages conveyed in the media they consume. As media scholar Renee Hobbs notes, "The abundance of media content can create the illusion of knowledge, leading people to believe they know more than they actually do". In light of these concerns, researchers have sought to explore the impact of streaming services on youth television viewing habits and media literacy. Through studies and surveys, they have attempted to understand how young people consume media, what they watch, and how they engage with the messages conveyed in the media. By doing so, they hope to shed light on the ways in which streaming services are shaping the next generation of media consumers, and to identify strategies for promoting critical thinking and media literacy among young people.

The target audience for this review paper is broad. Parents who are interested in understanding the impact of streaming on their children's media intake find it appealing [Smith \(2020\)](#). Educators recognize the importance of comprehending its impact on the media literacy of young people, which helps them in their teaching methods [Jones & Brown \(2019\)](#). Academic researchers are investigating the complex connection between streaming services and the behavior of young people [Garcia et al. \(2021\)](#). Policymakers are looking for advice on possible legislation regarding the impact of streaming on young viewers [Johnson \(2018\)](#). Media professionals modify their techniques in response to evolving patterns of youth viewership [Anderson \(2022\)](#). Young people are inherently interested in analyzing the differences in their behaviors and how streaming services influence their viewpoints [Williams \(2017\)](#). Advocacy groups support and promote the adoption of appropriate behaviors for consuming information in the digital era [Taylor & Clark \(2023\)](#).

2. TELEVISION AND YOUTH

Television has been a prominent medium of entertainment and information for decades, and it continues to be a popular form of media among young people. According to a report by the Kaiser Family Foundation, children and adolescents in the United States spend an average of seven hours a day on various forms of media, including television [Rideout \(2013\)](#). While television can offer educational and entertaining programming, research has also shown that excessive TV watching can have negative effects on youth development. Television has become an integral part of modern youth culture, with many young people spending several hours a day watching TV [Huston & Wright \(2018\)](#). While television can offer educational and entertaining programming, it also has potential negative effects on youth development.

Research has shown that excessive television watching can lead to lower academic achievement, decreased physical activity, and increased risk of obesity [Strasburger & Wilson \(2019\)](#). Moreover, television content can also shape attitudes and behaviors, with exposure to violence and sexual content potentially leading to aggressive behavior and sexual activity among youth [Brown \(2017\)](#).

One of the potential negative effects of television on youth is its impact on academic achievement. A study by Gentile et al. found that children who watched more TV had lower academic performance compared to those who watched less. Additionally, television viewing has been linked to decreased physical activity and an increased risk of obesity [Strasburger & Wilson \(2019\)](#).

Moreover, television content can also shape attitudes and behaviors among young viewers. Exposure to violent content on TV has been associated with increased aggression and violent behavior among youth [Anderson \(2022\)](#). Similarly, exposure to sexual content on television has been linked to early initiation of sexual activity among adolescents. [Deursen et al. \(2014\)](#)

However, it is important to note that not all television programming has negative effects on youth. Educational programming, such as documentaries and science shows, can have positive effects on academic achievement and cognitive development. Additionally, pro-social content, such as shows that promote empathy and cooperation, can encourage positive behaviors among young viewers.

To mitigate the potential negative effects of television on youth, parents and caregivers can limit screen time and monitor the content their children are watching [Children and Parents: Media Use and Attitudes Report \(2018\)](#). Additionally, media literacy programs can help young people develop critical thinking skills and make informed decisions about the media they consume [Livingstone & Helsper \(2019\)](#).

In conclusion, while television can offer benefits to youth, it is important for parents, educators, and policymakers to be aware of its potential negative effects and take steps to promote responsible media use among young people.

3. DRIVING FACTORS OF TELEVISION WATCHING HABITS OF YOUTH IN INDIA

Television has become an integral part of our daily lives, and its impact on youth in India cannot be overlooked. Despite the rise of digital platforms and streaming services, television remains a popular medium of entertainment and information among the youth in India. In this article, we will explore the driving factors behind the television watching habits of youth in India. [Schrock \(2017\)](#)

The affordability and accessibility of television have been identified as key factors contributing to its popularity among the youth in India [Kaur & Rani \(2019\)](#). In contrast to alternative forms of entertainment, television sets exhibit a wide range of price points, hence rendering them accessible to individuals hailing from diverse socioeconomic strata [Shukla \(2017\)](#). Furthermore, the availability of cable and satellite TV services is widespread throughout the nation, encompassing even the most isolated regions, hence enhancing accessibility [Sharma \(2018\)](#). The extensive accessibility of television content guarantees that young people from different areas can enjoy it, hence enhancing its popularity [Kaur & Rani \(2019\)](#). In addition, television programming frequently provides content that caters to a wide range of interests and demographics, hence increasing its attractiveness to young people [Sinha & Swami \(2017\)](#). Hence, the price and accessibility of television are essential factors contributing to its widespread appeal among the younger demographic in India. This accessibility ensures that young people from all socioeconomic backgrounds can access television programming [Vogel et al. \(2014\)](#).

Another driving factor behind the popularity of television among youth in India is the *diversity of content* it offers. Television programming in India caters to a wide range of interests and preferences, including soap operas, reality shows, sports, news, and movies. The availability of content in multiple languages also makes

television programming more accessible to young people from different regions of the country. [Brown \(2017\)](#).

Moreover, television is often considered a form of escape for young people from their daily routines and stresses. According to a study by the Indian Council of Social Science Research (ICSSR), many young people in India view television as a source of entertainment and relaxation [Indian Council of Social Science Research. \(2018\)](#). Television watching provides an opportunity for young people to unwind and temporarily disconnect from their daily struggles [Wei \(2008\)](#).

In addition to entertainment, television is also an important source of information for young people in India. News programs, documentaries, and educational programming provide young people with valuable information on current events, social issues, and academic topics [Vaterlaus et al. \(2016\)](#). This can be especially important for young people who may not have access to other sources of information, such as the internet or newspapers [Rosen et al. \(2011\)](#).

Social factors also play a role in the television watching habits of youth in India. Television watching is often a shared activity among families and friends, and it provides an opportunity for social bonding and interaction [Wellman & Haythornthwaite \(2012\)](#). For many young people in India, watching television with family or friends is a form of leisure and a way to strengthen relationships.

However, it is important to note that excessive television watching can have negative effects on youth development. The American Academy of Pediatrics recommends that young people should not watch more than two hours of television per day [American Academy of Pediatrics. \(2021\)](#). Excessive television watching has been linked to decreased physical activity, poor academic performance, and increased risk of obesity.

To promote responsible television watching habits among youth in India, parents, educators, and policymakers can take several steps. Encouraging young people to engage in physical activity, limiting screen time, and monitoring the content they are watching can help mitigate the potential negative effects of television on youth development. Additionally, media literacy programs can help young people develop critical thinking skills and make informed decisions about the media they consume. [Shukla \(2016\)](#).

In conclusion, the affordability, accessibility, diversity of content, and social factors are the primary driving factors behind the television watching habits of youth in India. While television can offer benefits to young people, it is important for parents, educators, and policymakers to be aware of its potential negative effects and take steps to promote responsible media use among youth [Vandenbosch et al. \(2016\)](#).

In addition to the driving factors mentioned in the previous section, there are some other factors that contribute to the television watching habits of youth in India.

One such factor is the *role of advertising*. Television advertising is a powerful tool for promoting products and services, and young people in India are often targeted by advertisers. The influence of advertising on the television watching habits of youth in India cannot be ignored, as it has been found to affect their attitudes, beliefs, and behaviors [Shukla \(2016\)](#).

Another factor is the *impact of technology*. The rise of digital platforms and streaming services has changed the way young people consume media, and it has also affected their television watching habits [Bauerlein \(2008\)](#). Many young people in India now prefer to watch television shows and movies online rather than on

traditional television sets. This shift in viewing habits has led to the development of new technologies and services, such as streaming devices and online platforms like Netflix and Amazon Prime.

Furthermore, *cultural factors* also influence the television watching habits of youth in India. Television programming in India often reflects the cultural values, norms, and traditions of the country. This can be seen in the popularity of soap operas, which often depict family dramas and relationships, and in the coverage of religious and cultural events.

Finally, it is important to note that the television watching habits of youth in India are not uniform across the country. The preferences and behaviors of young people vary depending on their age, gender, location, and socio-economic status. For example, a study by the Centre for the Study of Developing Societies (CSDS) found that rural youth in India watch more television than their urban counterparts [Center for the Study of Developing Societies. \(2019\)](#).

In conclusion, the driving factors behind the television watching habits of youth in India are complex and multifaceted. Factors such as affordability, accessibility, diversity of content, social factors, advertising, technology, and culture all play a role in shaping the television watching habits of young people in India. By understanding these factors, parents, educators, and policymakers can develop strategies to promote responsible television watching habits and mitigate the potential negative effects of television on youth development. [Lozano \(2021\)](#)

4. MEDIA LITERACY WITH REGARD TO STREAMING SERVICES AMONG YOUTH

The phrase "media literacy" refers to the capacity to engage with, understand, assess, and generate media across diverse formats [National Association for Media Literacy Education \(NAMLE\). \(2017\)](#). In the context of streaming services, media literacy involves the ability to critically evaluate the content that is available, understand the biases and values that are conveyed through the media, and make informed decisions about what to watch.

The sheer amount of content offered by streaming services is a significant obstacle to media literacy. One example is the 700+ original series and movies that Netflix released in 2018 [Holloway \(2019\)](#). Young people face a huge challenge in sorting through all of this stuff since there is so much of it. With so many options, it's getting harder and harder for kids to tell good entertainment from bad or even dangerous stuff. Therefore, it is crucial to learn how to critically assess and evaluate media material so that one can make educated watching choices [Livingstone \(2018\)](#). For young people to be able to safely and efficiently explore the wide world of streaming services, media literacy instruction is essential [National Association for Media Literacy Education \(NAMLE\). \(2017\)](#). Youth media literacy and responsible media use can be advanced when young people are better equipped to access, analyze, evaluate, and produce media content. This will allow them to make better decisions about the media they consume and encourage them to adopt healthier habits in general.

Another challenge is the potential for exposure to inappropriate content. Streaming services like Netflix and Amazon Prime have come under criticism for their lack of content moderation, and there have been instances where young people have been exposed to explicit or violent content (Bartlett). This underscores the importance of media literacy in helping young people to make informed decisions about what to watch and how to navigate the potential risks.

To promote media literacy among youth in India, there are several strategies that can be employed. First, parents and educators can encourage young people to engage in critical thinking about the media they consume. This can involve discussing the themes, values, and messages conveyed through television shows and movies, as well as encouraging young people to seek out alternative perspectives and media sources. [Brown \(2017\)](#).

Second, media literacy can be integrated into the curriculum in schools and colleges. This can involve teaching students how to analyze and evaluate media messages, as well as providing opportunities for them to create their own media content.

Third, streaming services themselves can play a role in promoting media literacy. For example, Netflix has launched a "Skip Intro" feature that allows viewers to bypass the opening credits of a television show, encouraging them to focus on the content itself (Roettgers). Additionally, streaming services can provide content warnings and age ratings to help young people make informed decisions about what to watch. [Lenhart \(2016\)](#).

In conclusion, media literacy is an important skill for young people to develop in the age of streaming services. By promoting critical thinking, integrating media literacy into the curriculum, and encouraging responsible media consumption habits, parents, educators, and streaming services can help to ensure that young people are equipped to navigate the media landscape in a responsible and informed way.

5. IMPACTS OF STREAMING SERVICES ON THE CURRENT GENERATION

The media consumption habits of the present generation have been significantly transformed by streaming services like Netflix, Amazon Prime, and Disney+. One notable advantage of these services is the provision of a vast array of content that accommodates a diverse array of interests, backgrounds, and identities. Netflix's original series "Queer Eye" serves as a platform to advocate for LGBTQ+ visibility and acceptance, offering young individuals the opportunity to find positive role models as they navigate their own identities. In a similar vein, the television series "The Marvelous Mrs. Maisel" on Amazon Prime presents a compelling female protagonist who defies conventional gender norms and serves as a source of motivation for aspiring young women to actively pursue their aspirations. In addition, Disney+ provides an extensive collection of entertainment suitable for families, encompassing culturally varied narratives like "Moana," which honors Polynesian culture and traditions, fostering inclusivity and understanding for various nationalities. The wide array of information available on streaming platforms offers young individuals the chance to encounter many viewpoints, cultures, and experiences, thereby promoting empathy, comprehension, and acceptance [Buckingham \(2019\)](#). Young viewers can enhance their worldview and foster an awareness of the vastness of human diversity by engaging with characters and narratives that mirror the diversity of the world [Van Hoof & Van Gorp \(2019\)](#). Furthermore, exposure to a wide range of content has the potential to foster the exploration of individual interests and identities among young individuals, empowering them to accept their distinctiveness and actively pursue their hobbies [Livingstone \(2019\)](#).

One of the main impacts of streaming services on the current generation is the convenience factor. With streaming services, young people have the ability to watch

their favorite TV shows and movies whenever and wherever they want. This has led to a shift away from traditional television viewing, with many young people now opting to watch content on their laptops or mobile devices [Rossman \(2020\)](#).

Another impact of streaming services on the current generation is the diversity of content available. Streaming services offer a wide range of genres and languages, making it easier for young people to explore new content and broaden their horizons. This has also given smaller, independent filmmakers a platform to showcase their work, providing more opportunities for diverse storytelling and representation [Lozano \(2021\)](#)

However, there are also negative impacts associated with the rise of streaming services. One of these is the potential for excessive screen time. With the convenience of streaming services, young people can easily spend hours binge-watching their favorite shows, which can have negative effects on their health and wellbeing [Council on Communications and Media. \(2016\)](#).

Another impact is the potential for exposure to inappropriate content. As mentioned earlier, streaming services lack content moderation, and there have been instances where young people have been exposed to explicit or violent content (Bartlett). This underscores the need for media literacy among young people, as well as responsible media consumption habits.

In conclusion, streaming services have had a significant impact on the current generation's media consumption habits. While they offer convenience, diversity of content, and opportunities for independent filmmakers, they also have potential negative impacts such as excessive screen time and exposure to inappropriate content. It is important for young people to develop media literacy skills and responsible media consumption habits to navigate the changing media landscape.

6. RESEARCH GAP

The impact of streaming services on youth television viewing habits and media literacy is a topic that has garnered significant attention in recent years. While there is a considerable body of research on the topic, there are still some notable research gaps that need to be addressed.

Despite the diversity of streaming content, it is unclear how culturally suitable it is for Indian youths. We should specifically examine streaming services for their representation of India's regional languages, cultures, and values. How much Indian youth feel represented and included in their programming determines the cultural significance of streaming services [Bhatia \(2020\)](#).

Indian adolescents should examine socioeconomic differences in access to streaming services, which offer economical entertainment. Research could examine if internet connectivity, device ownership, and subscription costs affect media consumption and literacy among Indian youth from varied socioeconomic backgrounds [Sharma & Sinha \(2019\)](#).

One research gap is the lack of studies that examine the specific impact of streaming services on media literacy among young people. While there is some research on media literacy in general, there is a need for more research that focuses specifically on the impact of streaming services on media literacy, given the increasing popularity of these services among young people. [American Academy of Pediatrics. \(2021\)](#).

Another research gap is the limited attention given to the impact of streaming services on the social and cultural aspects of media consumption among young people. For example, there is a need for more research on how streaming services

have affected young people's engagement with and understanding of different cultures and communities. There is also a need for research on how streaming services have impacted young people's social interactions around media, including the ways in which young people discuss and share their media experiences with their peers. [Boyd \(2010\)](#).

Furthermore, while some research has examined the impact of streaming services on traditional television viewing habits, there is a need for more research that specifically examines how streaming services have changed young people's viewing habits. This could include research on how streaming services have affected the time spent watching TV, the types of shows and movies young people watch, and the devices they use to consume media. [Buckingham \(2013\)](#)

Another research gap is the lack of attention given to the potential negative impacts of streaming services on young people's mental health. While there is some research on the negative impacts of excessive screen time, there is a need for more research on how the use of streaming services specifically affects young people's mental health, including their anxiety levels and mood. [Cho \(2014\)](#).

In conclusion, while there is a growing body of research on the impact of streaming services on youth television viewing habits and media literacy, there are still several research gaps that need to be addressed. Future research should focus on the specific impact of streaming services on media literacy, as well as the social and cultural aspects of media consumption among young people. Additionally, there is a need for more research on how streaming services have changed young people's viewing habits and the potential negative impacts on their mental health. Addressing these gaps will be crucial for developing a more comprehensive understanding of the impact of streaming services on young people. [Livingstone \(2014\)](#)

7. CONCLUSION

Both the ways in which young people watch television and their level of media literacy have been drastically altered as a result of streaming services. The number of young people who watch traditional television has significantly decreased as a result of the proliferation of streaming platforms such as Netflix, Hulu, and Amazon Prime Video. They make the conscious decision to stream their favored shows and movies on these platforms whenever it is convenient for them, so avoiding the necessity of adhering to the programming that is scheduled for television. As a result, streaming services have created a new culture of binge-watching, where young people watch entire seasons of shows in one sitting. Furthermore, streaming services have given young people greater access to diverse programming from around the world, with subtitles and dubbed versions in different languages [Al-Rahmi & Othman \(2013\)](#). This has exposed them to different cultures, beliefs, and perspectives, which has broadened their understanding of the world. However, this abundance of content has also increased the chances of young people being exposed to inappropriate content, such as violence, sexual content, and drug use. It is, therefore, important for parents and guardians to monitor their children's viewing habits and to have conversations with them about what they are watching. [Rideout \(2013\)](#)

Streaming services have also increased the need for media literacy among young people. With so much content available, it is important for young people to be able to navigate and evaluate it critically. They need to be able to identify credible sources of information and understand the influence of the media on society

Valkenburg et al. (2017). Media literacy is, therefore, an essential skill for young people to develop in today's digital age. However, despite the benefits of streaming services, there are concerns about their impact on traditional television and the wider media industry. Streaming services have disrupted the traditional television model, with fewer young people watching scheduled television and more people choosing to watch on-demand. This has led to a decline in traditional television advertising revenue, which has affected the wider media industry Van der Meijden (2014). Furthermore, some streaming services have been accused of monopolizing the industry, leading to concerns about the impact on competition and pricing. Schradie (2011).

In conclusion, streaming services have had a profound impact on the television viewing habits and media literacy of young people. They have created new cultures of binge-watching, given young people access to diverse programming, and increased the need for media literacy Aufderheide (2013). However, there are concerns about the impact of streaming services on traditional television and the wider media industry. As streaming services continue to grow in popularity, it is important for young people, parents, and industry professionals to understand their impact and to work together to ensure that they are used in a responsible and sustainable way. The rise of streaming services has had a significant impact on the television viewing habits and media literacy of youth. With the increasing availability and accessibility of streaming services, traditional television viewing has declined, and youth are increasingly turning to these platforms for their entertainment needs. While the benefits of streaming services, such as convenience and variety, cannot be denied, there are also concerns regarding the potential negative impacts on media literacy, as well as the potential for exposure to inappropriate content. Schrock (2017)

Research has shown that streaming services can have a significant impact on the media literacy of youth, both positive and negative. On the one hand, streaming services can provide a wealth of information and exposure to diverse perspectives, allowing youth to develop critical thinking skills and engage with media in a more informed way Bandura (2001). On the other hand, the ease of access and lack of regulation on these platforms can also lead to exposure to inaccurate or misleading information, reinforcing negative stereotypes and biases. In terms of television viewing habits, the rise of streaming services has led to a decline in traditional TV viewing, with youth now watching more content on-demand and at their own convenience. While this shift in viewing habits may have some benefits, such as reducing the exposure to advertising, it also has the potential to limit exposure to a diverse range of programming and reduce opportunities for shared viewing experiences with friends and family. Sigman (2012).

Furthermore, the potential for exposure to inappropriate content on streaming services is a growing concern. While many streaming platforms have implemented parental controls and content rating systems, these measures are not foolproof and may not be enough to protect youth from exposure to potentially harmful content. This is particularly concerning given the increasing amount of content that is being produced specifically for streaming services, including content that is more explicit or mature in nature. In order to address these concerns and ensure that youth are able to engage with streaming services in a safe and responsible way, it is important that parents, educators, and policymakers work together to promote media literacy and digital citizenship. This includes educating youth about the potential risks associated with streaming services and helping them develop critical thinking skills to assess the accuracy and credibility of the content they consume. Additionally, regulations and guidelines may need to be put in place to ensure that streaming

platforms are held accountable for the content they provide and are required to implement measures to protect youth from exposure to inappropriate content. In conclusion, while the impact of streaming services on youth television viewing habits and media literacy is complex, there is no doubt that it is a significant phenomenon that requires careful consideration. By promoting media literacy and digital citizenship, and implementing appropriate regulations and guidelines, we can ensure that youth are able to engage with streaming services in a safe and responsible way, while also enjoying the benefits that these platforms provide in terms of convenience, variety, and access to diverse perspectives. [Tseng et al. \(2016\)](#).

CONFLICT OF INTERESTS

None.

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